



Student Purchase Behaviour – Executive Overview

Store Location

All

Store Setting

All

Age

All



119K

Total Items Sold



\$642.08K

Total Sales Amount



754

Total Surveys



\$851.57

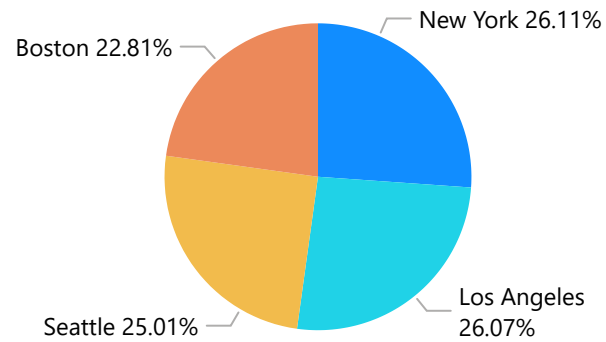
Average Purchase Value



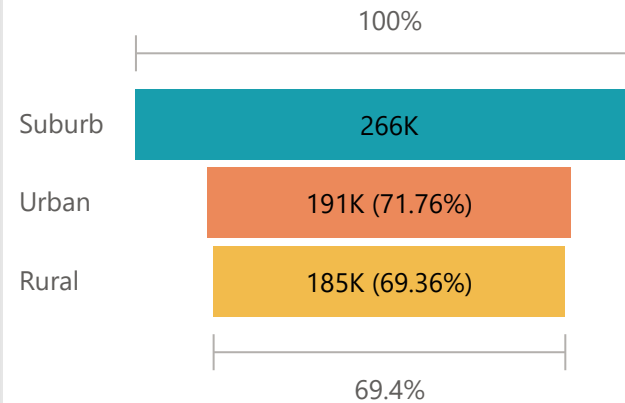
157.69

Avg Items per Purchase

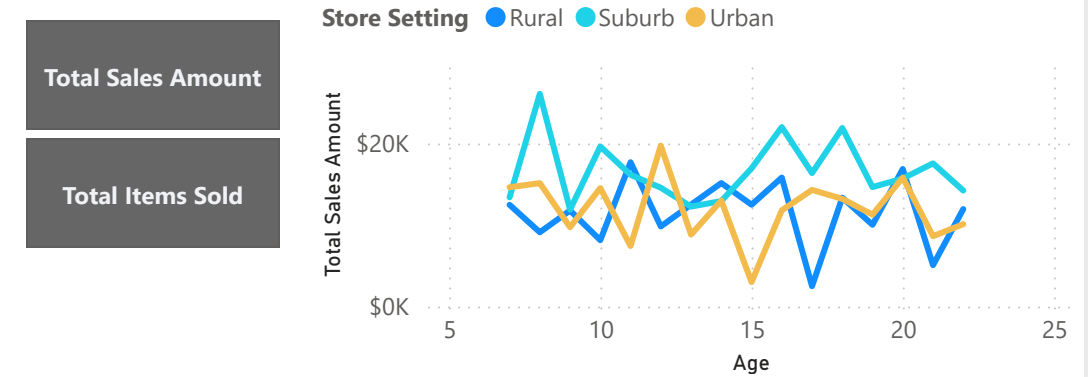
Sales Amount by Store Location



Total Sales by Store Setting



Total Items Sold

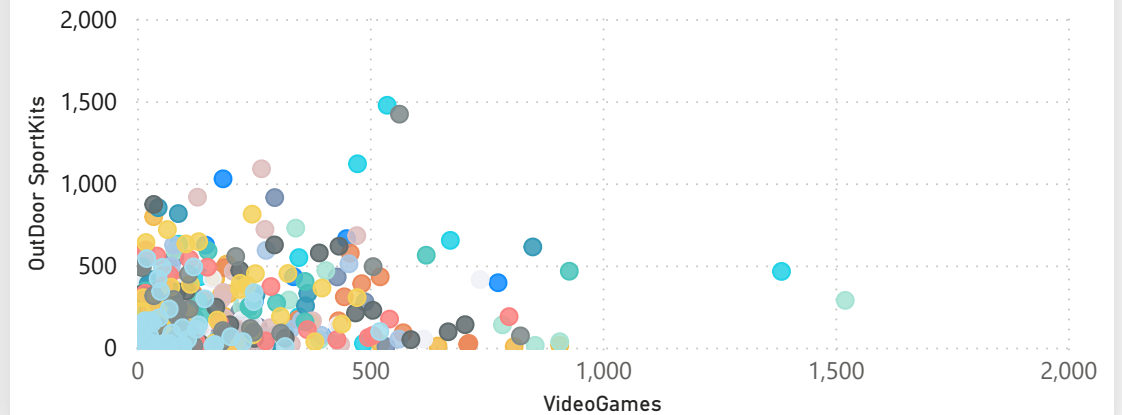


Age	Rural	Suburb	Urban
7	\$12,473.10	\$13,396.13	\$14,628.68
8	\$9,103.71	\$26,094.12	\$15,132.63
