

# Retail Sales Analysis

Customer Demography

Stores Demography

Product Information

Yearly Sales Analysis

Monthly Sales Analysis

Effects of Discount

Product Sales Analysis

Monthly Report



# Customer Demography

## Customer KPI

1643306  
Customer Count

763  
City Count

677041  
Female Count

964562  
Male Count

1703  
Diverse Count

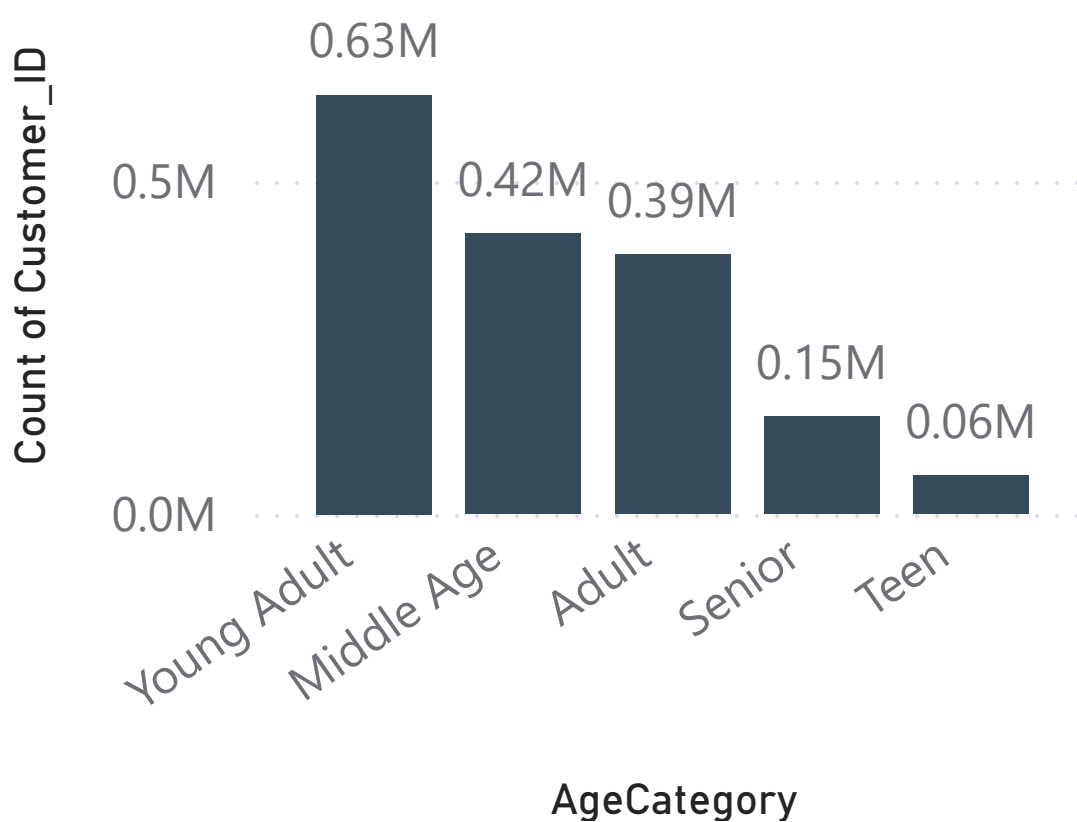
76  
Max Age

31  
Avg Age

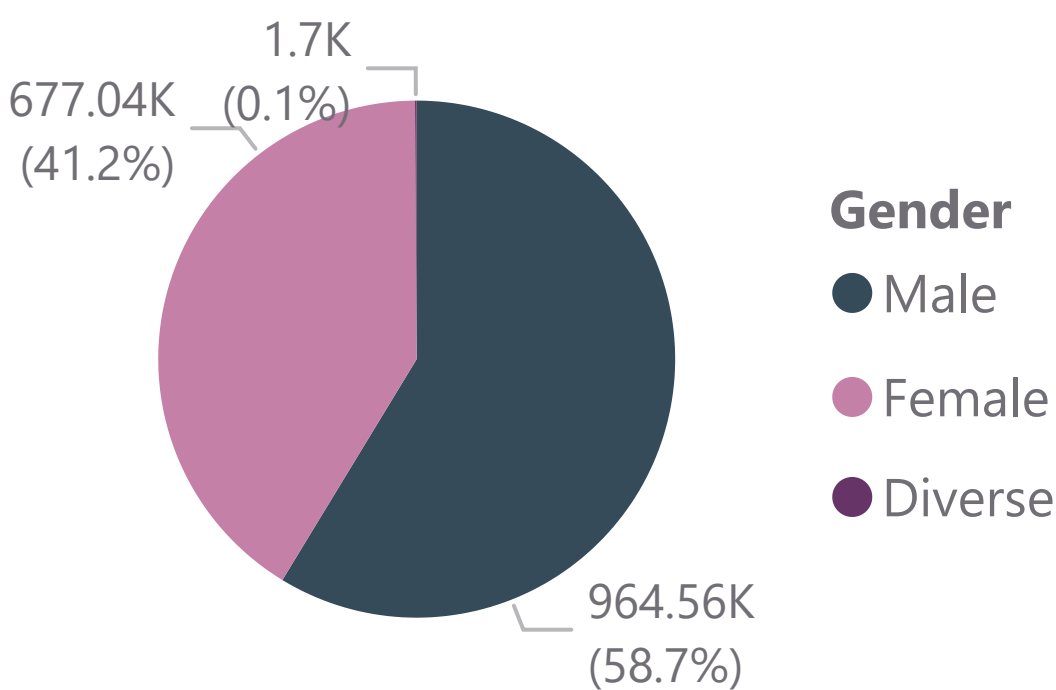
18  
Min Age

7  
Country Count

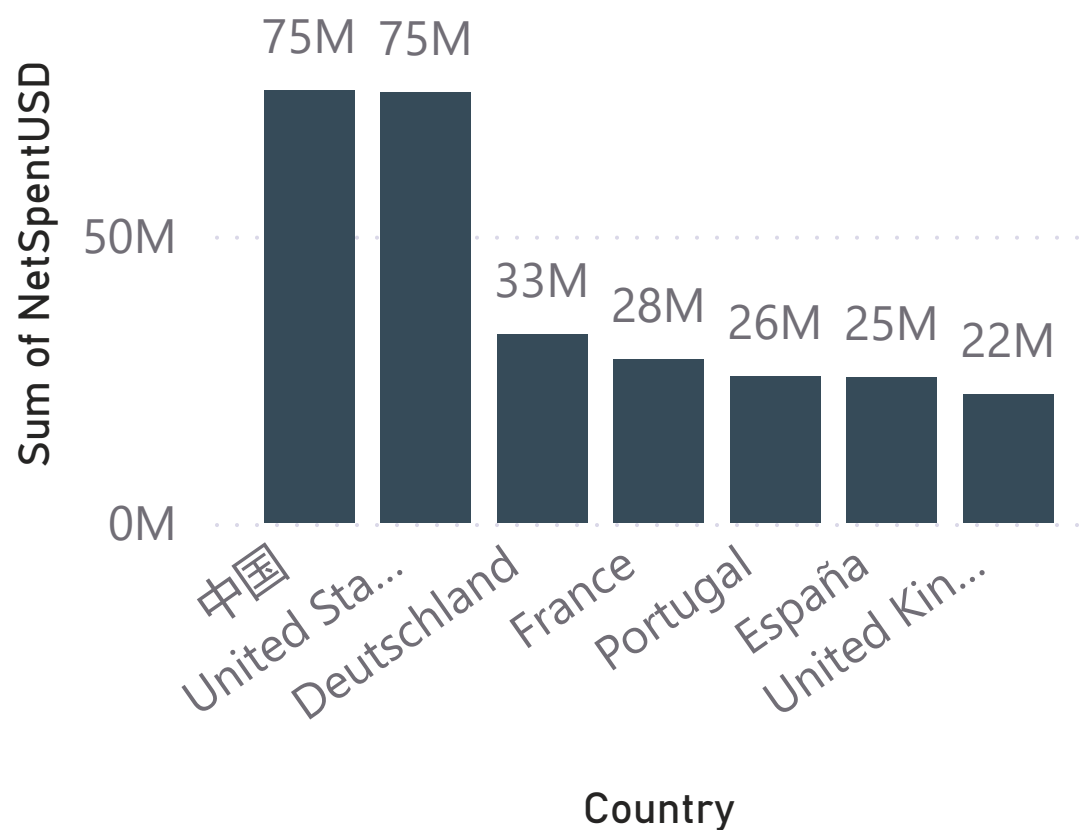
## Customer By Age Category



## Gender Ratio



## Top Countries by Spending



## Customer Sales KPI

301,543,149.17  
Gross Spent ...

