

Total Number of
Customers

99,457



Total
Revenue

\$251.51M



Shopping malls
in Istanbul

10



Quantity Of Goods Sold

By Category

Clothing | 103,558



Cosmetics | 45,465



Food & Beverage | 44,277



Toys | 30,321



Shoes | 30,217



Technology | 15,021



Books | 14,982



Souvenir | 14,871



Revenue Gotten

From each mall

Mall of Istanbul | \$50,872,482



Kanyon | \$50,554,231



Metrocity | \$37,302,787



Metropol AVM | \$25,379,913



Istinye Park | \$24,618,828



Zorlu Center | \$12,901,054



Cevahir AVM | \$12,645,138



Viaport Outlet | \$12,521,340



Emaar Square Mall | \$12,406,100

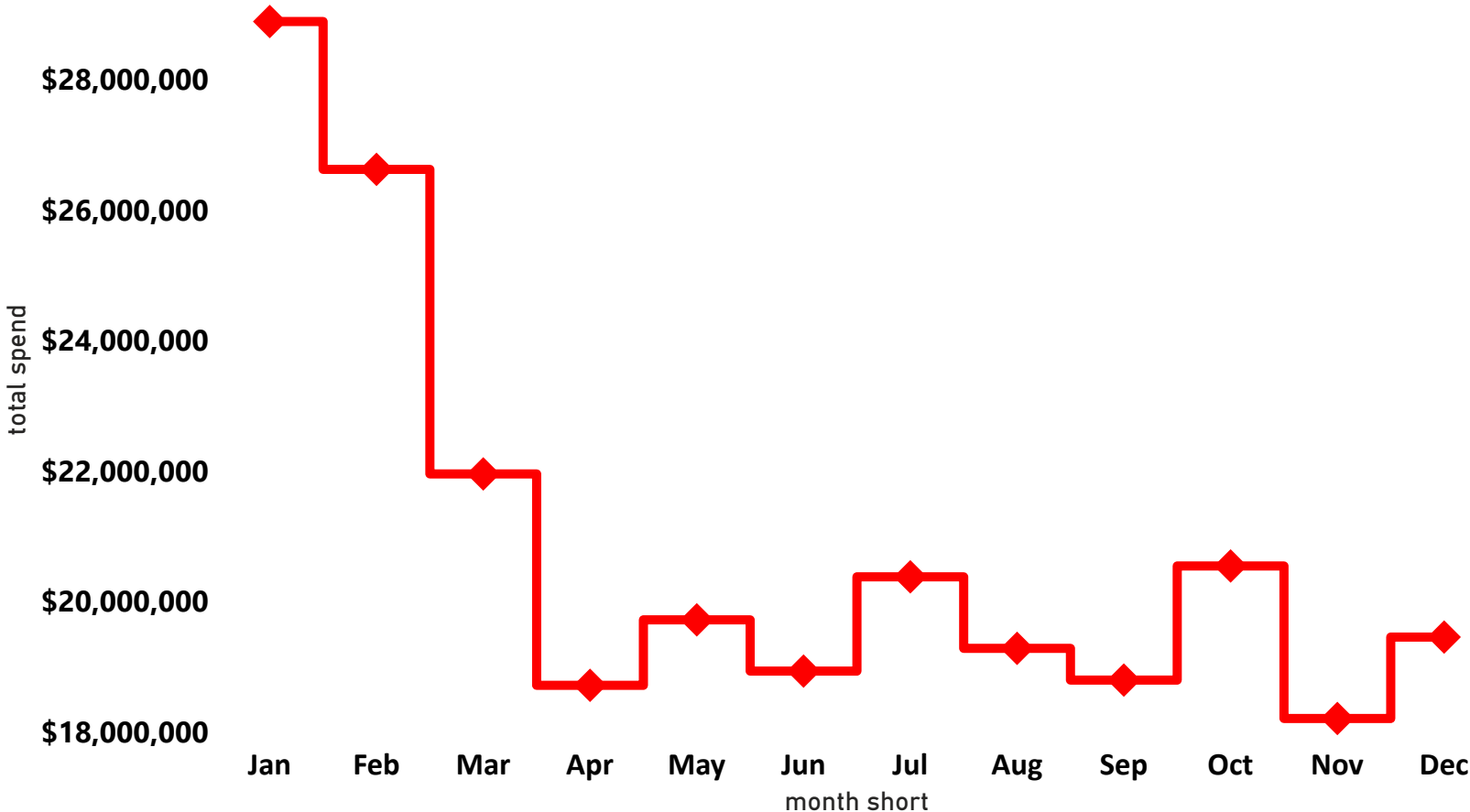


Forum Istanbul | \$12,303,921



Total Revenue Gotten

by Month



YEAR

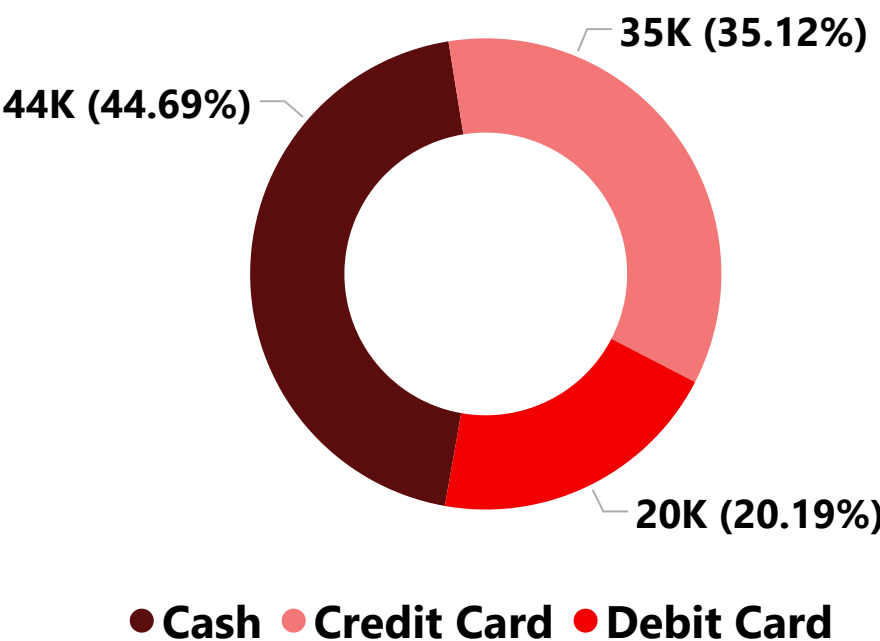
2021

2022

2023

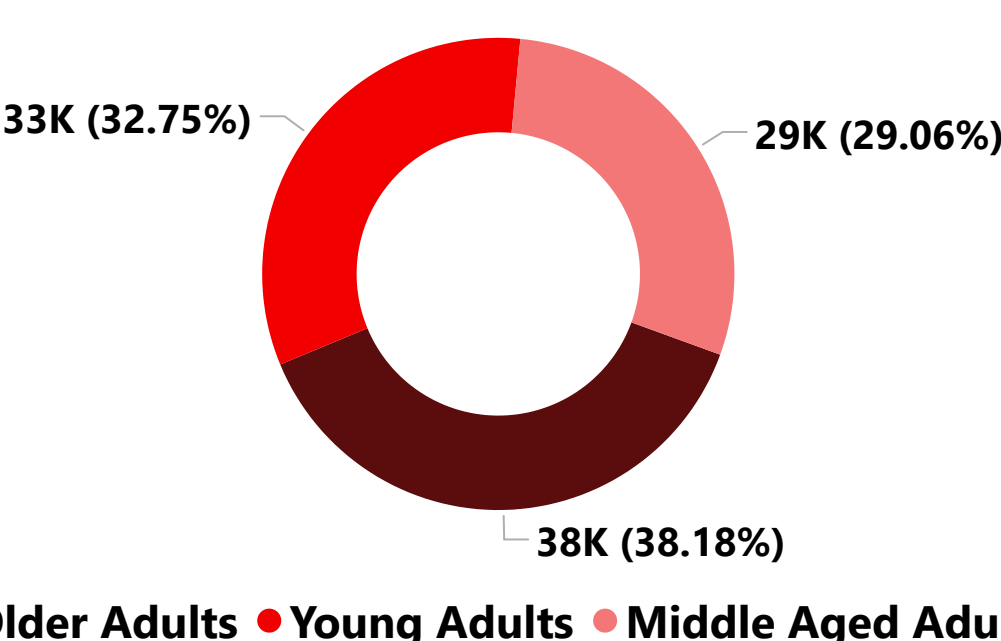
Breakdown of Customers

by Payment Method



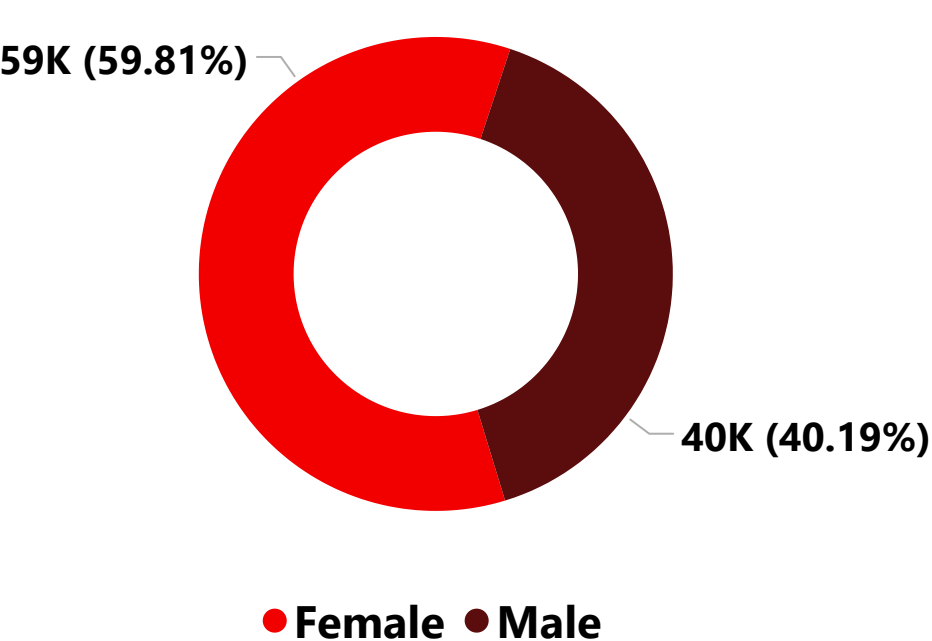
Customer Distribution

by Age Groups



