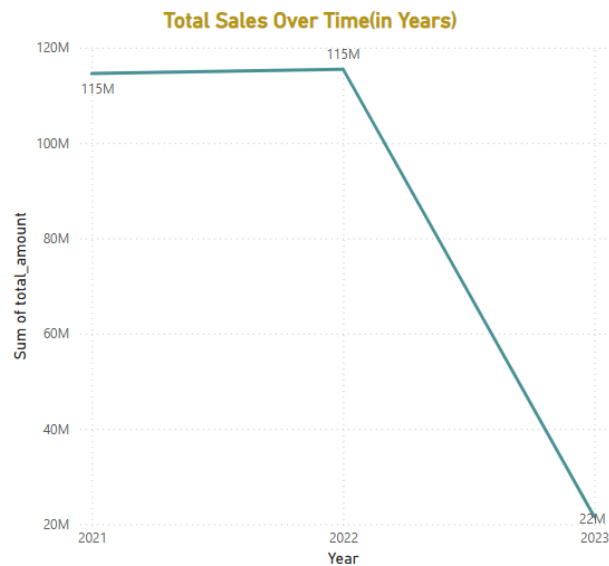


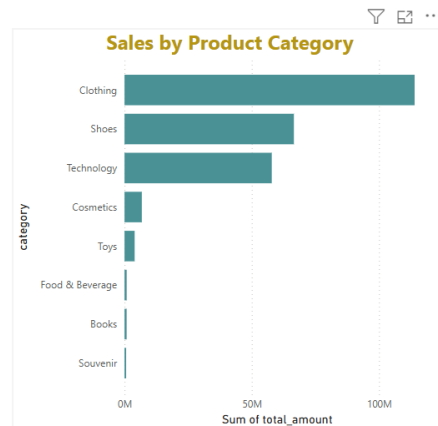
# ANALYSIS OF VISUALIZATIONS

## 1. TOTAL SALES OVER TIME CHART ANALYSIS



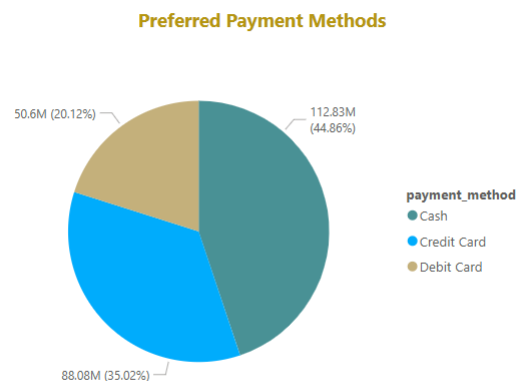
- 2021 -115 MILLION
- 2022 -115 MILLION
- 2023 - 22 MILLION
- While 2021 and 2022 showed stable performance with ₹115M in sales, 2023 revealed a concerning drop of over 80%. This sudden decline points to possible market disruptions that require deeper investigation. Identifying root causes will be crucial to reversing the trend and regaining momentum.

## 2 . SALES BY PRODUCT CATEGORY CHART ANALYSIS



- Clothing - Highest sales, contributing significantly to overall revenue (just under ₹100M).
- Shoes -Second-highest, strong performance with roughly ₹60M+.
- Technology - Strong third, just under ₹50M.
- Cosmetics and Toys - Moderate sales , could benefit from better promotion .

## 3 . PAYMENT METHOD CHART ANALYSIS



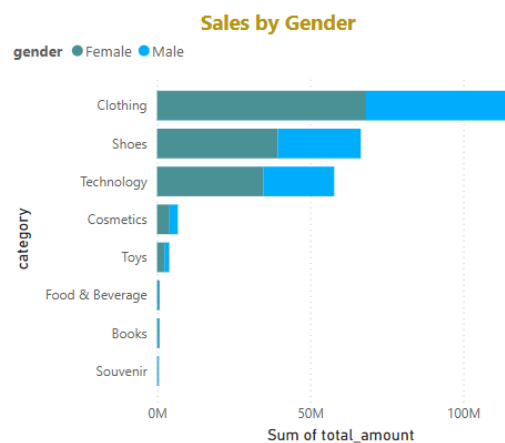
- Cash is the most commonly preferred method of payment, accounting for nearly **half of all transactions**.
- Credit cards are the **second most used** method, showing significant adoption
- Debit card usage is comparatively lower, possibly due to limited credit features

#### 4 . SALES BY SHOPPING MALL CHART ANALYSIS



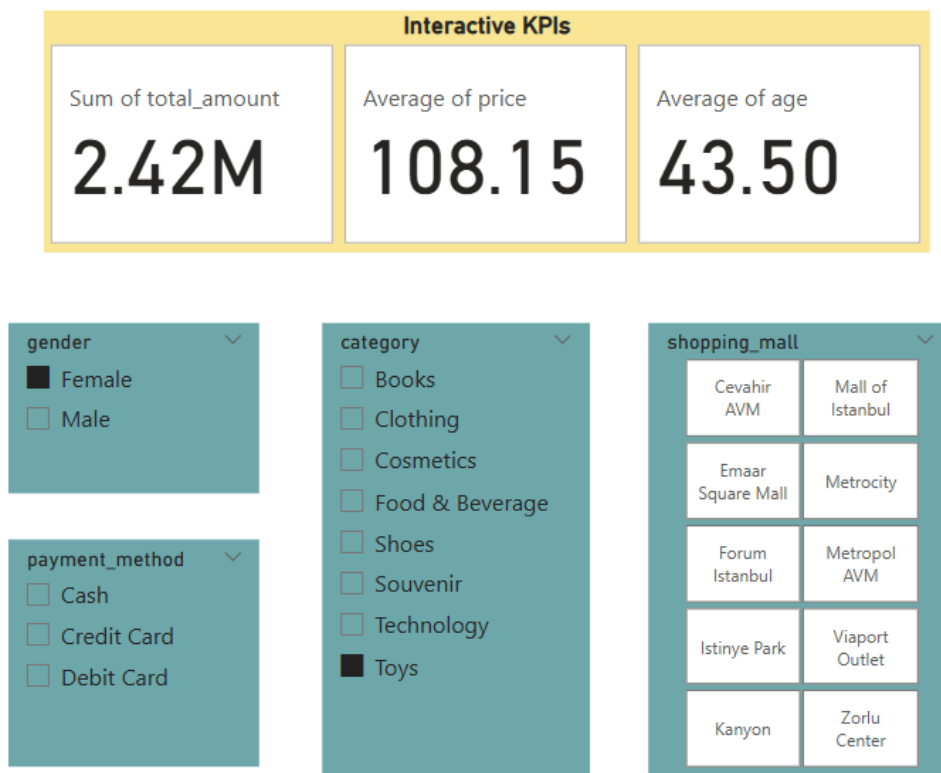
- Mall of Istanbul- Highest Sales
- Kanyon- Virtually **equal to Mall of Istanbul** in sales.
- Metropol AVM, Istinye Park, Zorlu Center- Solid mid-range performance
- Others contribute to relatively lower sales

#### 5 . SALES BY GENDER ANALYSIS



- **Male shoppers** dominate the high-value categories like **Clothing, Shoes, and Technology**.
- **Female shoppers** contribute substantially to Clothing and Shoes, with lesser involvement in Technology and minimal in other categories.
- Categories like **Cosmetics** see more contribution from **female buyers**, though total sales remain low.

## 6. INTERACTIVE KPIS DASHBOARD



- Using which we can identify KPIs like Total revenue with various filters like age, category, shopping mall and credit card payments.