Student Purchase Behaviour – Executive Overview

119K Total Items Sold

$642.08K Total Sales Amount

754 Total Surveys
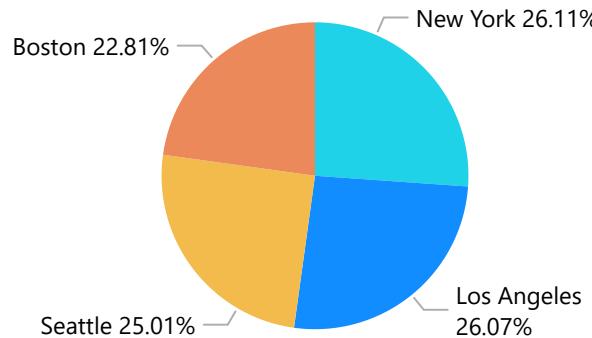
$851.57 Average Purchase Value
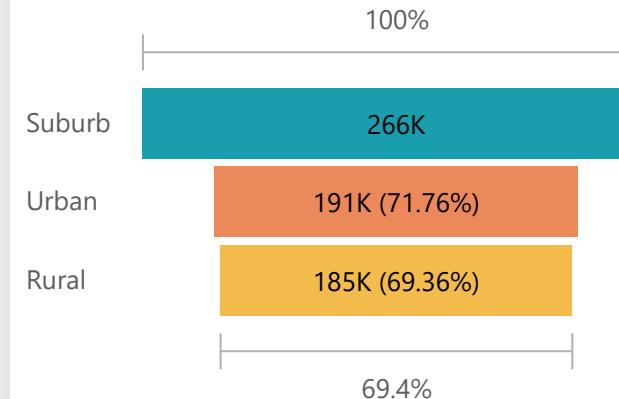
157.69 Avg Items per Purchase

Sales Amount by Store Location

- New York 26.11%
- Los Angeles 26.07%
- Seattle 25.01%
- Boston 22.81%
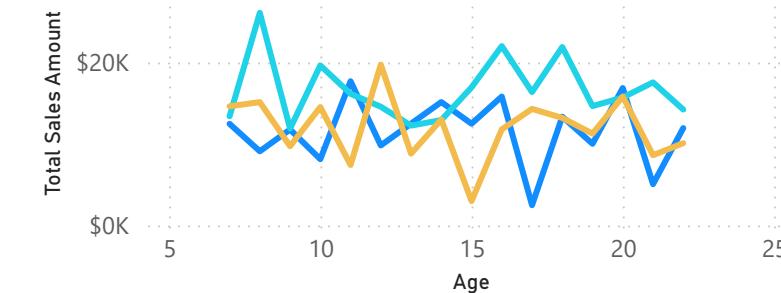
Total Sales by Store Setting

100%

Store Setting	Value
Suburb	266K
Urban	191K (71.76%)
Rural	185K (69.36%)

69.4%

Total Items Sold

Store Setting: ● Rural ● Suburb ● Urban

Total Sales Amount

Total Items Sold
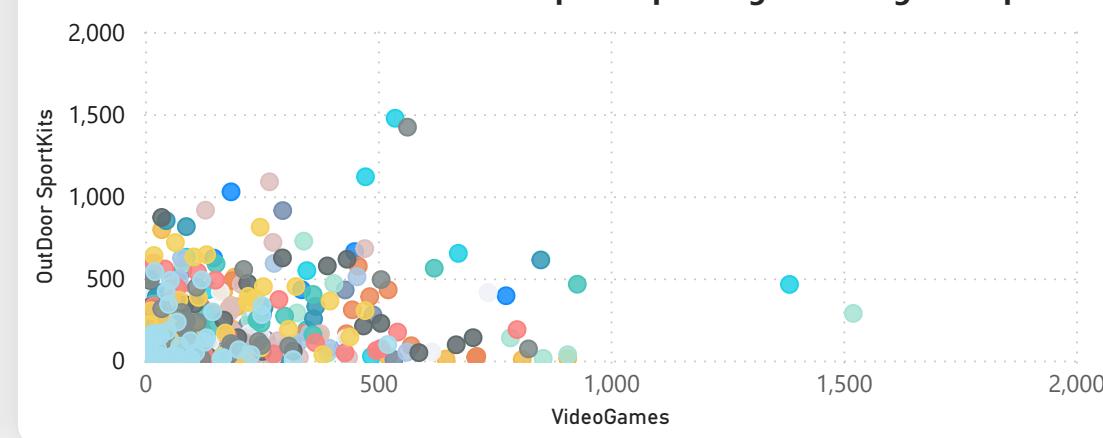
Age	Rural	Suburb	Urban
7	$12,473.10	$13,396.13	$14,628.68
8	$9,103.71	$26,094.12	$15,132.63
9	$11,777.35	$11,886.37	$9,724.57
10	$8,133.20	$19,635.66	$14,527.83
11	$17,702.28	$16,156.58	$7,422.33
12	$9,819.78	$14,567.69	$19,735.47
13	$12,494.63	$12,254.98	$8,817.19
14	$15,144.33	$12,934.77	$13,001.14
15	$12,487.34	$16,947.80	$2,992.02
16	$15,818.39	$22,009.42	$11,790.93
17	$2,485.63	$16,372.57	$14,305.17

