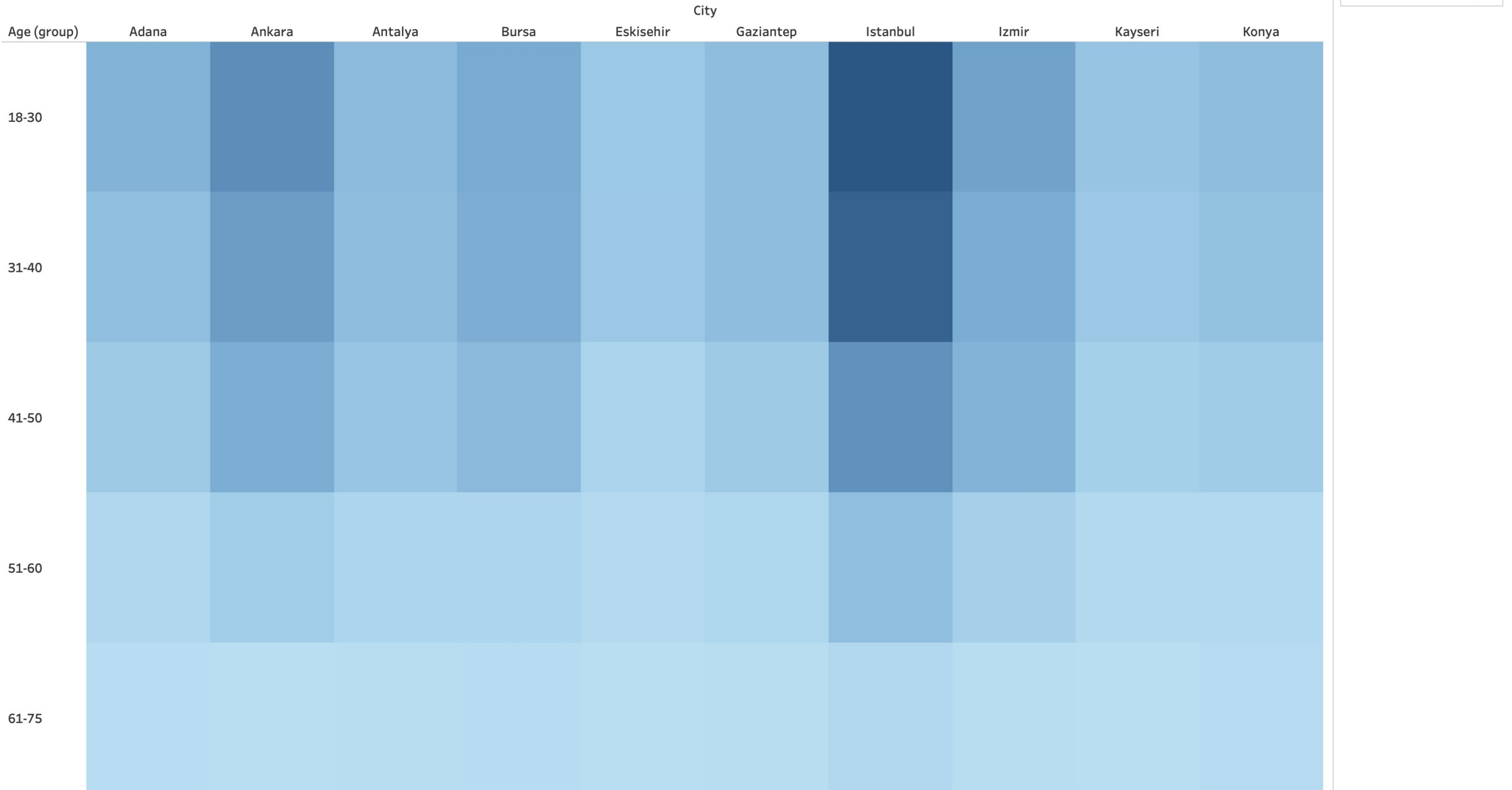




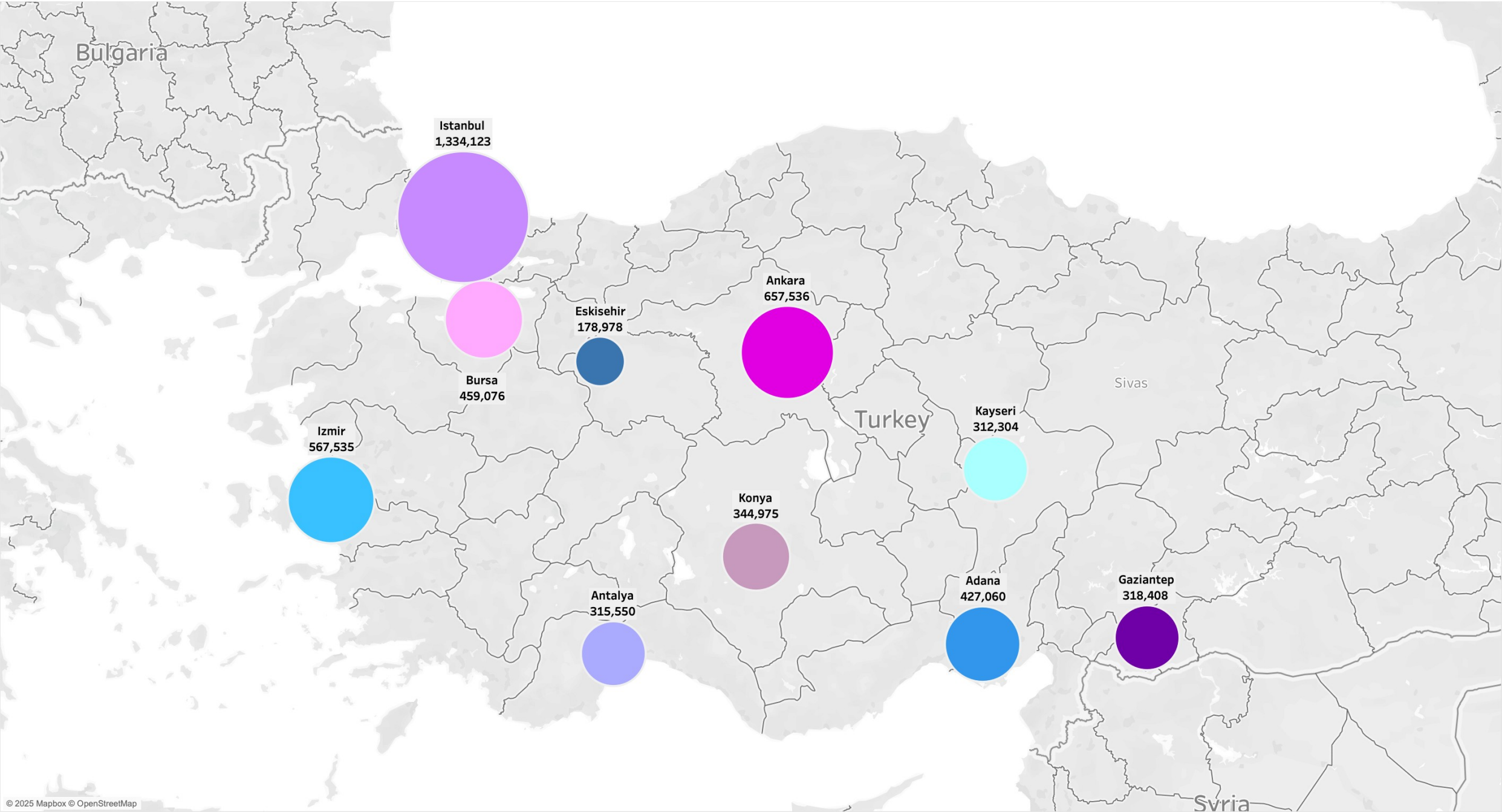
HOW DO CUSTOMER DEMOGRAPHICS AND DISCOUNT RATES INFLUENCE SALES PERFORMANCE ?