284,651,208.97  
Net Spent (U...

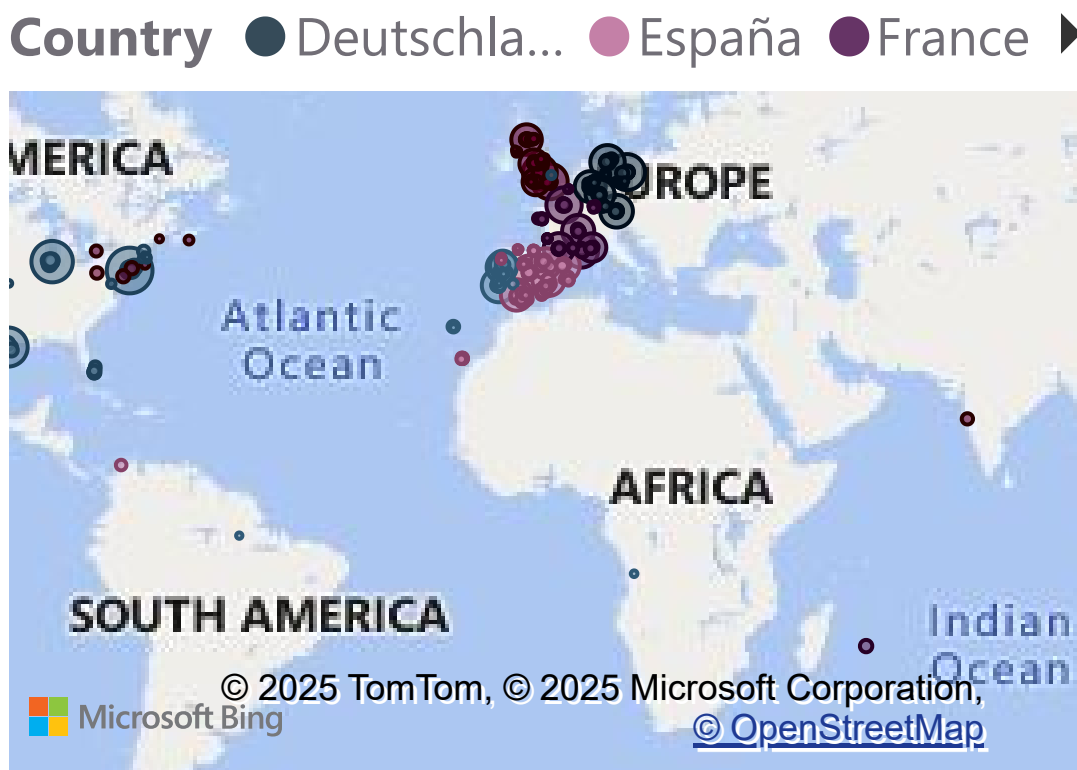
16,891,940.20  
Total Returns...

6686124  
Gross Quanti...

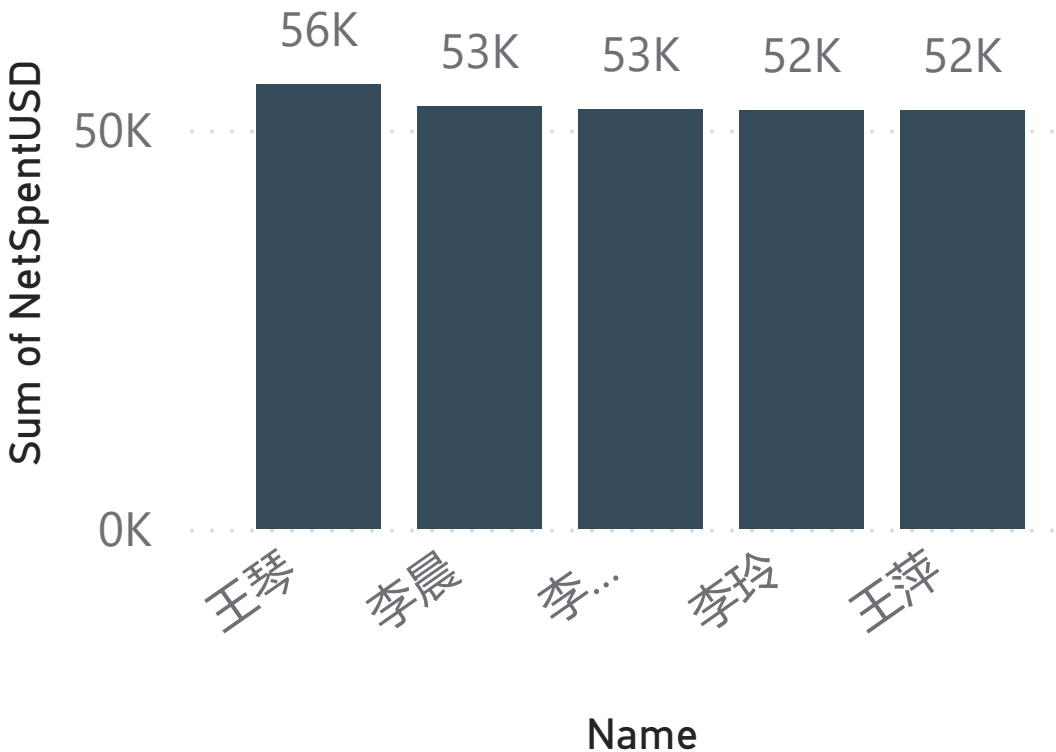
6312177  
Net Quantity...

373947  
Sum of Quan...

## Customer Location



## Top Customer by Spending



## Country, City

- ✓ ☐ Deutschland
- ✓ ☐ España
- ✓ ☐ France
- ✓ ☐ Portugal
- ✓ ☐ United Kingdom



Country, City

✓ ☐ Deutschland

✓ ☐ España

# Store Demography

Store\_ID, EmployeeID

All

## Stores Sales KPI

301,543,149.17

Gross Sales (U...

284,651,208.97

Net Sales (USD)

16,891,940.20

Total Returns (...)

6686124

Gross Quantity...

6312177

Net Quantity S...

373947

Total Quantity ...