9	\$11,777.35	\$11,886.37	\$9,724.57
10	\$8,133.20	\$19,635.66	\$14,527.83
11	\$17,702.28	\$16,156.58	\$7,422.33
12	\$9,819.78	\$14,567.69	\$19,735.47
13	\$12,494.63	\$12,254.98	\$8,817.19
14	\$15,144.33	\$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

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

Boston

Los Angeles

New York

Seattle



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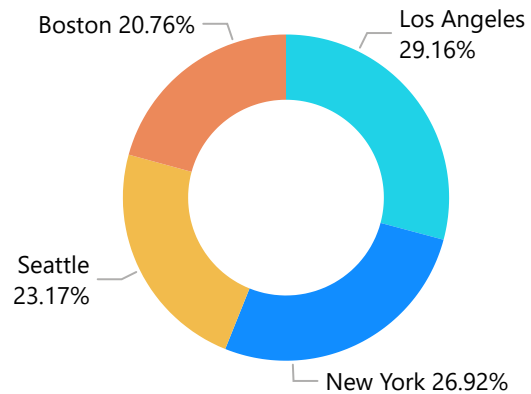
Average Purchase Value



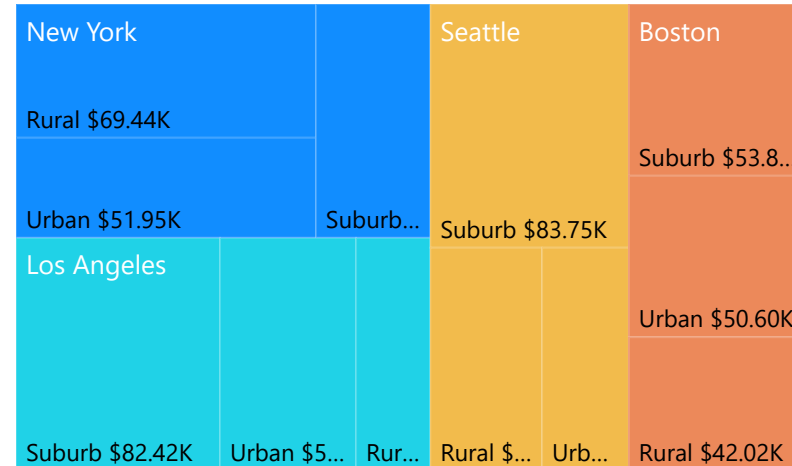
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Average Items per...