Begüm Oktay - Ferhan Pahal - Eylül Uysal - Ege Ünal

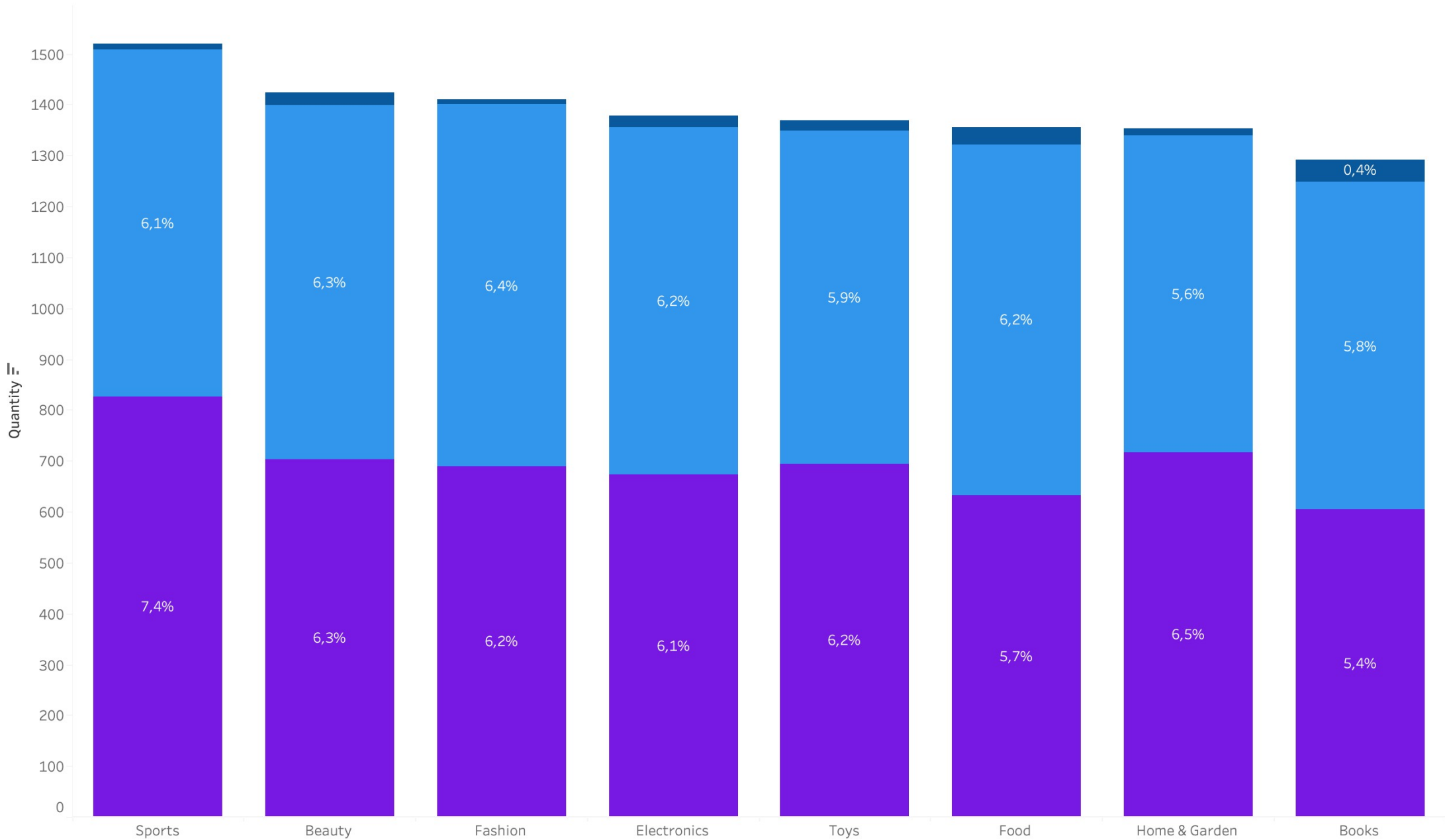
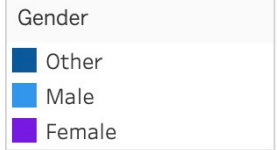
What is our customer profile by age and city?