## Store Info KPI

35

Count of Stores

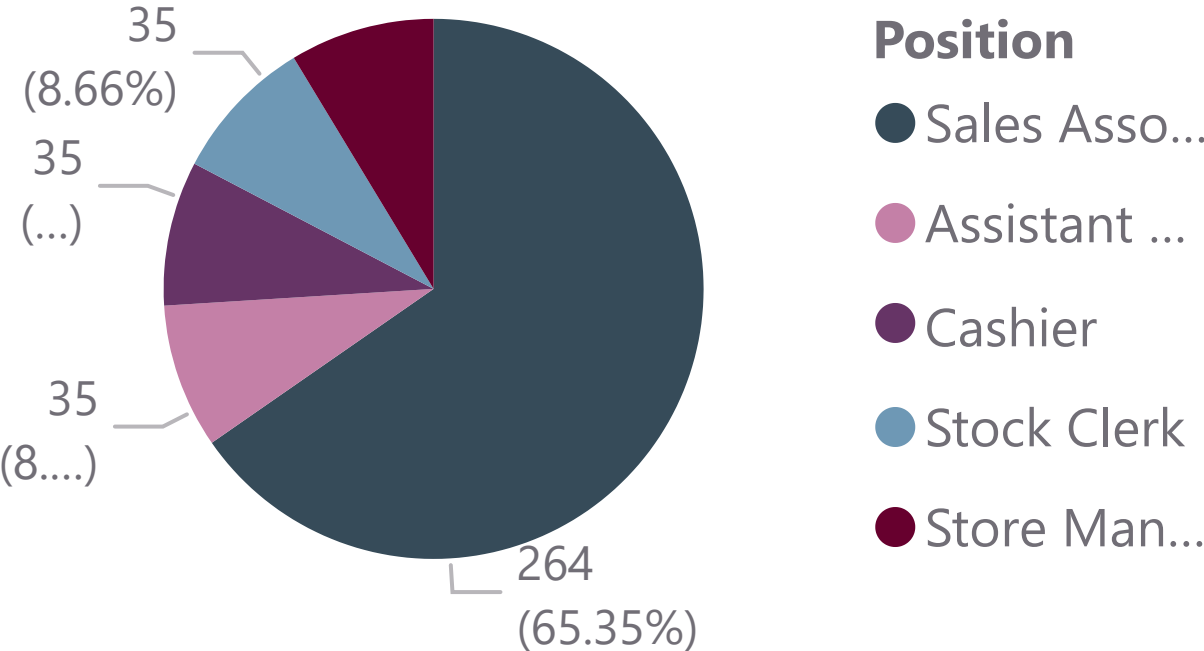
404

Total Employees

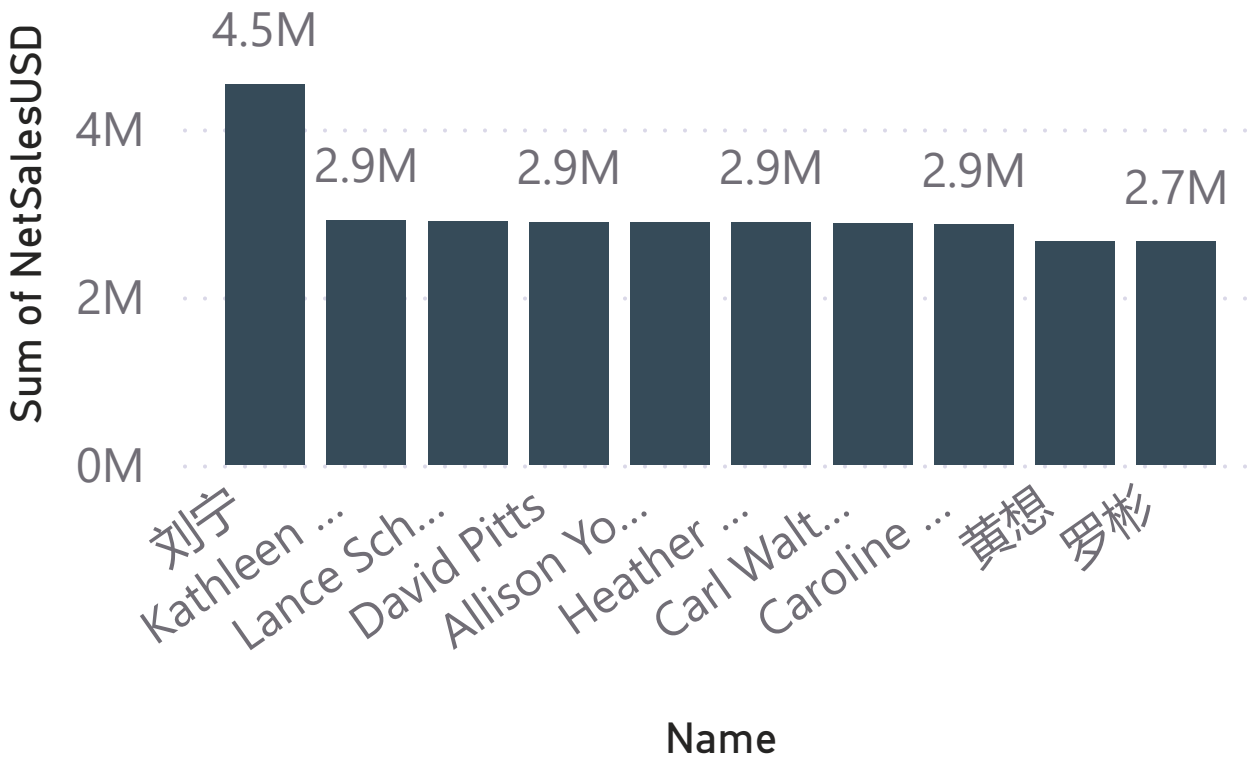
5

Count of Disti...

