



Retail Sales Analysis

2023 Performance Review & Strategic Insights

1,000 Transactions

\$456,000 Revenue

Executive Summary



Total Revenue

\$456K



Transactions

1000



Avg Transaction

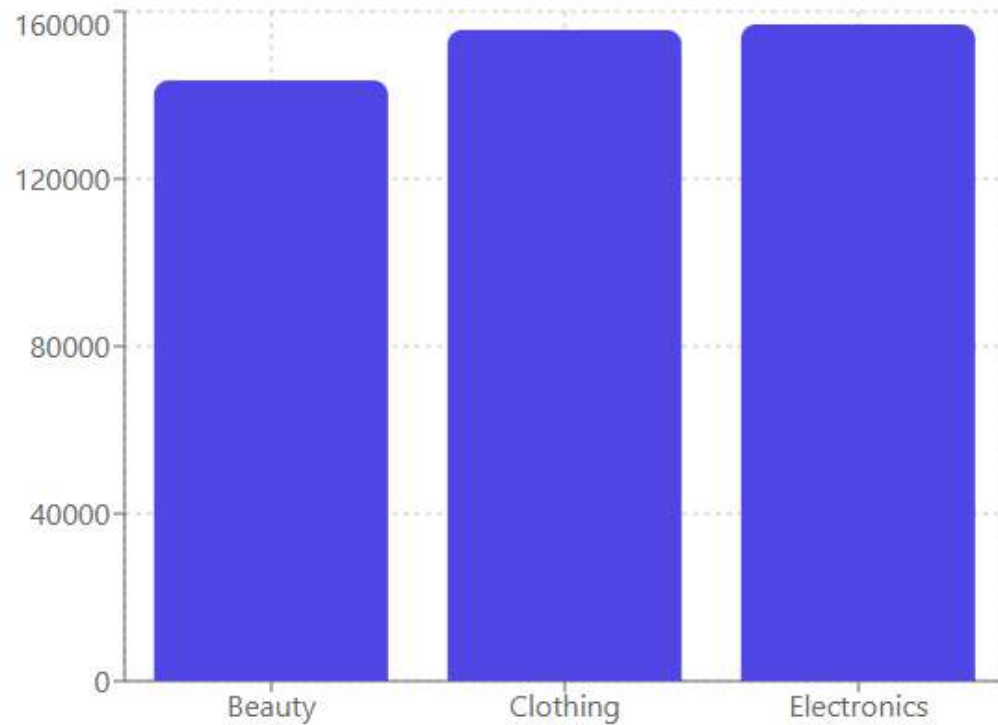
\$456



Customer Split

51% F / 49% M

Revenue by Product Category



Beauty

307 transactions

\$143.5K

31.5%

Clothing

351 transactions

\$155.6K

34.1%

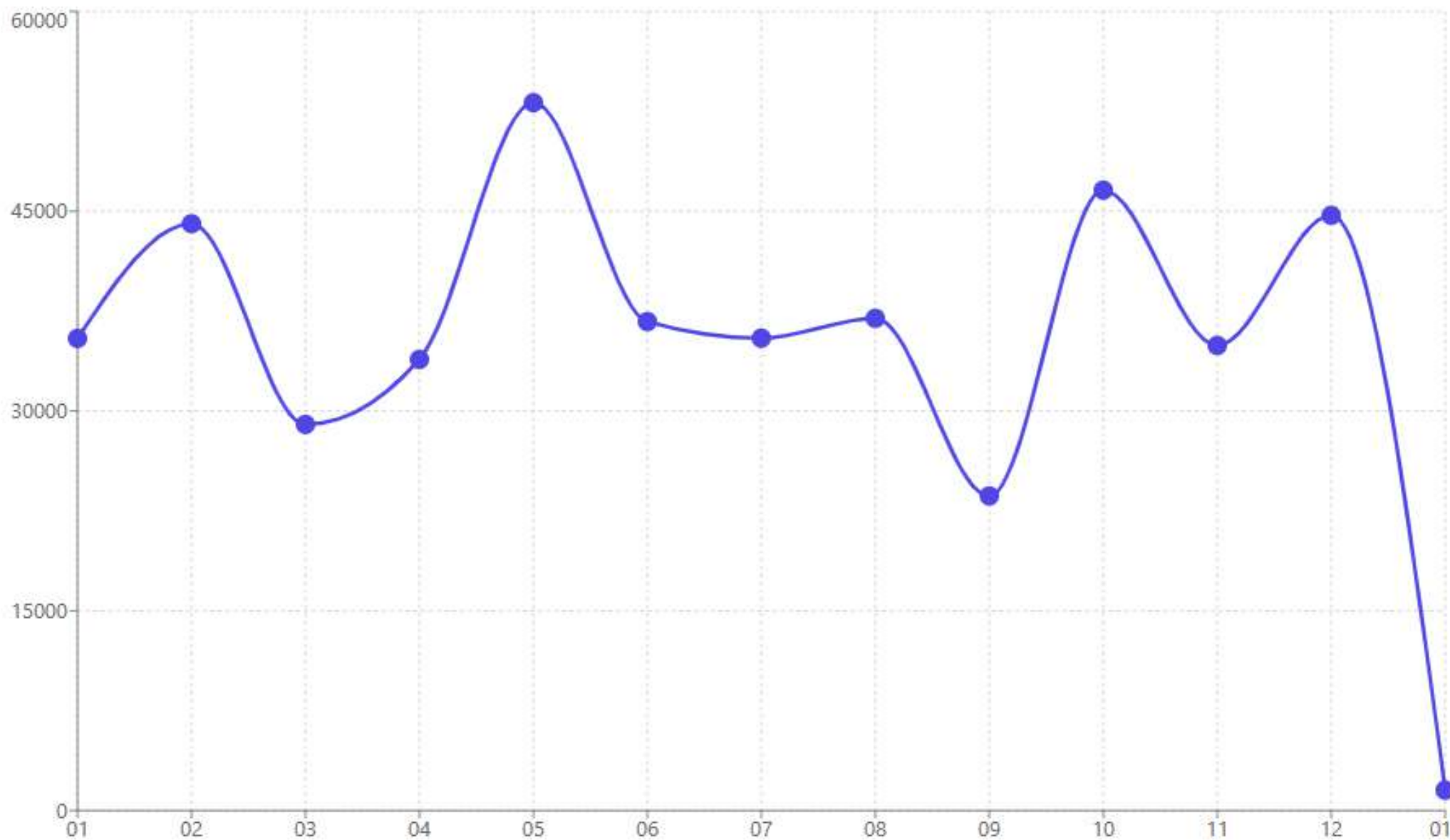
Electronics

342 transactions

\$156.9K

34.4%

Monthly Revenue Trends



Peak Month

May

Lowest Month

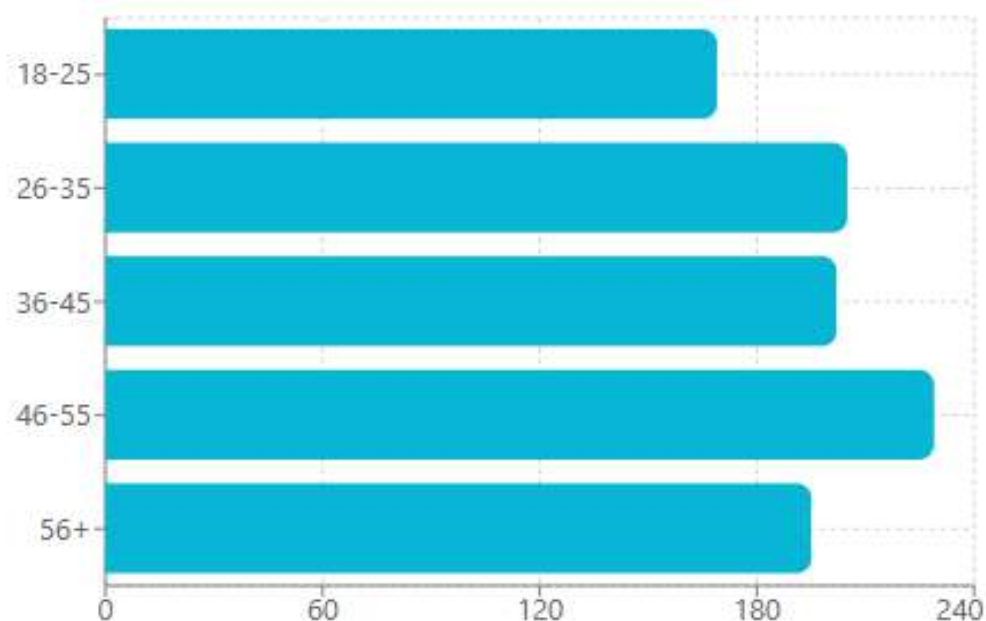
September

Avg Monthly

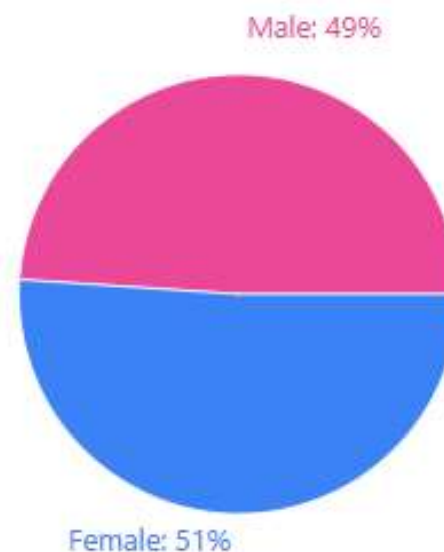
\$38K

Customer Demographics

Age Distribution



Gender Split



Male	\$223.2K
Female	\$232.8K

Key Findings



Balanced Category Performance

Electronics leads with \$156.9K (34.4%), followed closely by Clothing at \$155.6K (34.1%) and Beauty at \$143.5K (31.5%). This balanced distribution indicates healthy product diversification.



Female Customers Drive Revenue

Female customers account for 51% of revenue (\$232.8K) despite similar transaction counts. This suggests higher average transaction values from female shoppers.



Mature Customer Base

The 46-55 age group represents the largest segment (229 customers), followed by 26-35 (205) and 36-45 (202). This mature demographic offers stability and purchasing power.



Seasonal Variations

May shows peak performance (\$53.1K), while September dips to \$23.6K. Understanding these patterns can optimize inventory and marketing timing.

Strategic Recommendations

1 Enhance Electronics Category

As the top revenue generator, invest in expanding the electronics product line. Consider premium tech accessories and smart home devices to capitalize on this strong performance.

2 Target Female Shoppers

Develop targeted marketing campaigns for female customers who show higher spending patterns. Create loyalty programs and personalized recommendations to increase retention.

3 Address Seasonal Dips

Implement promotional campaigns during low-performing months (September). Consider back-to-school sales, seasonal clearances, or exclusive offers to boost Q3 revenue.

4 Engage Younger Demographics

While the 46-55 age group is strong, expand reach to 18-25 segment through social media marketing, influencer partnerships, and trendy product offerings.

5 Optimize Inventory Management

Use monthly trend data to forecast demand and optimize stock levels. Prepare for May peak season and reduce inventory during slower months.

6 Cross-Category Bundling

Create product bundles across categories (e.g., tech + beauty, clothing + accessories) to increase average transaction value and introduce customers to new categories.