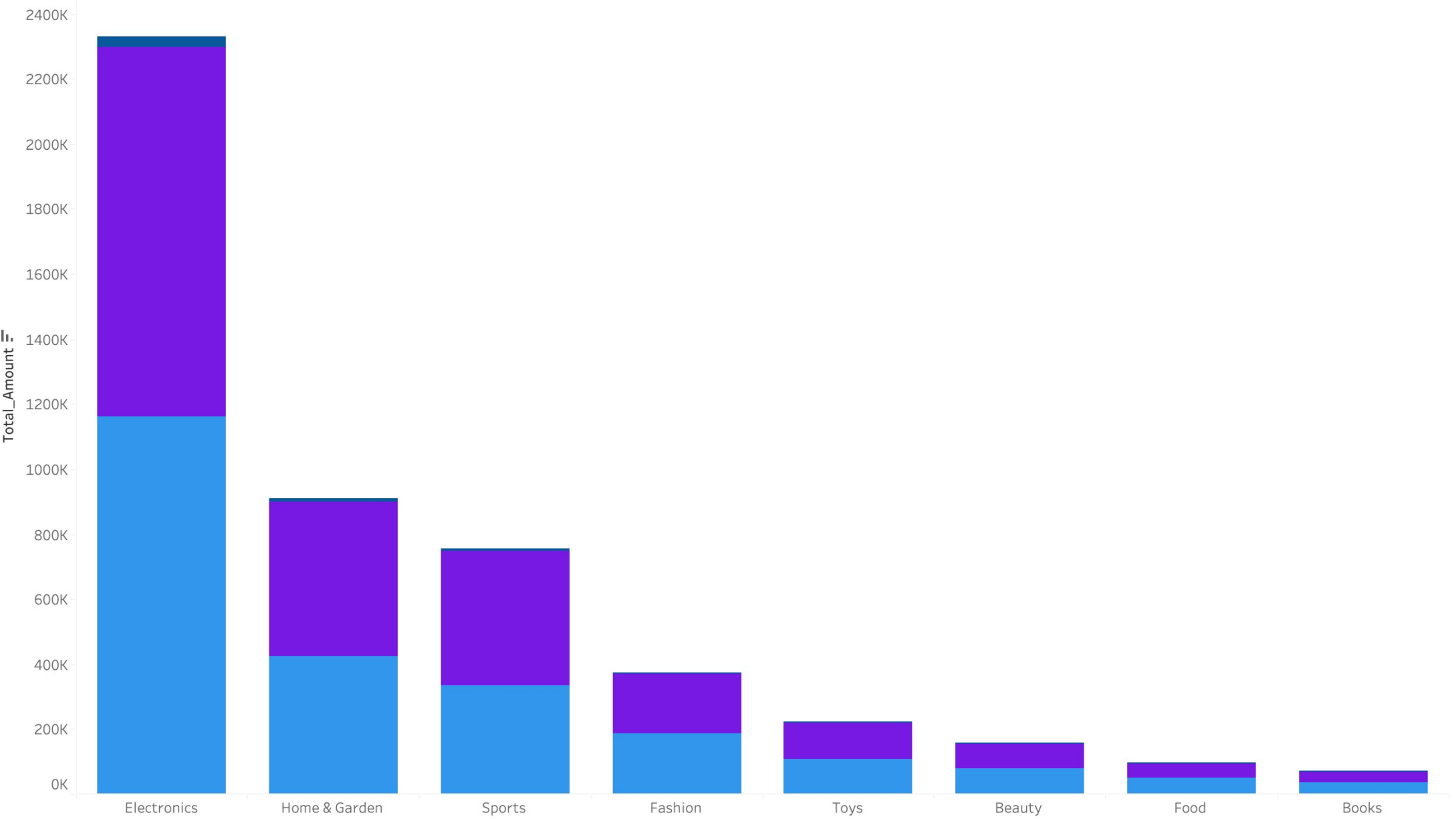
What is the distrubition of total sales amount among the top 10 cities ?