Store Location	Store Setting	Amount of Purchases
Boston	Rural	42,016.81
Los Angeles	Rural	30,009.48
New York	Rural	69,444.55
Seattle	Rural	43,228.34
Boston	Suburb	53,835.98
Los Angeles	Suburb	82,419.92
New York	Suburb	46,284.58
Seattle	Suburb	83,749.20
Boston	Urban	50,595.51
Total		**6,42,084.01**

Video Game Purchases and Outdoor Sports Spending Across Age Groups

Store Location Analysis
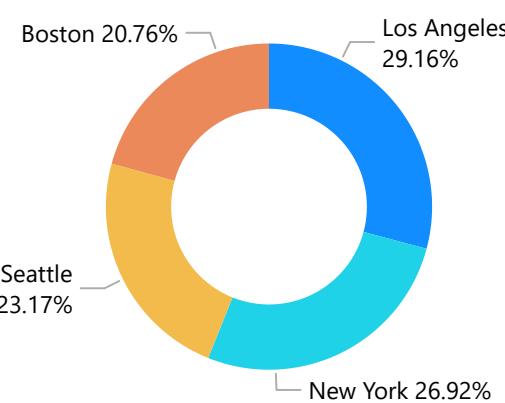
| 119K Total Items Sold	$642.08K Total Sales Amount	754 Total Surveys	$851.57 Average Purchase Value	157.69 Average Items per...

Items Sold by Store Location

- Boston 20.76%
- Los Angeles 29.16%
- Seattle 23.17%
- New York 26.92%
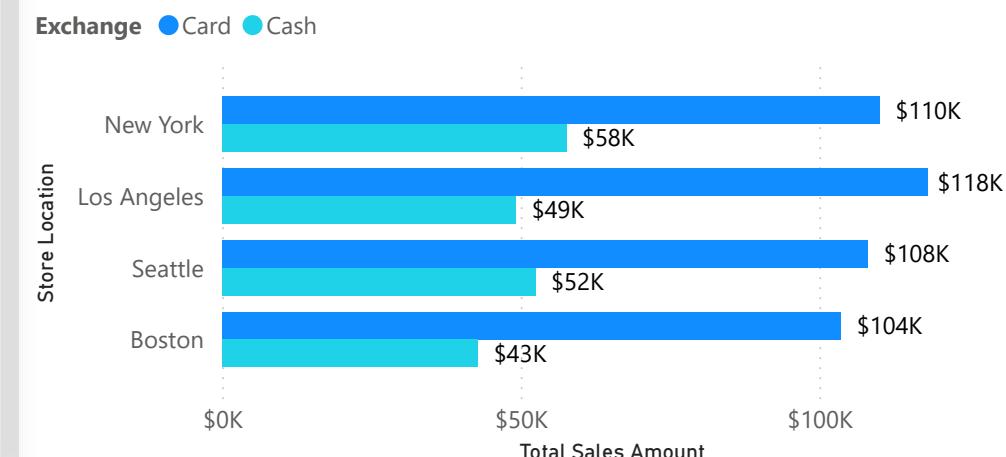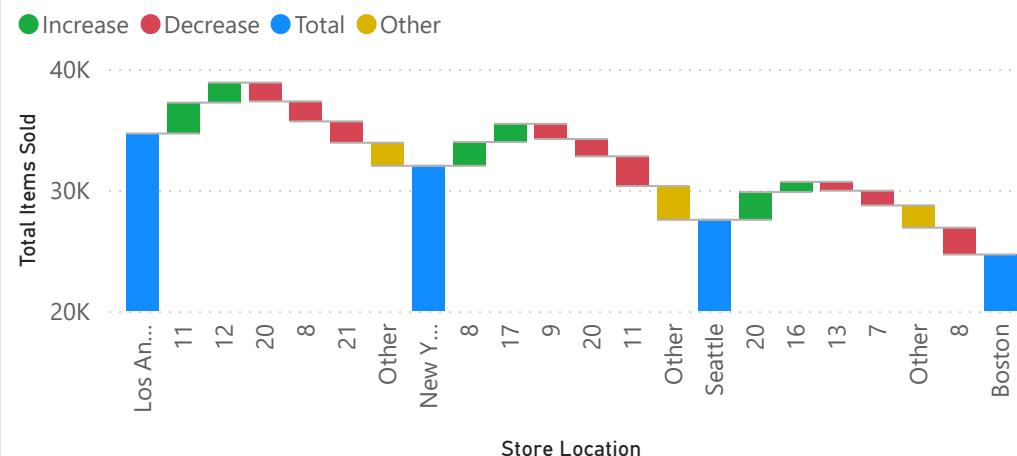
Total Sales Amount by Store Location and Store Setting