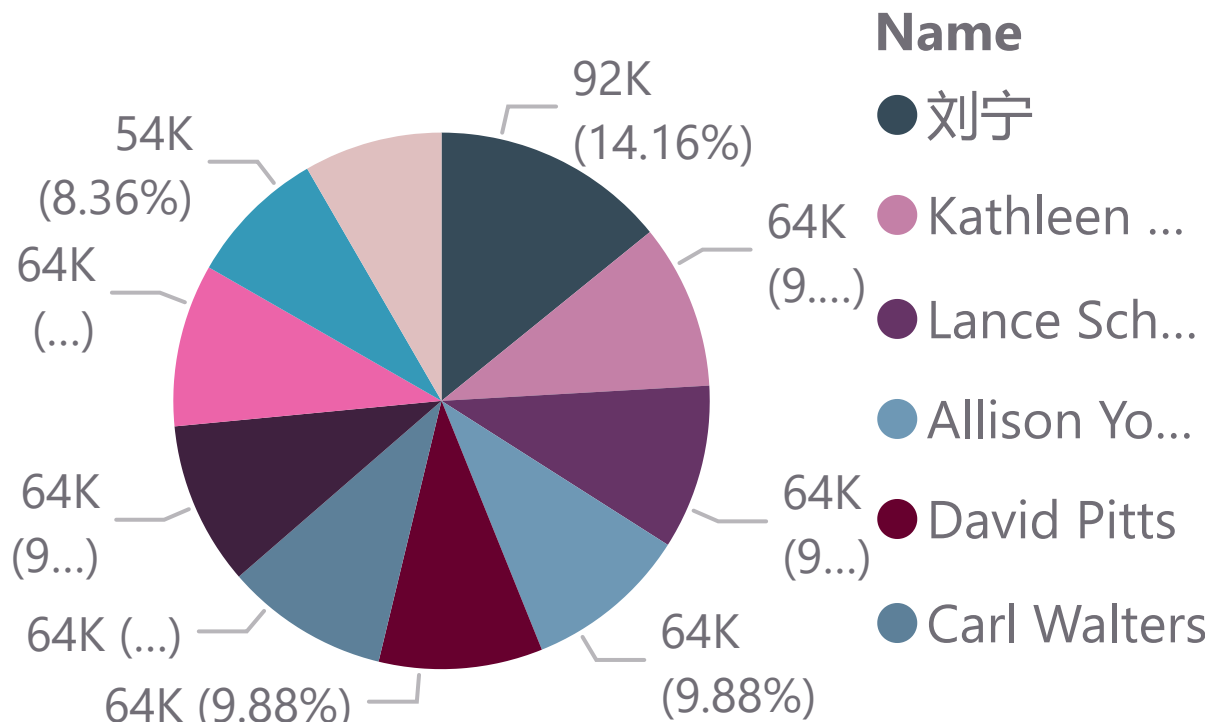
## Employees Ratio by Position



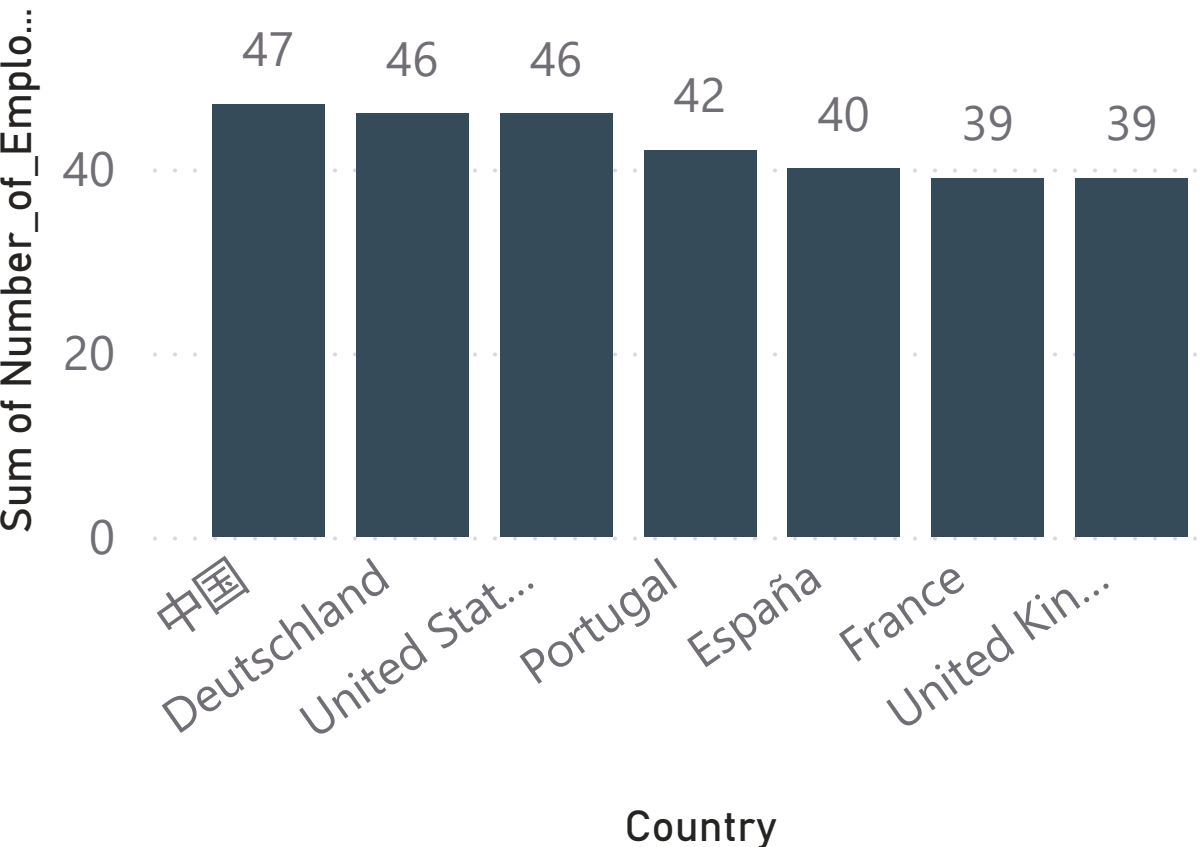
## Top Employees by Net Sales (USD)