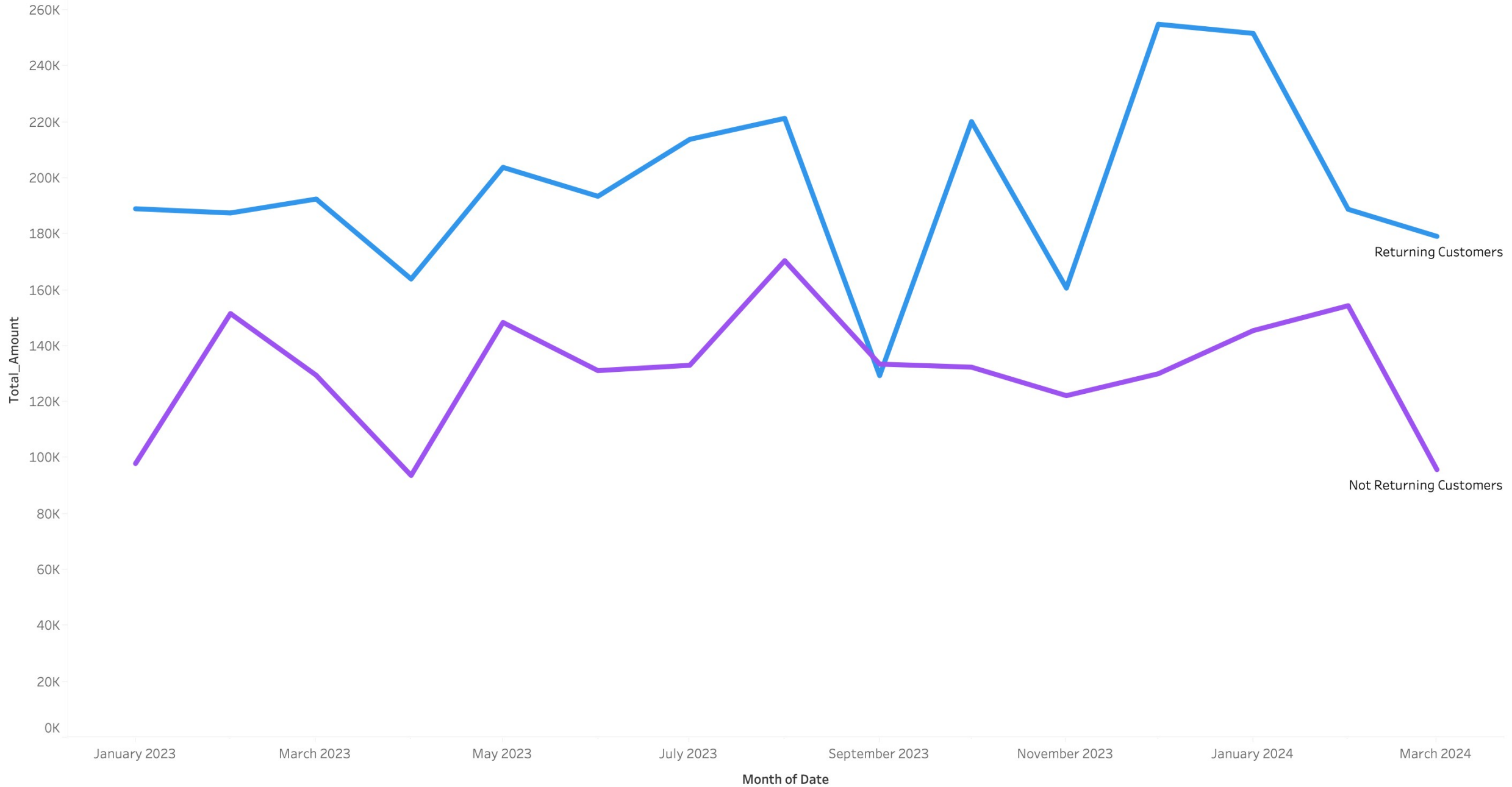
What is the sales amount with respect to gender among product categories ?