- New York — Rural $69.44K, Urban $51.95K, Suburb...
- Los Angeles — Suburb $82.42K, Urban $5..., Rur...
- Seattle — Suburb $83.75K, Rural $..., Urb...
- Boston — Suburb $53.8..., Urban $50.60K, Rural $42.02K

Amount of Purchases by Store Location

Exchange ● Card ● Cash

Store Location	Card	Cash
New York	$110K	$58K
Los Angeles	$118K	$49K
Seattle	$108K	$52K
Boston	$104K	$43K

Total Sales Amount

Total Items Sold by Store Location and Age

● Increase ● Decrease ● Total ● Other

Store Location

Highest Selling Location

New York

Items Sold

32K

Purchase Amount

$167.68K

Store Location	Academic Books	Gadgets	InDoor SportKits	OutDoor SportKits	Toys Amount	VideoGames Amount
Total	1,44,086.50	1,28,359.54	50,040.73	1,13,761.72	$46,825.75	97,809.75
Los Angeles	36,851.83	32,543.35	12,711.15	33,965.19	$10,634.65	24,184.24
New York	37,870.75	31,907.93	13,109.10	30,156.25	$12,901.91	25,057.19
Seattle	37,483.33	32,517.00	13,378.25	26,226.11	$10,583.33	25,917.94
Boston	31,880.59	31,391.26	10,842.23	23,414.17	$12,705.86	22,650.38

Product Category Analysis

119K Total Items Sold

$642.08K Total Sales Amount

754 Total Surveys
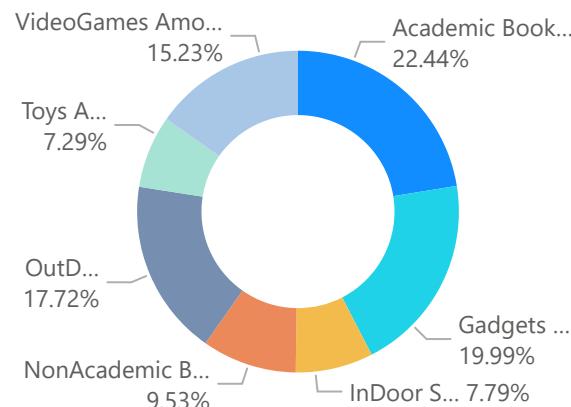
$851.57 AVG Purchase Value
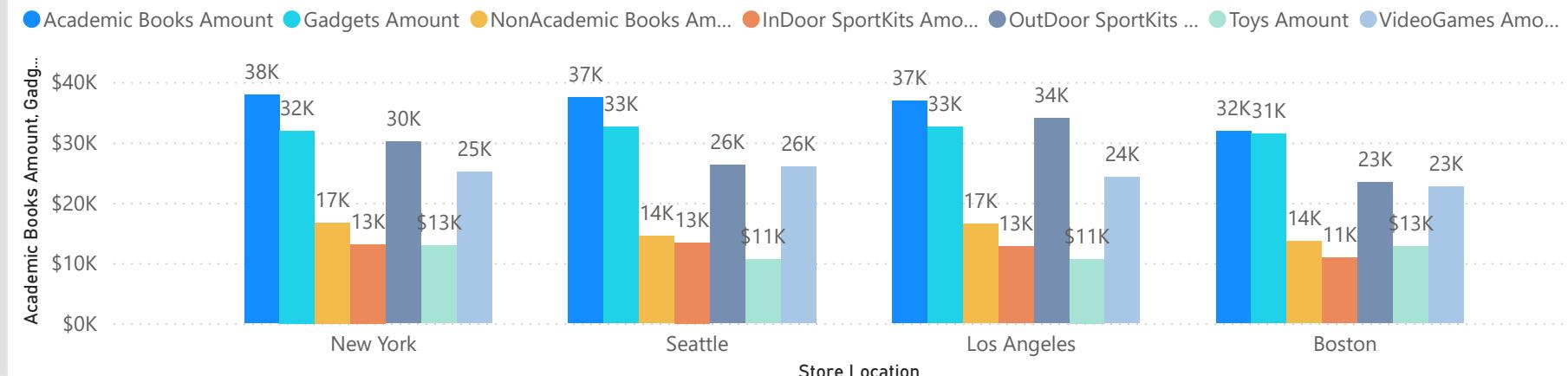
157.69 AVG Items per Purchase