Customer Count

by Gender



Total Number of
Customers

99,457

Total
Revenue

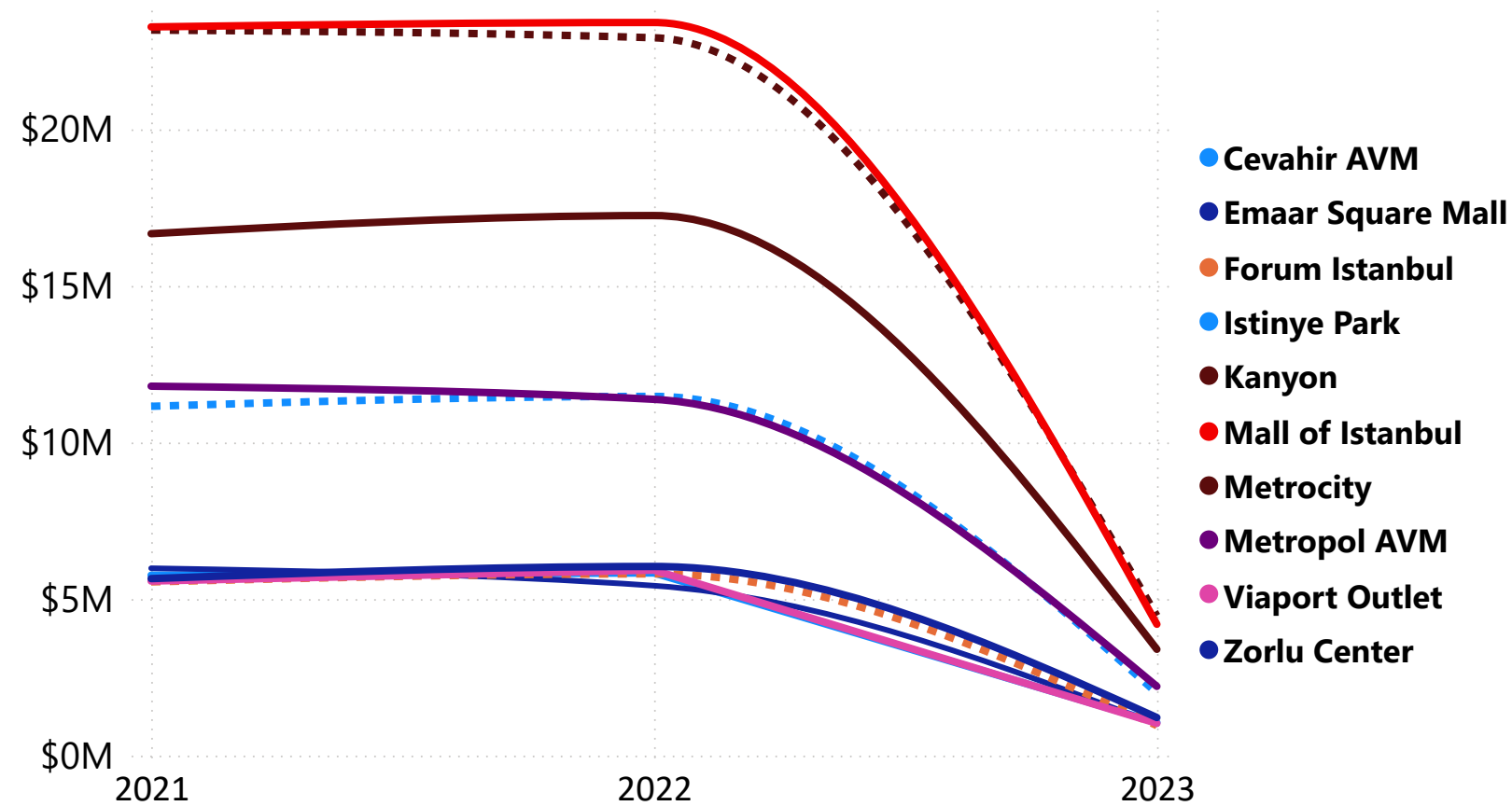
\$251.51M

Average
Transaction Value

\$2.53K

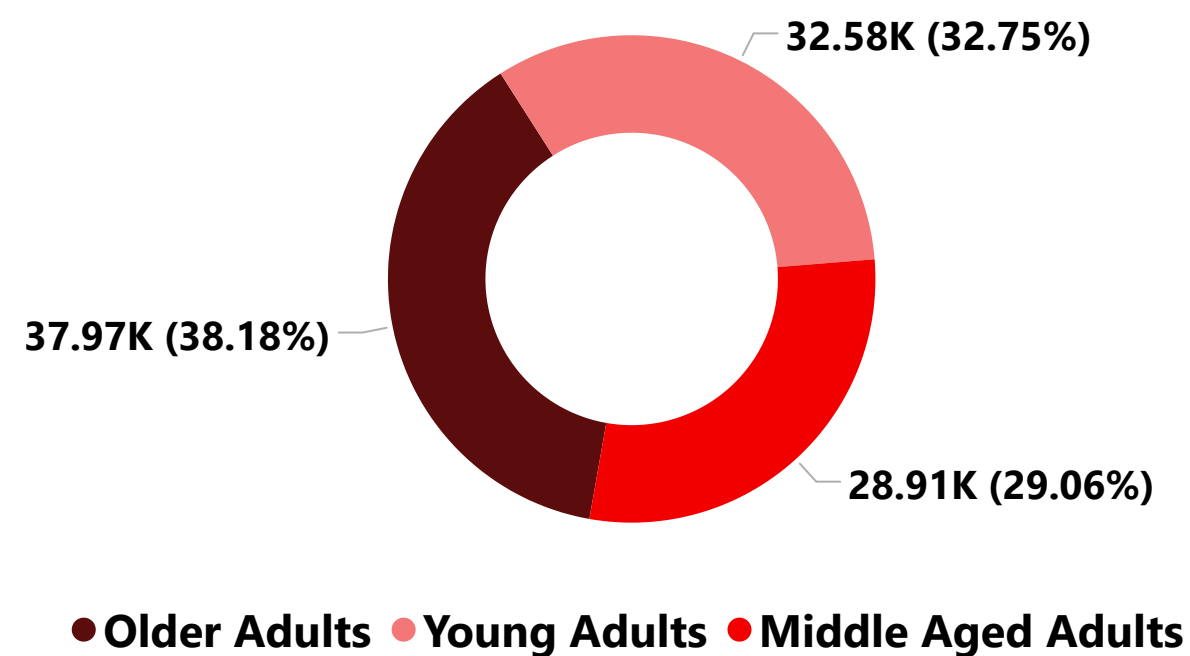
Revenue gotten per year

across all shopping malls



Quantity of good purchased

by the Age Group of customers



Total revenue gotten

by Category of goods

Clothing | \$113,996,791

Shoes | \$66,553,451

Technology | \$57,862,350

Cosmetics | \$6,792,863

Toys | \$3,980,426

Food & Beverage | \$849,535

Books | \$834,553

Souvenir | \$635,825

Customer Distribution

across all shopping malls

Mall of Istanbul | 19,943

Kanyon | 19,823

Metrocity | 15,011

Metropol AVM | 10,161

Istinye Park | 9,781

Zorlu Center | 5,075

Cevahir AVM | 4,991

Forum Istanbul | 4,947

Viaport Outlet | 4,914

Emaar Square Mall | 4,811

Average Transaction Value across all Product category

by Total Revenue across all categories

● ATV ◆ Total Revenue