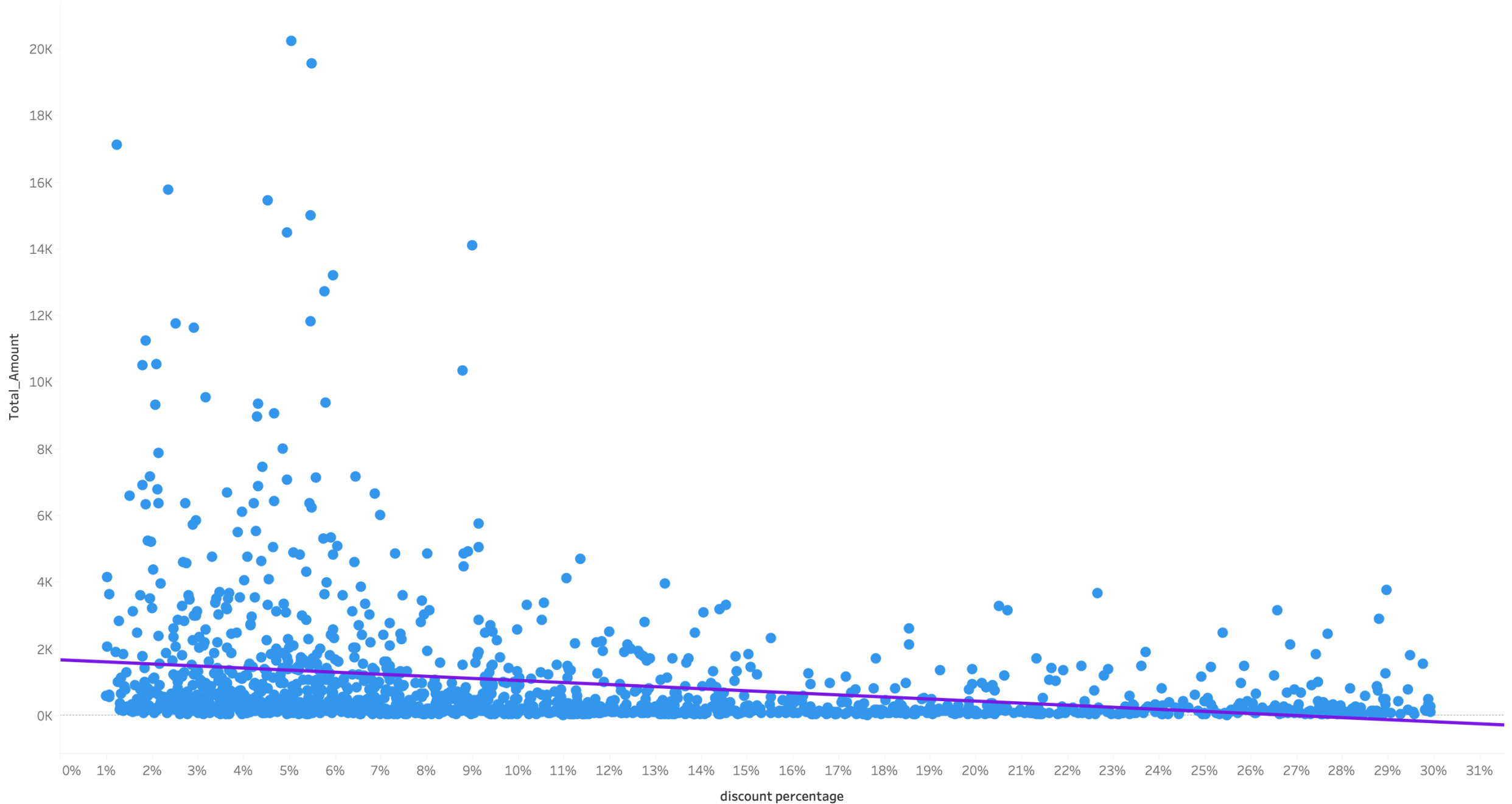
What is the distrubition of total income among product categories with respect to gender?