Items Sold by Store Location

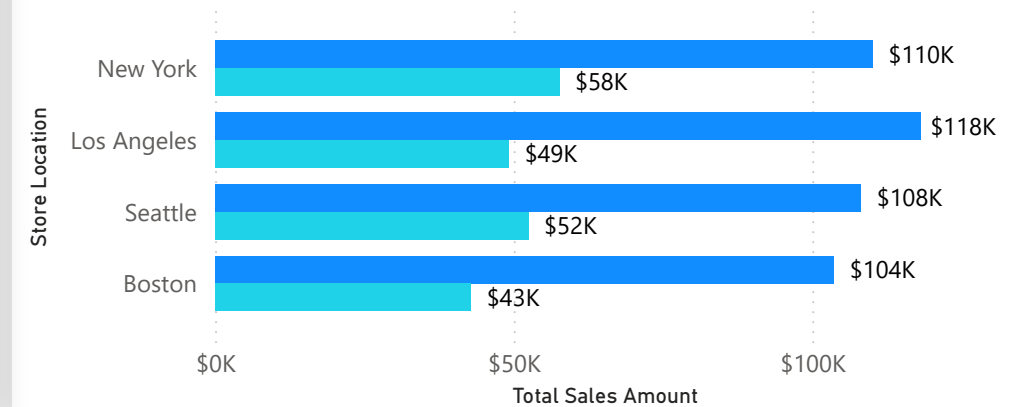


Total Sales Amount by Store Location and Store Setting



Amount of Purchases by Store Location

Exchange ● Card ● Cash



Total Items Sold by Store Location and Age

● Increase ● Decrease ● Total ● Other



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

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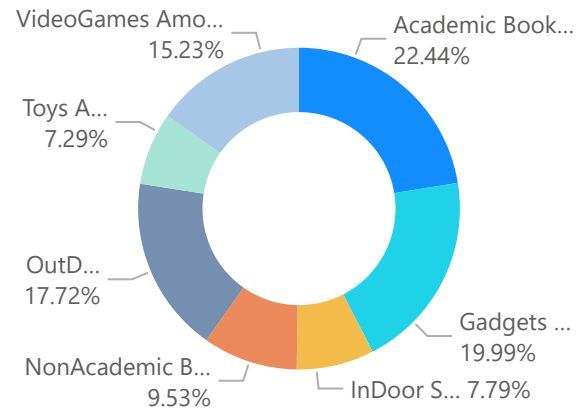
AVG Purchase Value



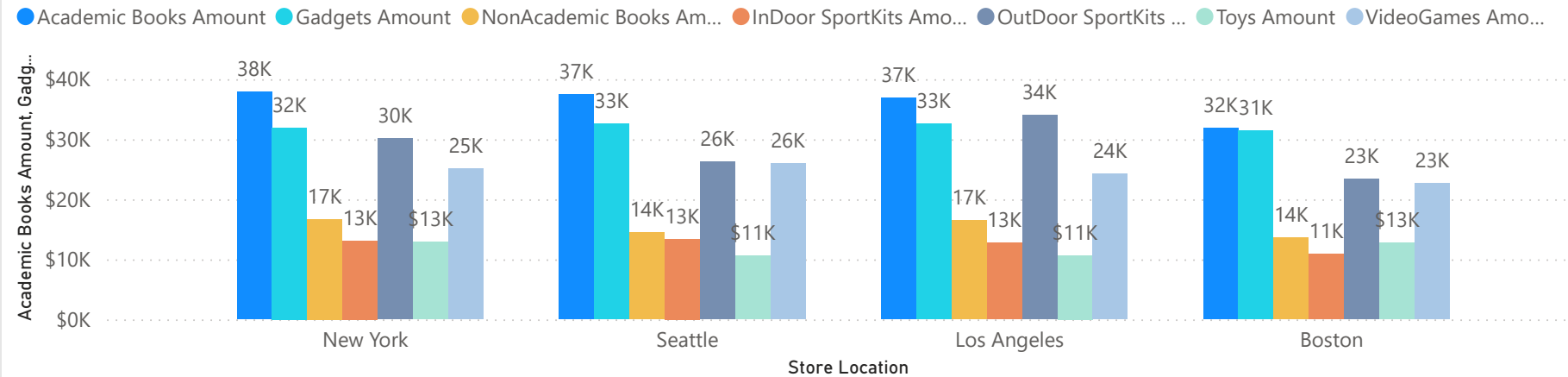
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AVG Items per Purchase