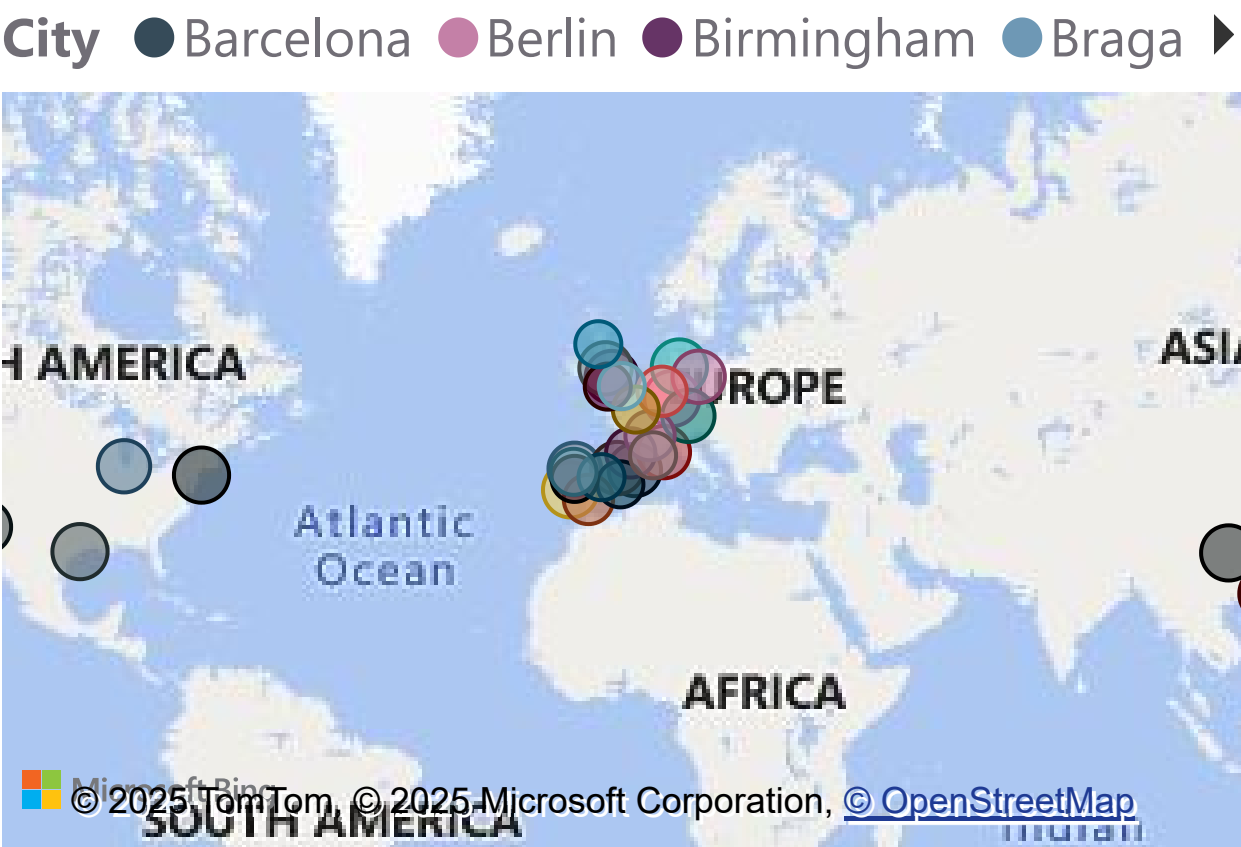
## Employees by Total Sales Made



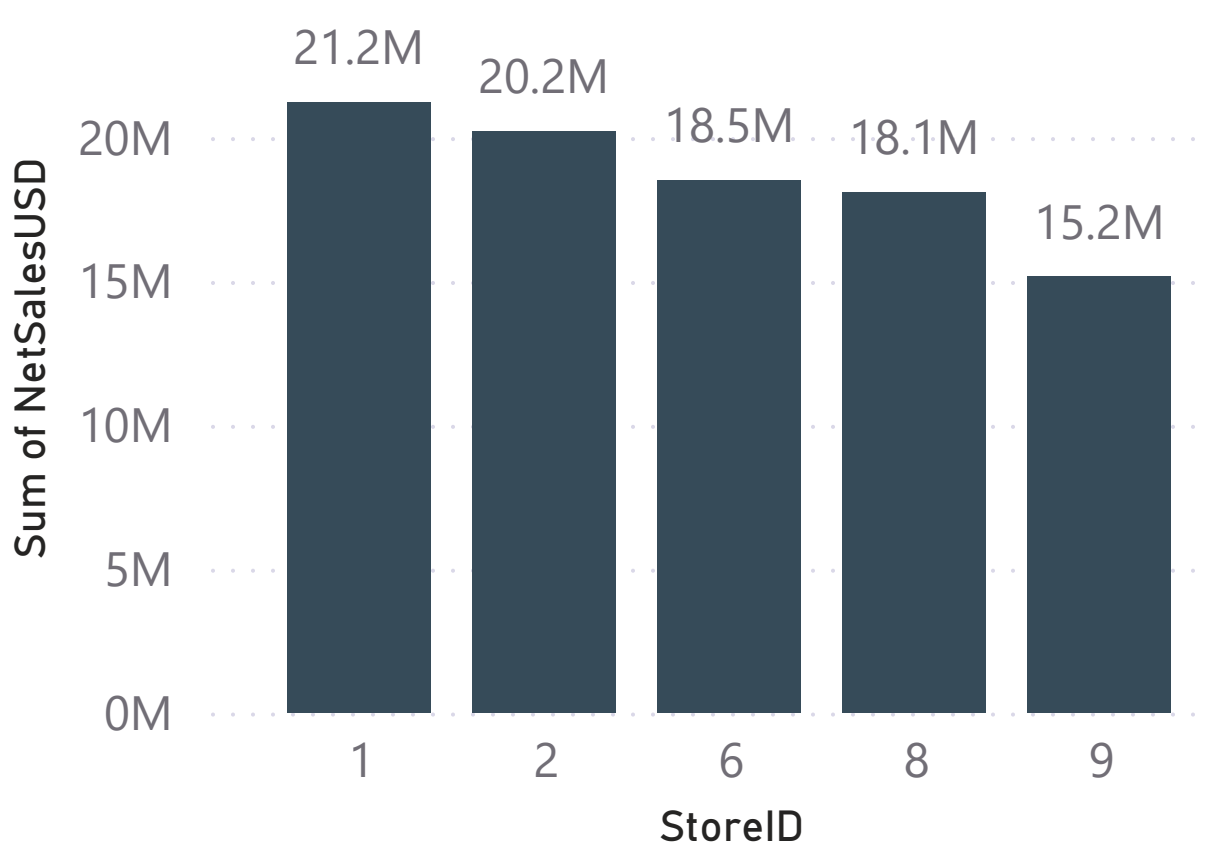
## Number of Employee by Countiers



## Store Location



## Top Stores Net Sales (USD)



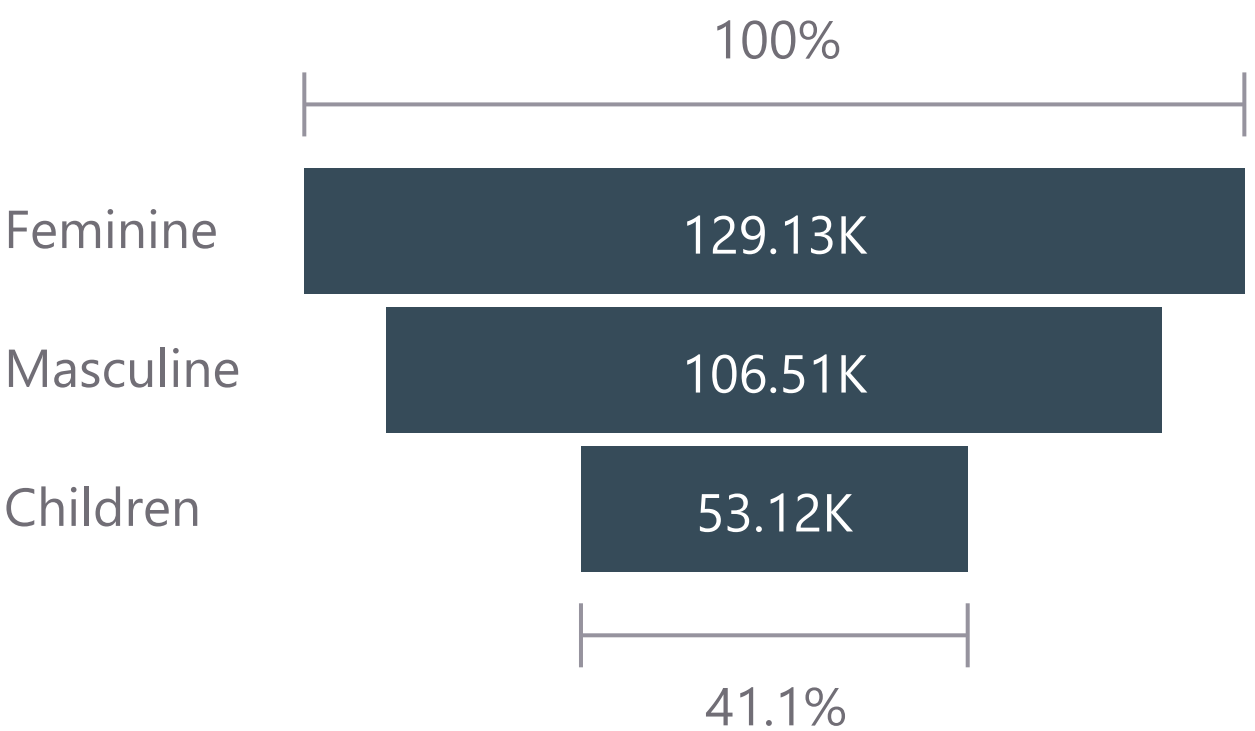


# Product Information

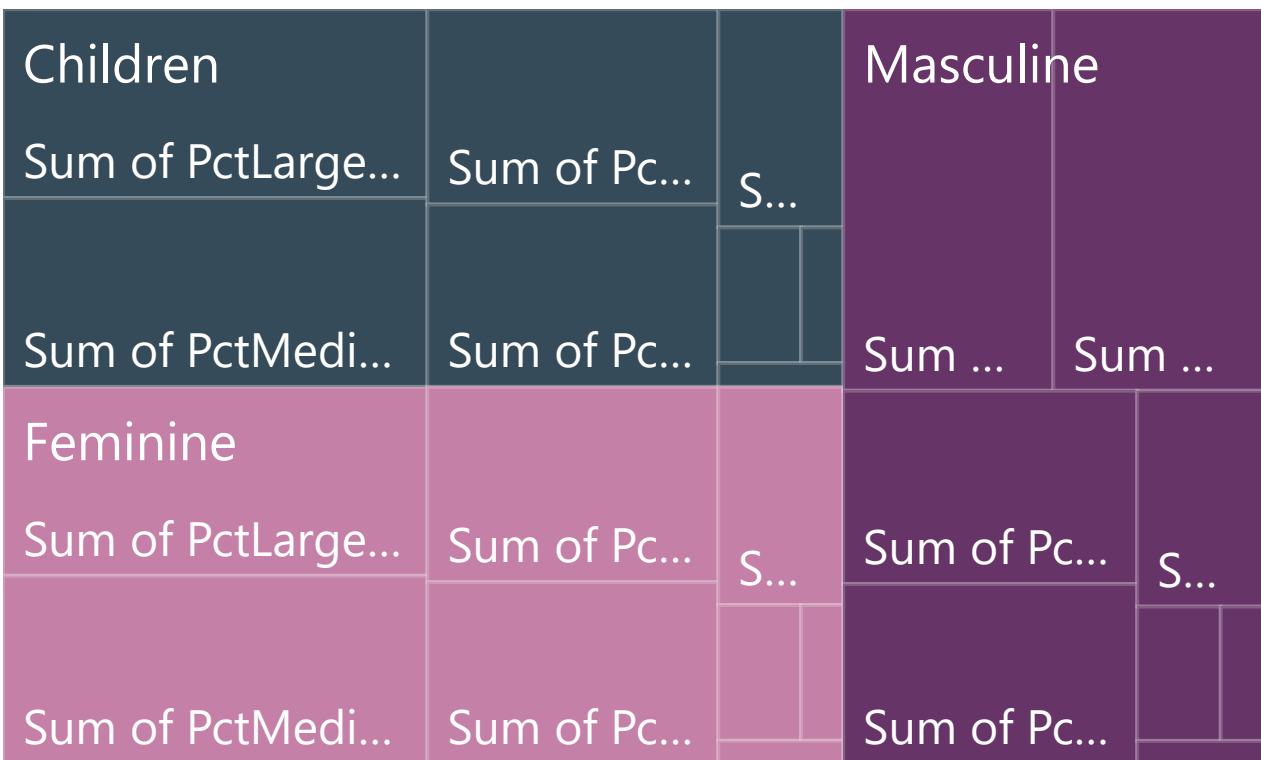
## Product KPI

17940  
Distinct Produ...  
288,765.63  