Purchase Amount By Product Category

- Academic Book... 22.44%
- Gadgets ... 19.99%
- InDoor S... 7.79%
- NonAcademic B... 9.53%
- OutD... 17.72%
- Toys A... 7.29%
- VideoGames Amo... 15.23%

Amount of Purchases by Store Location

Legend: ● Academic Books Amount ● Gadgets Amount ● NonAcademic Books Am... ● InDoor SportKits Amo... ● OutDoor SportKits ... ● Toys Amount ● VideoGames Amo...

| Store Location	Academic Books	Gadgets	NonAcademic	InDoor Sport	OutDoor Sport	Toys	VideoGames
New York	38K	32K	17K	13K	30K	13K	25K
Seattle	37K	33K	14K	13K	26K	11K	26K
Los Angeles	37K	33K	17K	13K	34K	11K	24K
Boston	32K	31K	14K	11K	23K	13K	23K

Narratives

- **Academic Books and Gadgets are the top-selling categories across all locations**, consistently contributing the highest purchase amounts.
- **New York and Los Angeles lead overall purchases**, while **Boston records comparatively lower spending** across most categories.
- **Product demand patterns are consistent**, indicating stable customer preferences across cities.
- New York records the **highest purchase of Academic Books (38K)**, showing strong academic demand

Total Purchase Value by Product Category

Product Category	Value
Academic Books	144.09K
Gadgets	128.36K
OutDoor SportKits	113.76K
VideoGames	97.81K
NonAcademic Boo...	61.20K
InDoor SportKits	50.04K
Toys	46.83K

Product Category Purchase Amount by Store Location

Legend: ● Academi... ● Gadgets... ● InDoor ... ● NonAca... ● OutDoo... ● Toys Am...

Store Location: New York, Seattle, Los Angeles, Boston

Product Category Analysis

Rural	Suburb	Urban

119K Total Items Sold

$642.08K Total Sales Amount

754 Total Surveys

**$851.57** AVG Purchase Value

157.69 AVG Items per Purchase
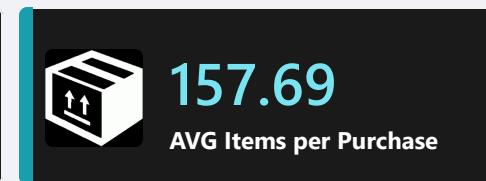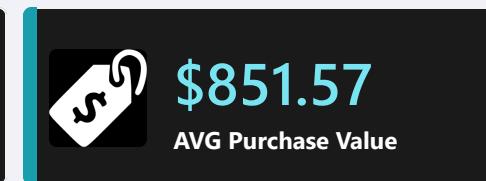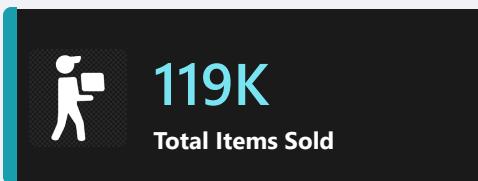
Item Sales Across Store Settings