Purchase Amount By Product Category



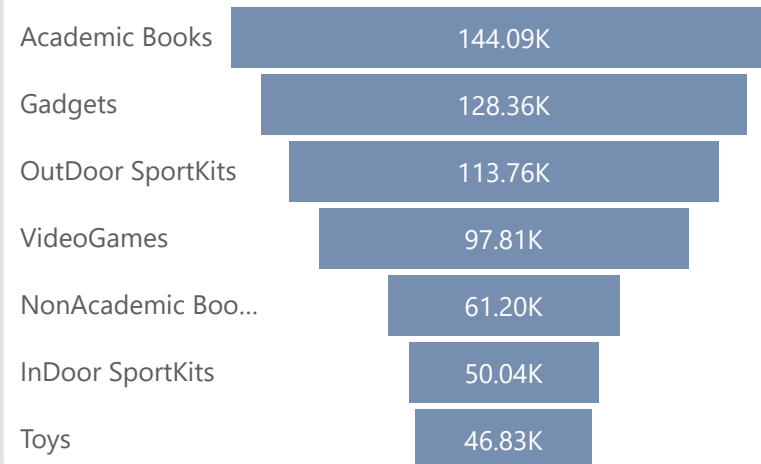
Amount of Purchases by Store Location



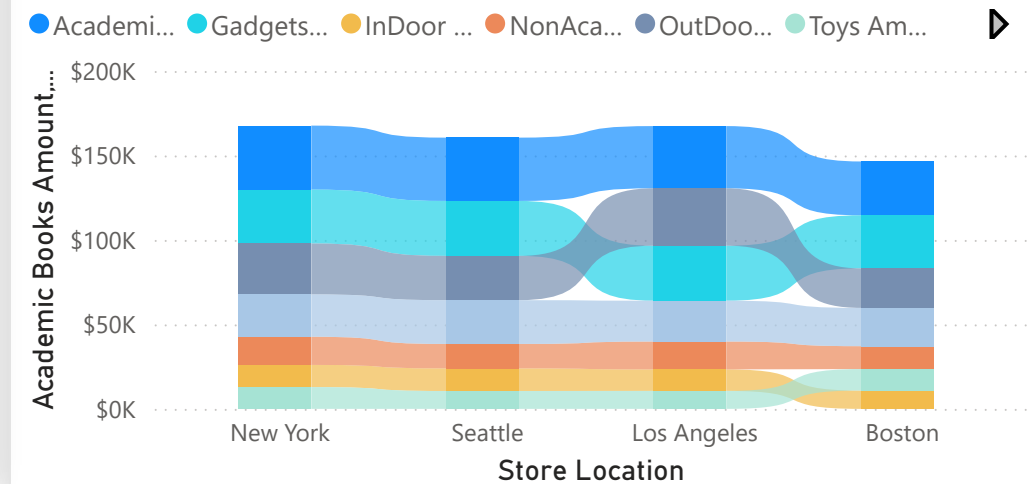
Narratives

- 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 Purchase Amount by Store Location





