Based on these insights, here are my main recommendations:

1. **Targeted Marketing for Female Shoppers**: Since female customers drives significant revenue, personalized offers for them—especially in clothing and cosmetics—could improve engagement.
2. **Promotions for the 26-35 Age Group**: This age group is the most active, so focusing on electronics and clothing discounts could drive sales further.
3. **Incentivize Credit Card Use**: Given the popularity of credit cards, we could offer cashback or discounts to boost usage.
4. **Support Top-Performing Malls**: Adding inventory and staff in our busiest malls ensures we're prepared for demand, especially in high-interest categories like electronics and clothing.
5. **Expand Product Categories Based on Demand**: Categories like electronics and home appliances show high engagement, so expanding these could enhance the shopping experience.