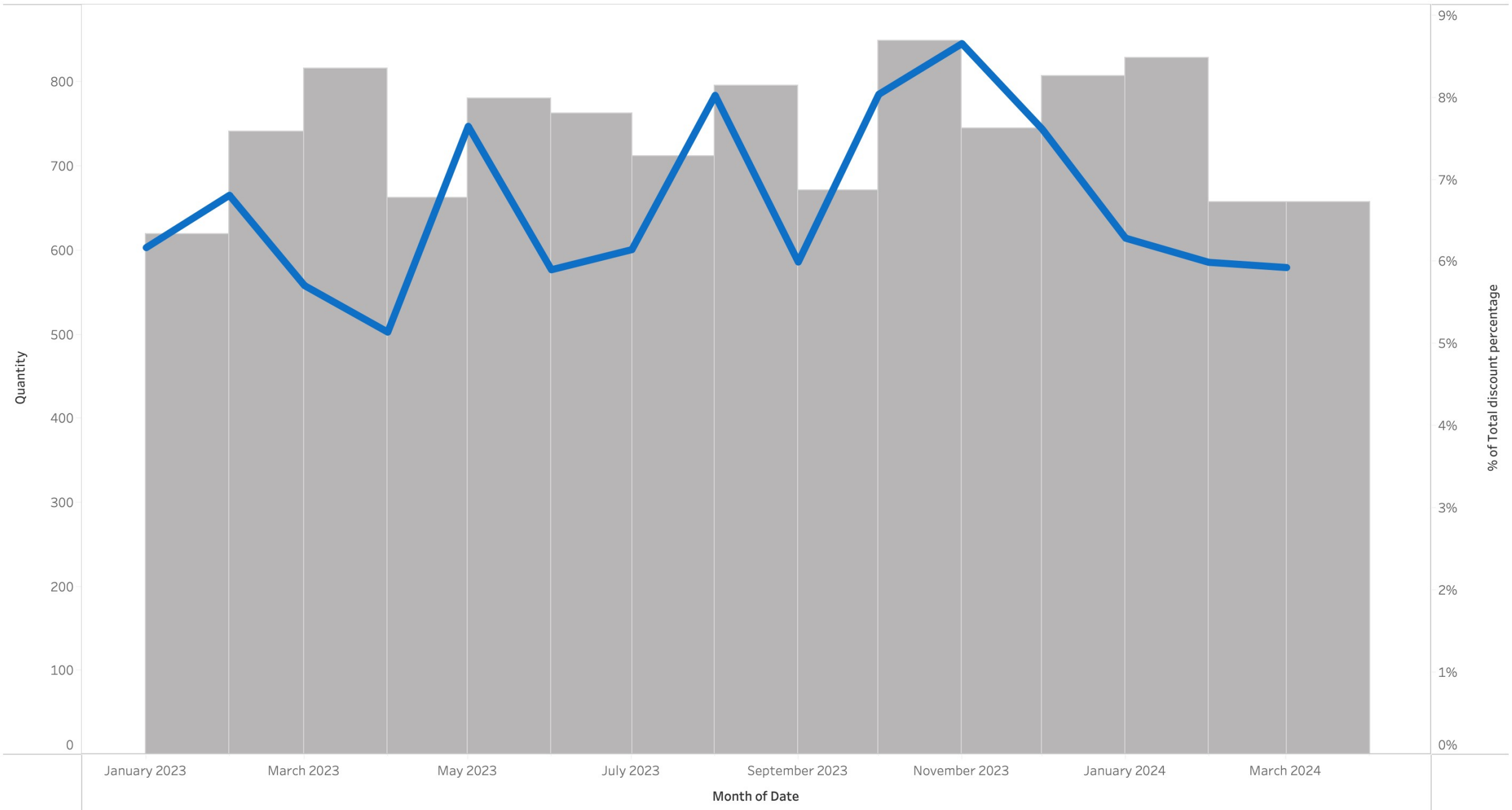
Is contribution to total revenue higher for returning customers?