Product Category Analysis

Store Setting

Rural

Suburb

Urban



119K

Total Items Sold



\$642.08K

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Total Surveys



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AVG Purchase Value

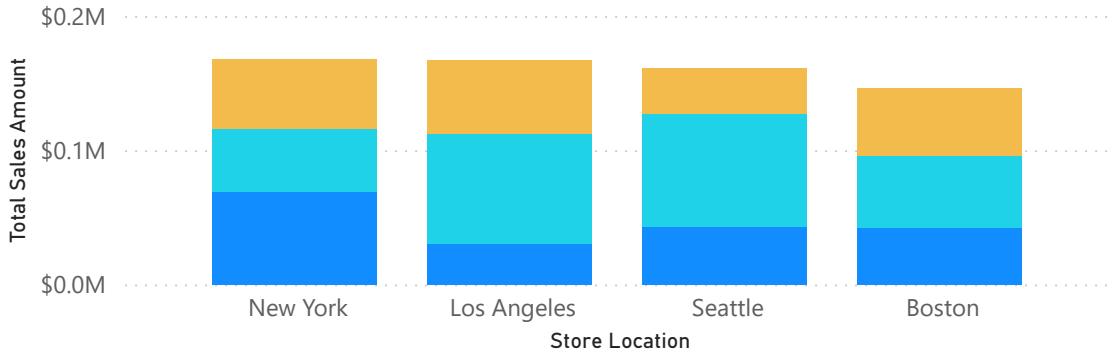


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AVG Items per Purchase

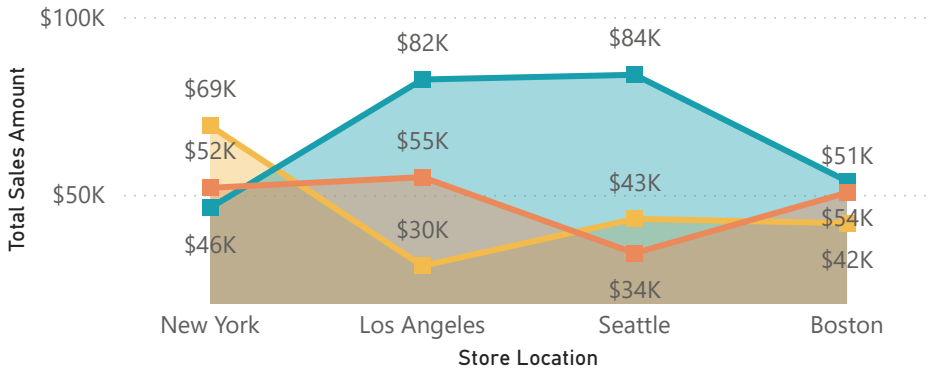
Item Sales Across Store Settings

Store Setting ● Rural ● Suburb ● Urban



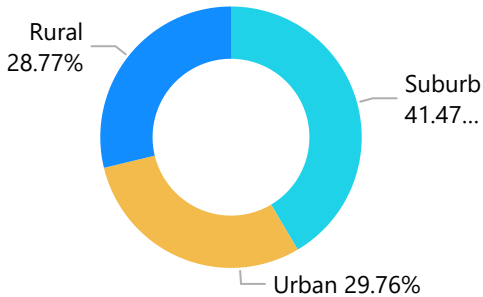
Total Items Sold

Store Setting ■ Rural ■ Suburb ■ Urban

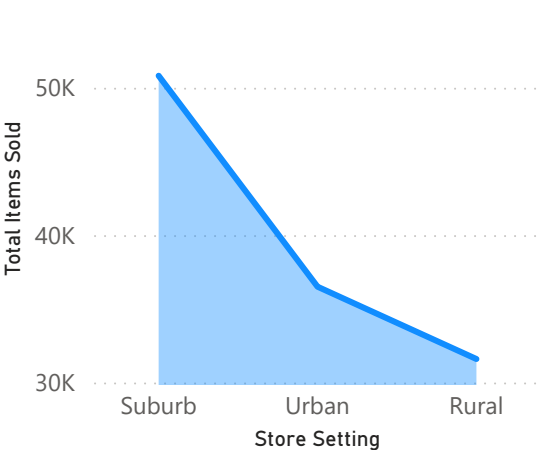


Total Purchase Value by Product Category

Store ... ● Suburb ● Urban ● Rural



Items Sold Across Store Settings



Age	Academic Books	Gadgets	Indoor Sport Kits	Non Acadmic Books	Outdoor Sport Kits	Surveys
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	6,858.42	2,410.01	2,046.22	6,620.04	
Total	1,44,086.50	1,28,359.54	50,040.73	61,200.02	1,13,761.72	4



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.

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.