Total Producti...  
16.10  
Average Prod...

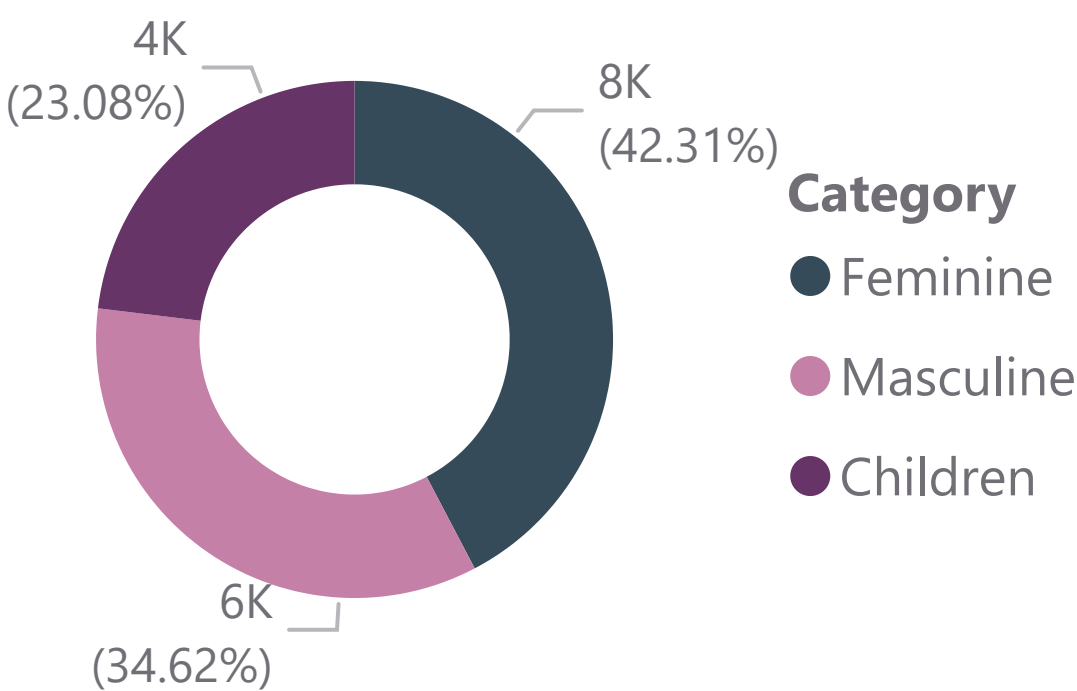
## Single Unit Production Cost by Category



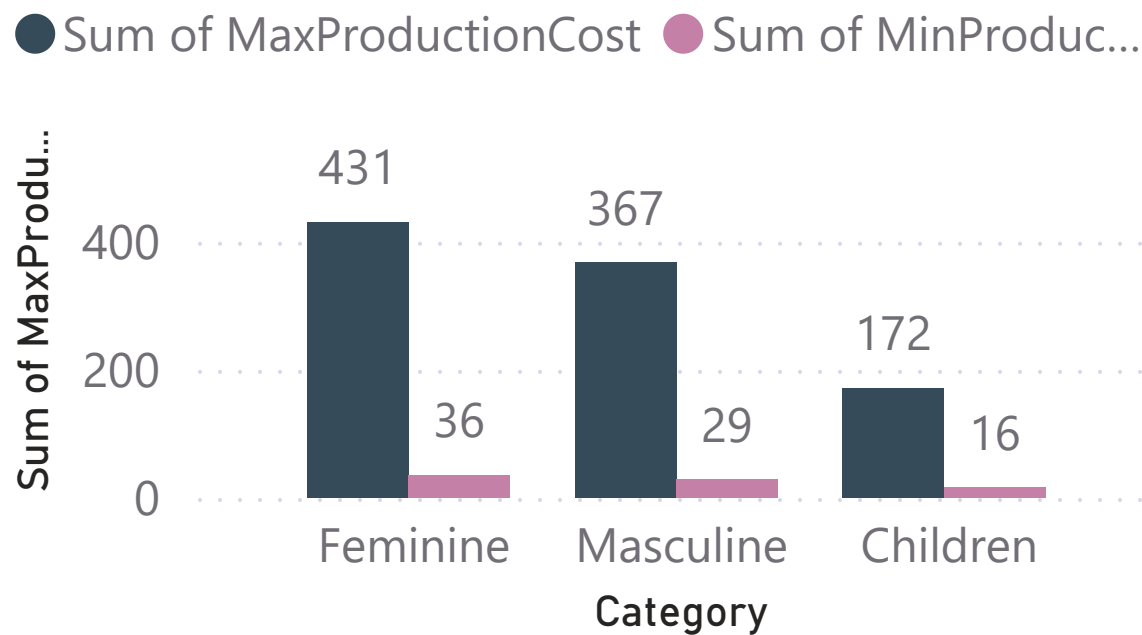
## Size Available by Category



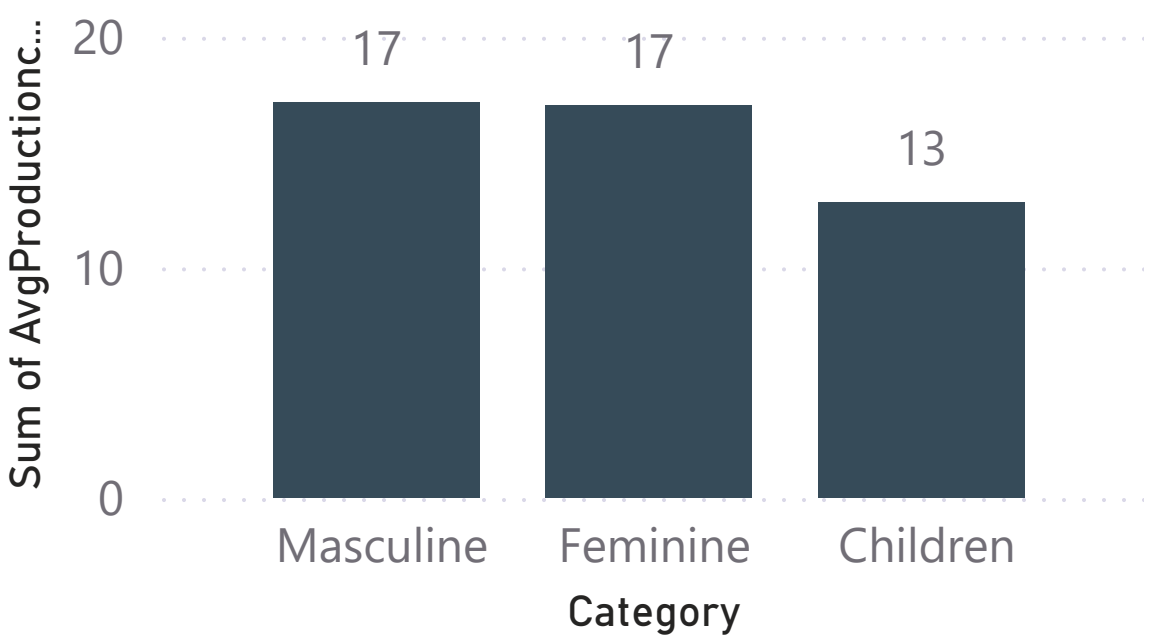
## Sum of ProductCount by Category



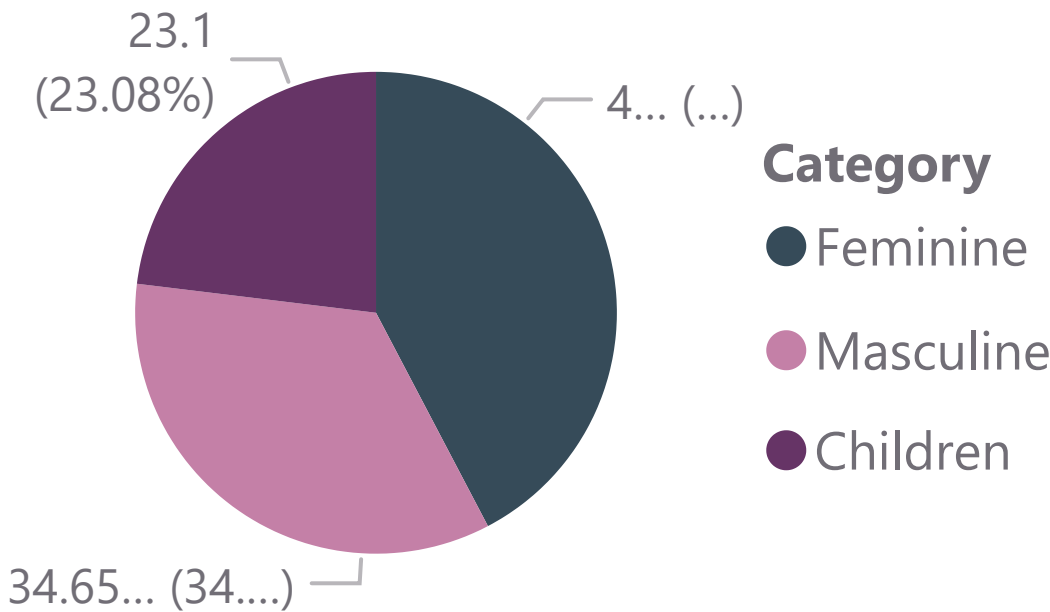
## Max and Min Production Cost by Category (Single Unit)