Is there a relationship between discount percentage and total sales amount?

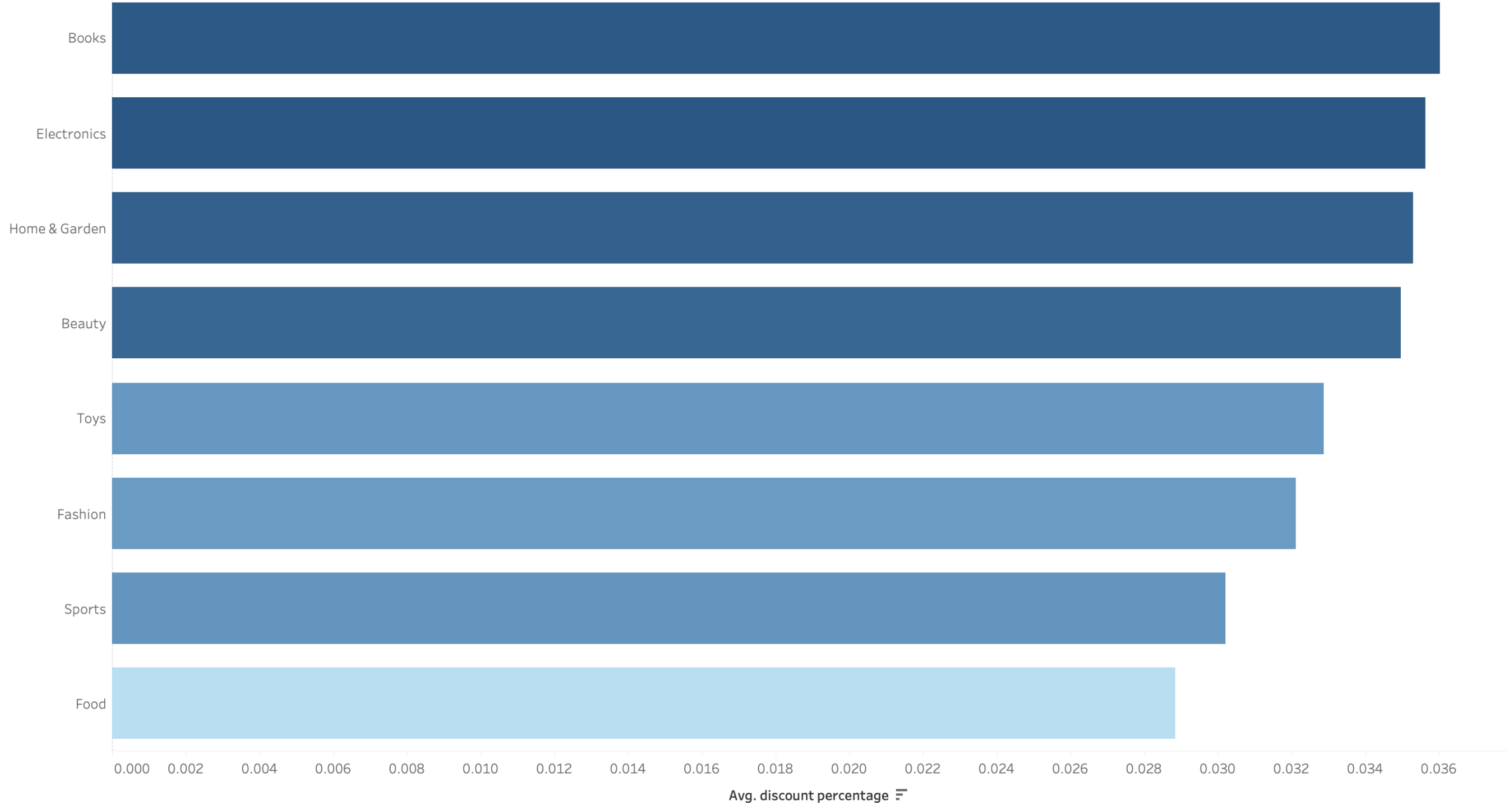


What is the effect of discount percentages to sales in the last 15 months?



What is the average discount percentage per category ?

Product_Category

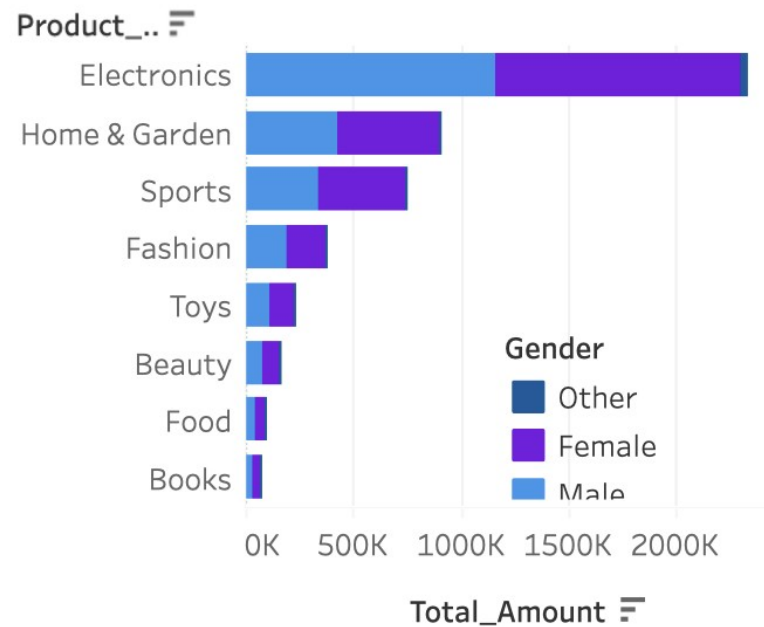


The Impact of Customer Demographics and Discount Rates on Sales

Quantity **11100**

Total Amount **\$4,915,545**

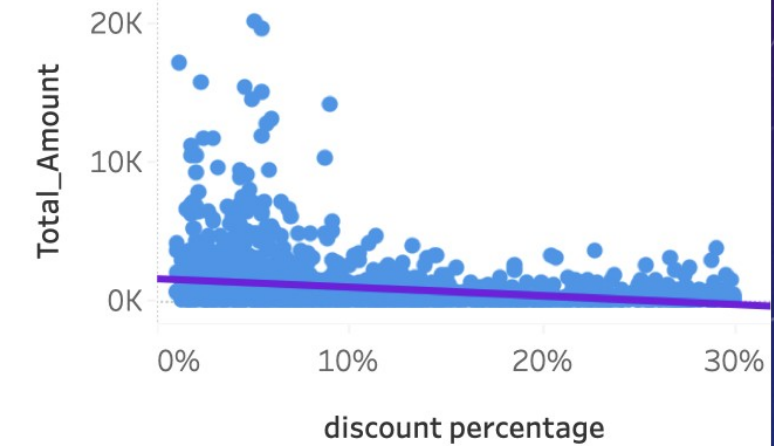
Total Revenue Among Product Categories with respect to Gender



Contribution to Total Revenue by Customer Type



The Relationship Between Discount and Total Sales Amount



Total Sales Amount Among the Top 10 Cities