Store Location Analysis

Boston

Los Angeles

New York

Seattle



Total Sales Amount by Store Location

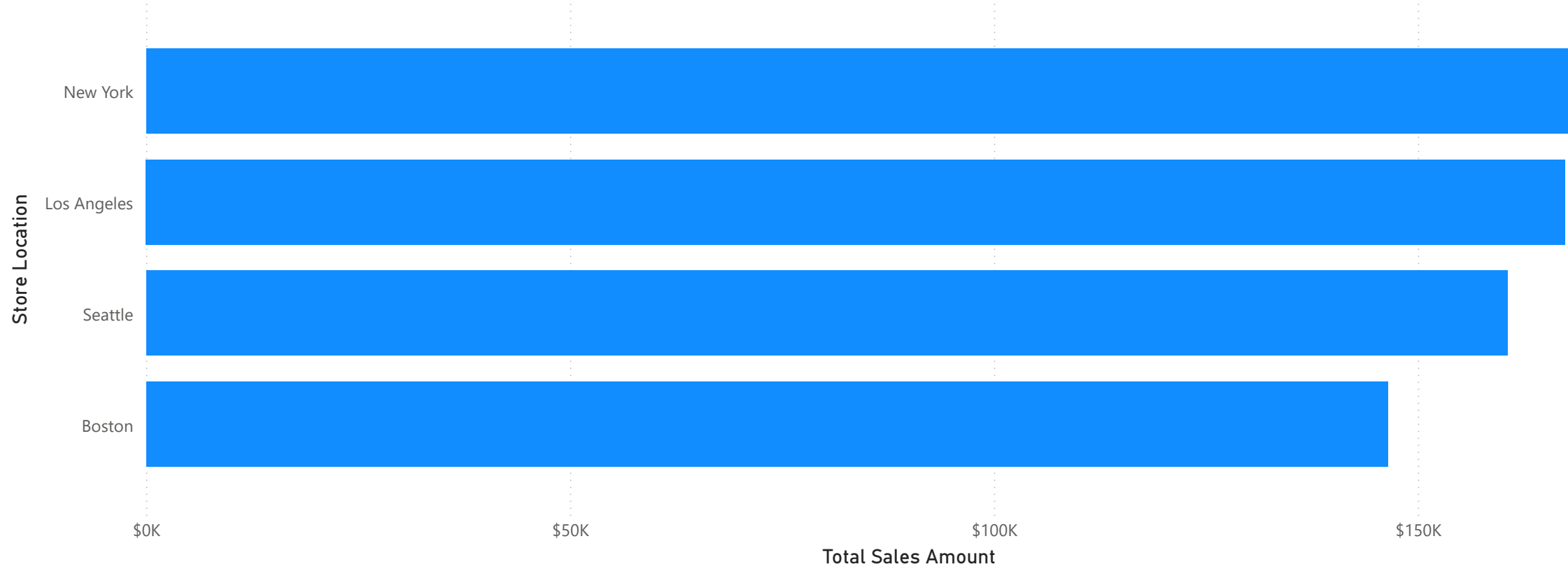




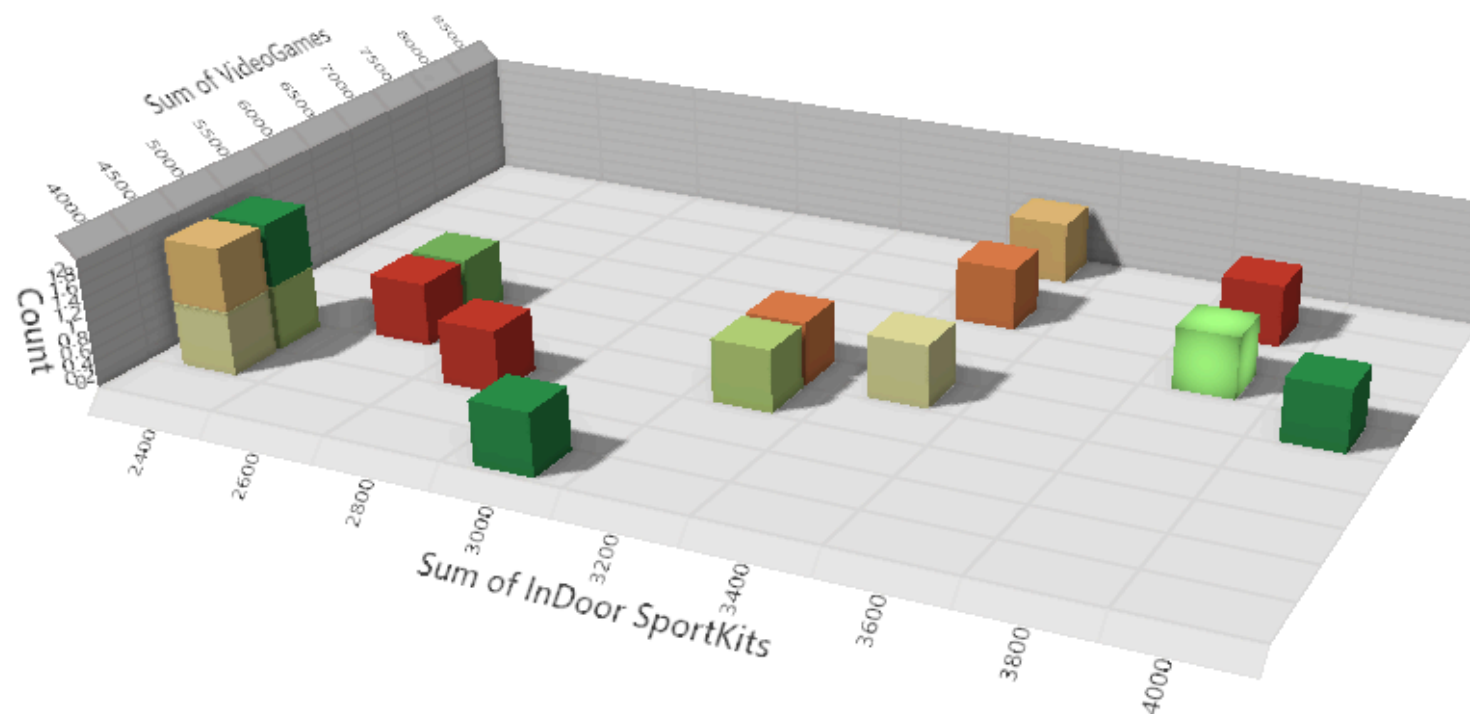
top store locations by total sales amount

Showing results for *Top 10 store location of student surveys by total sales amount of those student surveys*



Undo Redo Clear selection Isolate Exclude Stop filtering



Age

- < 9.14
- 9.14 - 11.3
- 11.3 - 13.4
- 13.4 - 15.6
- 15.6 - 17.7
- 17.7 - 19.9
- ≥ 19.9



CHART

- Grid
- Bar
- Scatter
- Treemap
- Density
- Strips
- Column
- Stacks



COLUMN MAPPING

X Axis

Sum of InDoor SportKits

X axis max bins

10

Y Axis

Sum of VideoGames

Y axis max bins

10

Color by

Age