## Average Production Cost of a Single Unit by Category

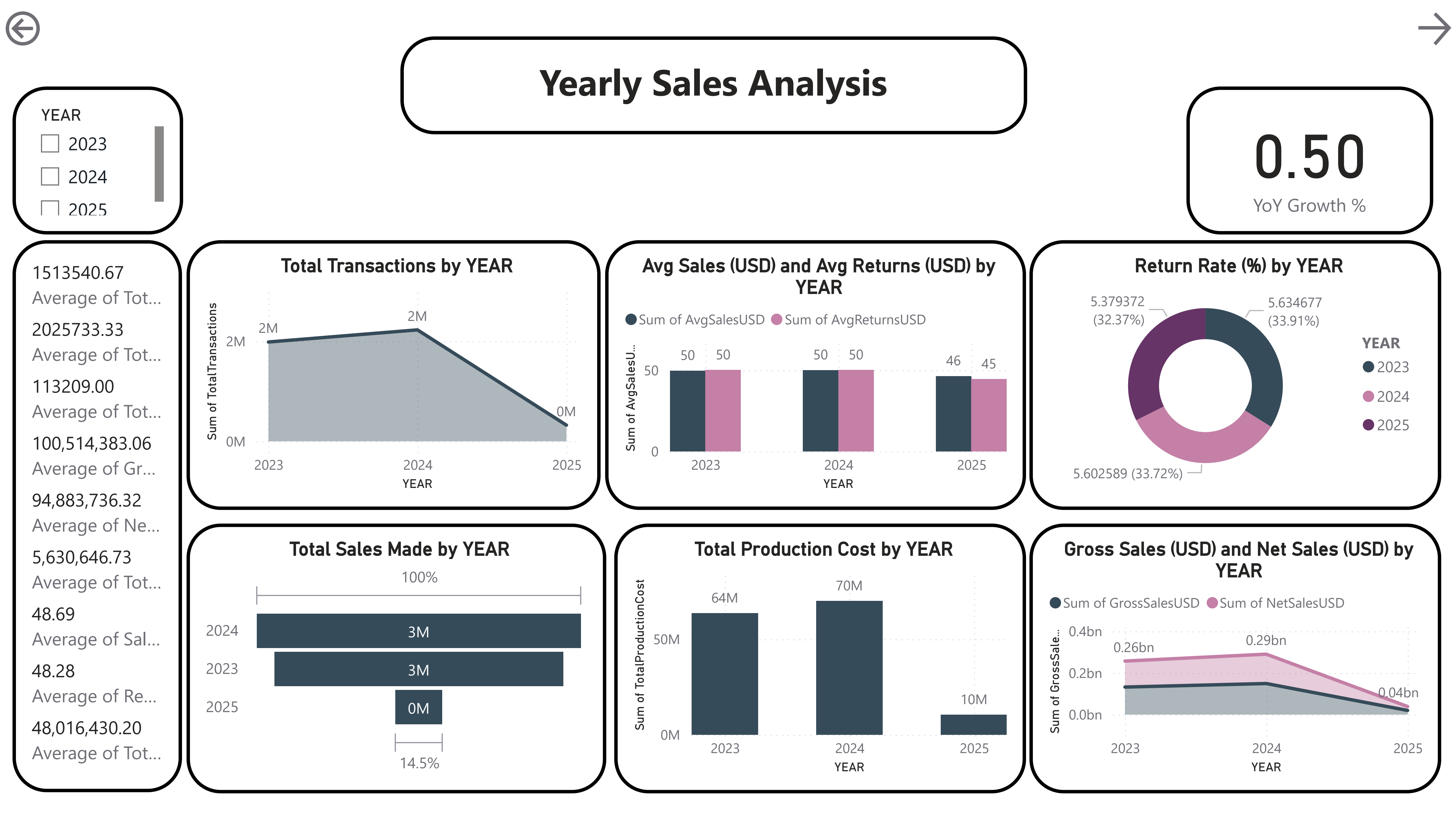


## Percentage of Product by Category



## Sub\_Category

- Accessories
- Baby (0-12 months)
- Coats
- Coats and Blazers
- Dresses and Jumpsuits
- Girl and Boy (1-5 years)