Store Setting ● Rural ● Suburb ● Urban
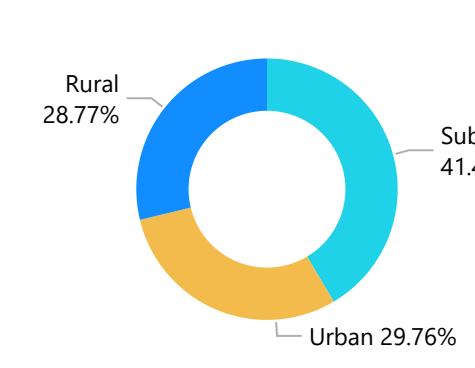
Total Items Sold

Store Setting ● Rural ● Suburb ● Urban

Total Sales Amount
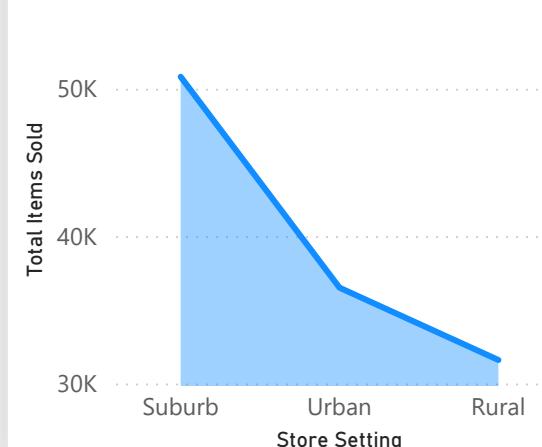
Total Items Sold

Total Purchase Value by Product Category

Store ... ● Suburb ● Urban ● Rural

Rural 28.77%

Suburb 41.47...

Urban 29.76%

Items Sold Across Store Settings

Age	Academic Books	Gadgets	Indoor Sport Kits	Non Acadmic Books	Outdoor Sport Kits	Sun
⊞ 7	7,669.95	8,662.23	2,840.26	4,176.03	7,806.70	
⊞ 8	9,646.88	9,379.82	3,804.32	5,911.03	10,064.06	
⊞ 9	7,811.48	7,008.07	2,679.77	2,435.59	5,505.79	
⊞ 10	8,420.04	8,131.05	3,456.63	4,429.11	7,010.82	
⊞ 11	9,511.97	8,994.19	3,388.70	4,832.95	6,374.23	
⊞ 12	8,513.70	7,615.52	3,526.32	4,178.02	5,799.24	
⊞ 13	8,188.84	6,556.20	2,526.10	3,291.67	6,428.54	
⊞ 14	11,302.73	8,561.42	3,417.49	2,182.96	6,514.15	
⊞ 15	8,015.44	6,980.80	2,410.13	2,249.13	5,605.41	
⊞ 16	11,097.53	9,177.42	3,226.20	6,479.68	9,365.70	
⊞ 17	8,202.62	6,858.48	2,410.01	2,046.22	6,620.84	
Total	**1,44,086.50**	**1,28,359.54**	**50,040.73**	**61,200.02**	**1,13,761.72**	

Business Insights and Takeaways

Executive Summary

- **New York emerges as the highest-selling location**, leading in both total sales value and items sold across all store settings.

- **Suburban stores generate the highest sales amount**, outperforming Urban and Rural stores, indicating stronger customer demand in suburban areas.

- **Academic Books and Gadgets are the top-performing product categories**, consistently contributing the largest share of revenue across locations.

- **Video Game purchases are higher among younger age groups**, while **Outdoor Sports spending increases with age**, reflecting distinct age-based buying patterns.

- **Los Angeles shows strong overall performance**, while **Boston records comparatively lower sales**, highlighting opportunities for targeted growth strategies.

- **Sales trends remain stable across age groups and store settings**, suggesting consistent customer behavior and predictable demand.

📌 Strategic Business Takeaways

- Focus marketing and inventory investments on **Suburban stores and top locations (New York & Los Angeles)**.

- Expand high-performing categories like **Academic Books and Gadgets** with bundles or promotions.

- Use age-based targeting for Video Games (younger age groups) and Outd...

Detailed Summary

📍 Location & Store Performance Insights
- **New York is the highest-selling location**, consistently leading in total sales amount and items sold across most categories.
- **Los Angeles follows closely**, showing strong performance, especially in Suburban and Urban store settings.
- **Boston records the lowest overall sales**, indicating potential scope for targeted promotions or store optimization.
- **Seattle shows balanced performance**, performing better than Boston but trailing New York and Los Angeles.

🏪 Store Setting Analysis
- **Suburban stores generate the highest total sales value**, outperforming both Urban and Rural settings.
- **Urban stores show steady and consistent sales**, making them reliable contributors across locations.
- **Rural stores lag in both sales amount and items sold**, suggesting limited demand or smaller customer bases.

