

Retails Sales Analysis

Project Description:- Retail Sales Analysis

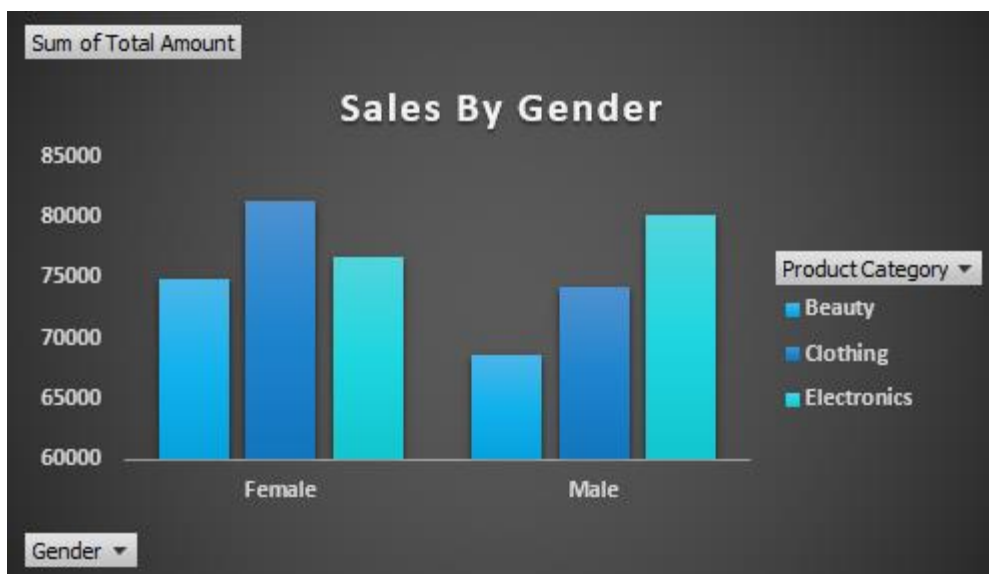
This project analyses retail sales data to uncover insights into product performance, customer segmentation, and seasonal trends. The dataset includes transaction details, customer demographics, and purchase behaviour. The goal is to help businesses optimize their sales strategies by identifying top-selling products, key customer segments, and peak sales periods.

Business Problems :-

- Top-performing product categories based on total sales revenue.



- Customer segmentation by gender and age group to identify the best-selling products for each segment.





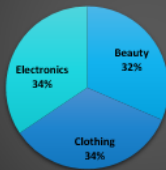
- Seasonal sales trends to determine peak months for different product categories.



Retail Sales Report

Sum of Total Amount

Product Category - Wise Sales

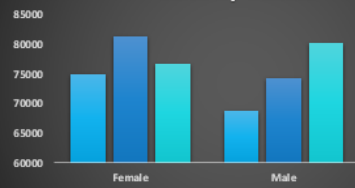


Product...

Beauty
Clothing
Electronics

Sum of Total Amount

Sales By Gender



Gender...

Product...

Beauty
Clothing
Electronics

Age_Group

18-25

26-35

35-50

50++

Product Category

Beauty

Clothing

Electronics

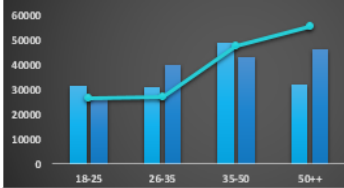
Gender

Female

Male

Sum of Total Amount

Sales By Age_Group



Product...

Beauty
Clothing
Electronics

Sum of Total Amount

Monthly Sales Trends



Product...

Beauty
Clothing
Electronics