🛒 Product Category Insights
- **Academic Books and Gadgets are the top-selling categories** across all store locations and settings.
- **Outdoor Sport Kits and Video Games show moderate demand**, with higher spending concentrated in specific age groups.
- **Toys and Indoor Sport Kits contribute the least to total sales**, indicating niche or seasonal demand.
- **Product preferences remain consistent across cities**, highlighting stable customer buying patterns.

Total Sales Amount by Store Location

Seattle

top store locations by total sales amount
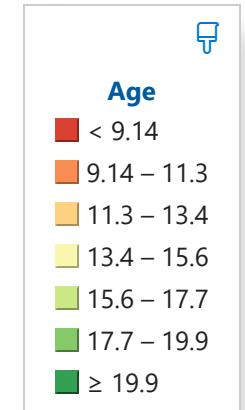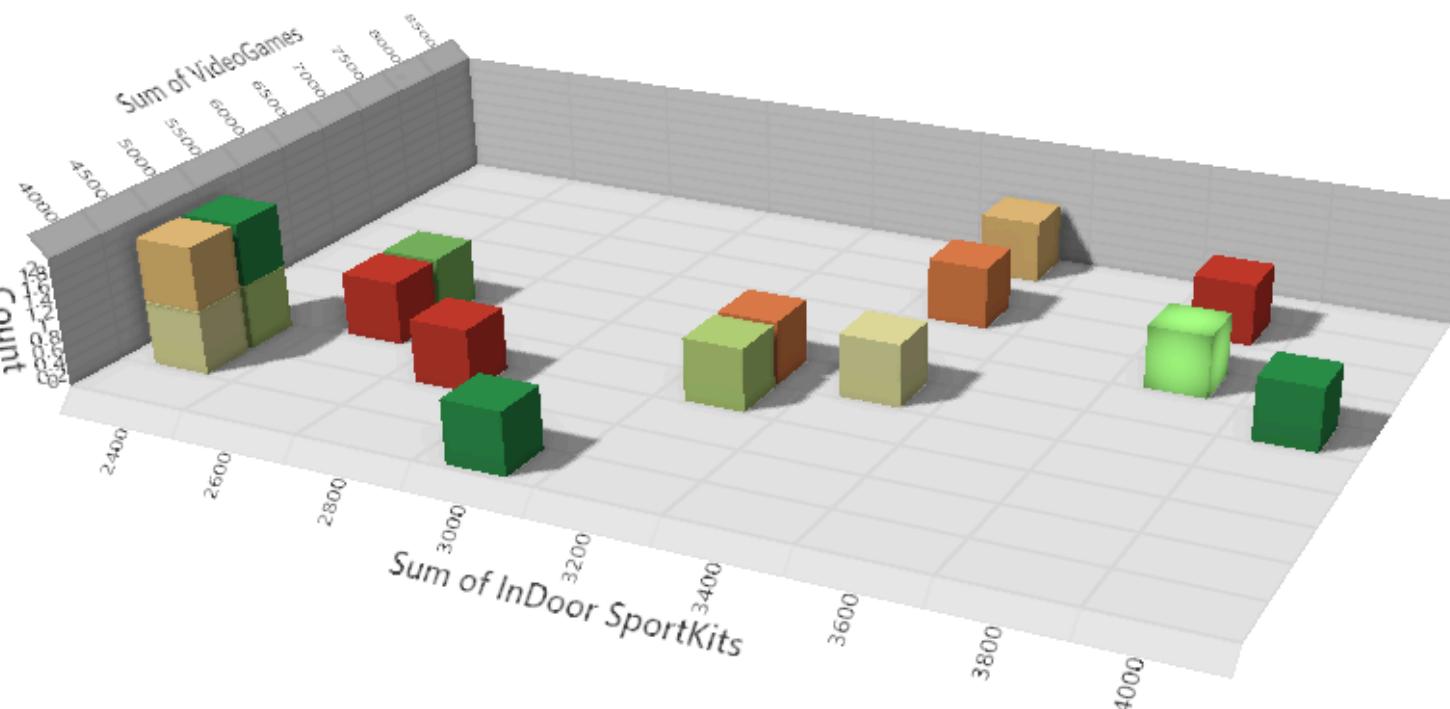
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Select or drag fields from the **Data** pane onto the report canvas.