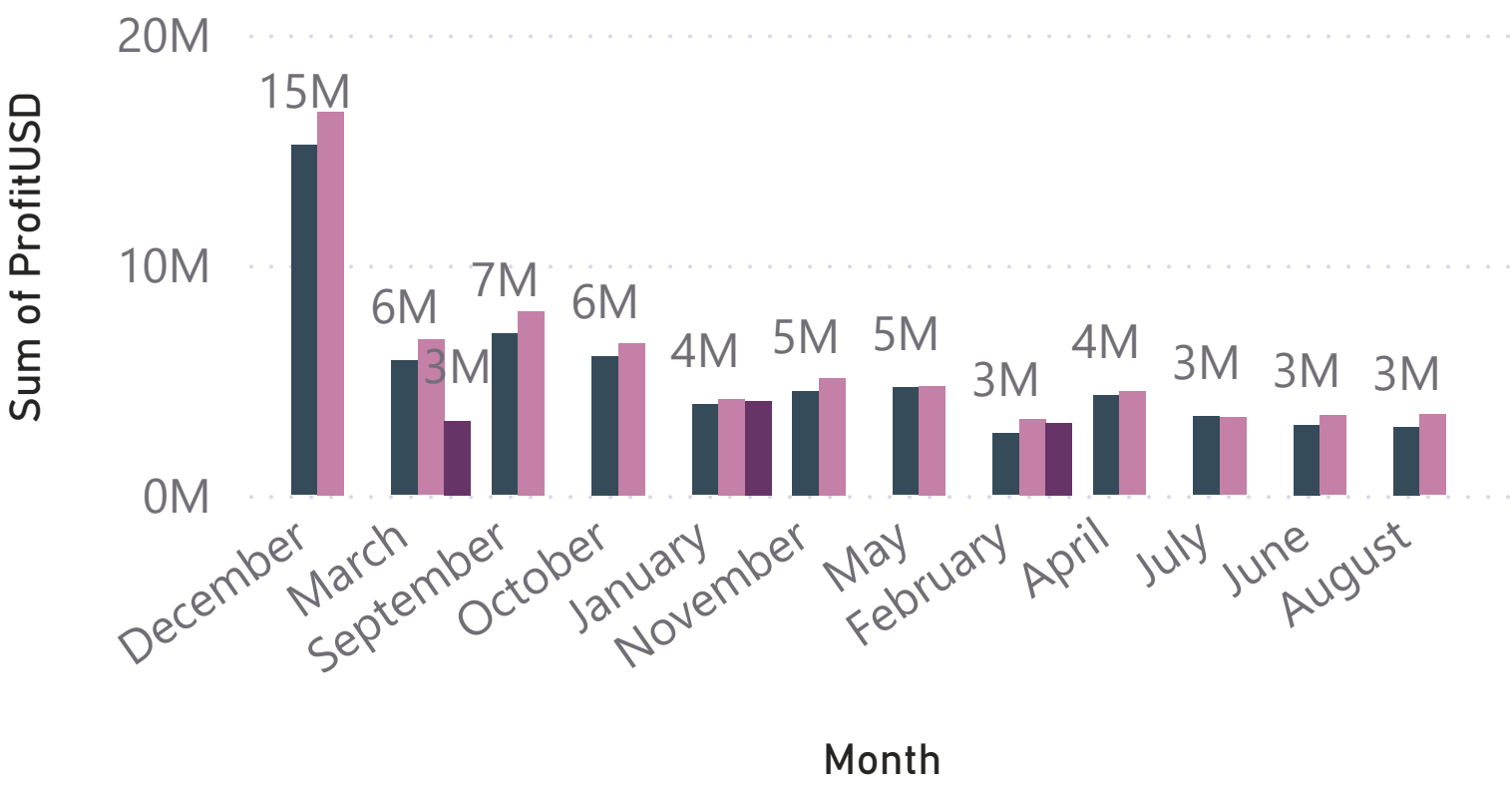




# Monthly Sales Analysis

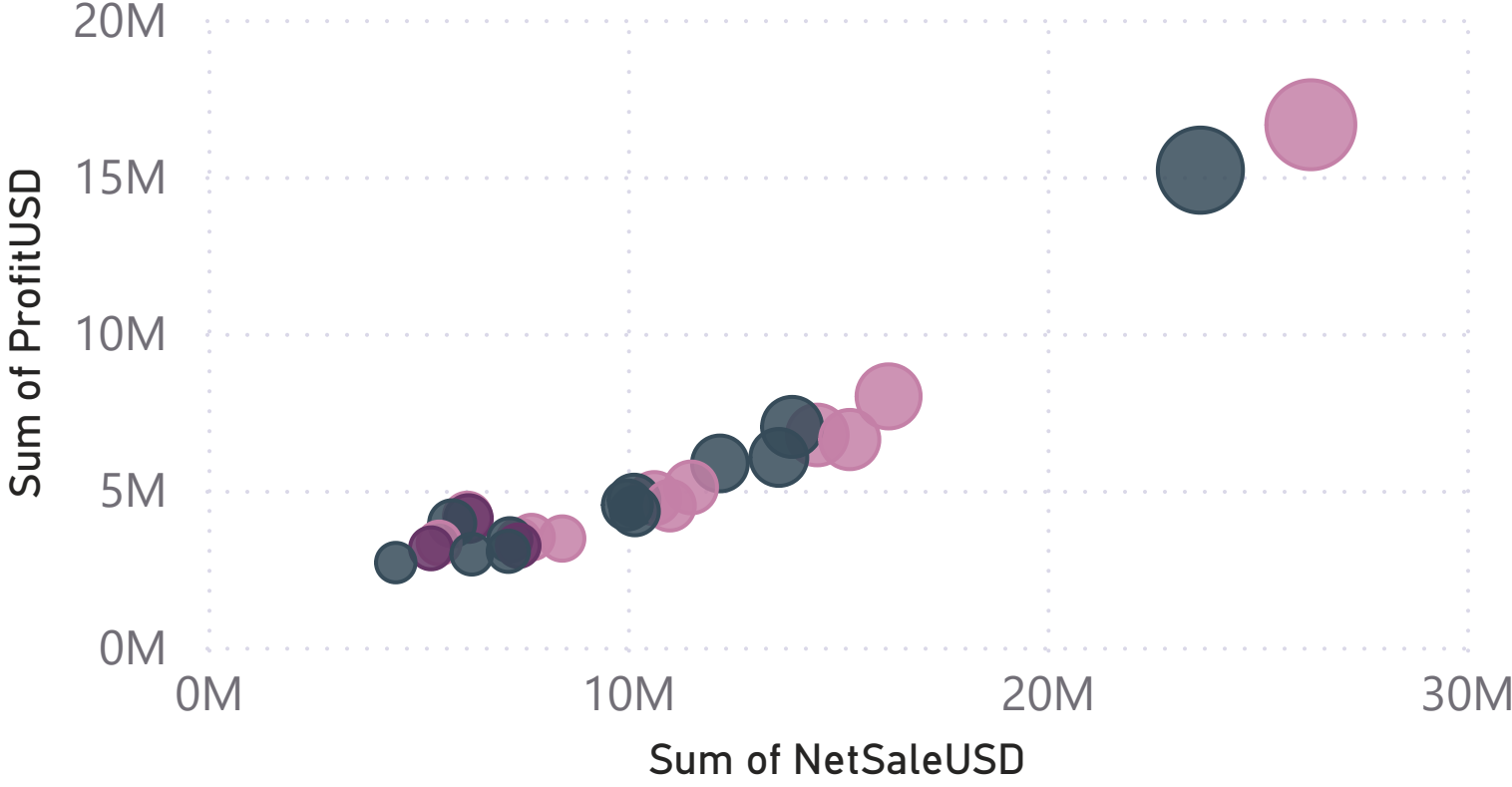
Profit (USD) Made

YEAR 2023 2024 2025



Correlation Between Net Sales (USD), Profit (USD)

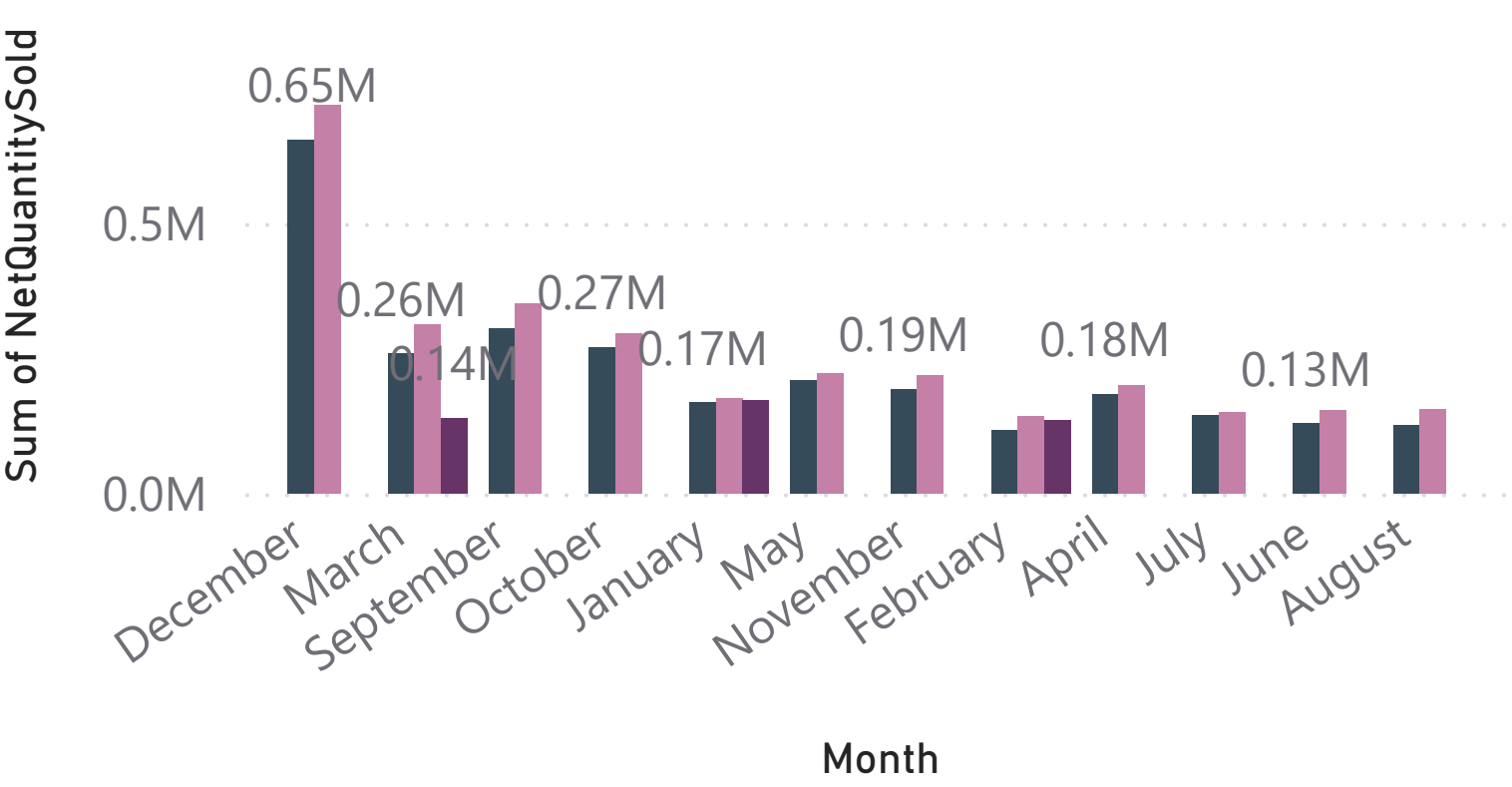
YEAR 2023 2024 2025



YEAR	Month	Total Transactions Made	Net Sale (USD)
2023	April	132356	10,187,731.34
2024	April	144519	11,022,891.86
2023	August	91140	6,299,062.59
2024	August	112698	7,723,817.14
2023	December	471497	23,666,293.64
2024	December	517355	26,299,375.97
2023	February	84221	4,488,135.60
2024	February	102356	5,521,928.15
2025	February	97790	5,327,667.42
Total		4542370	284,651,208.97

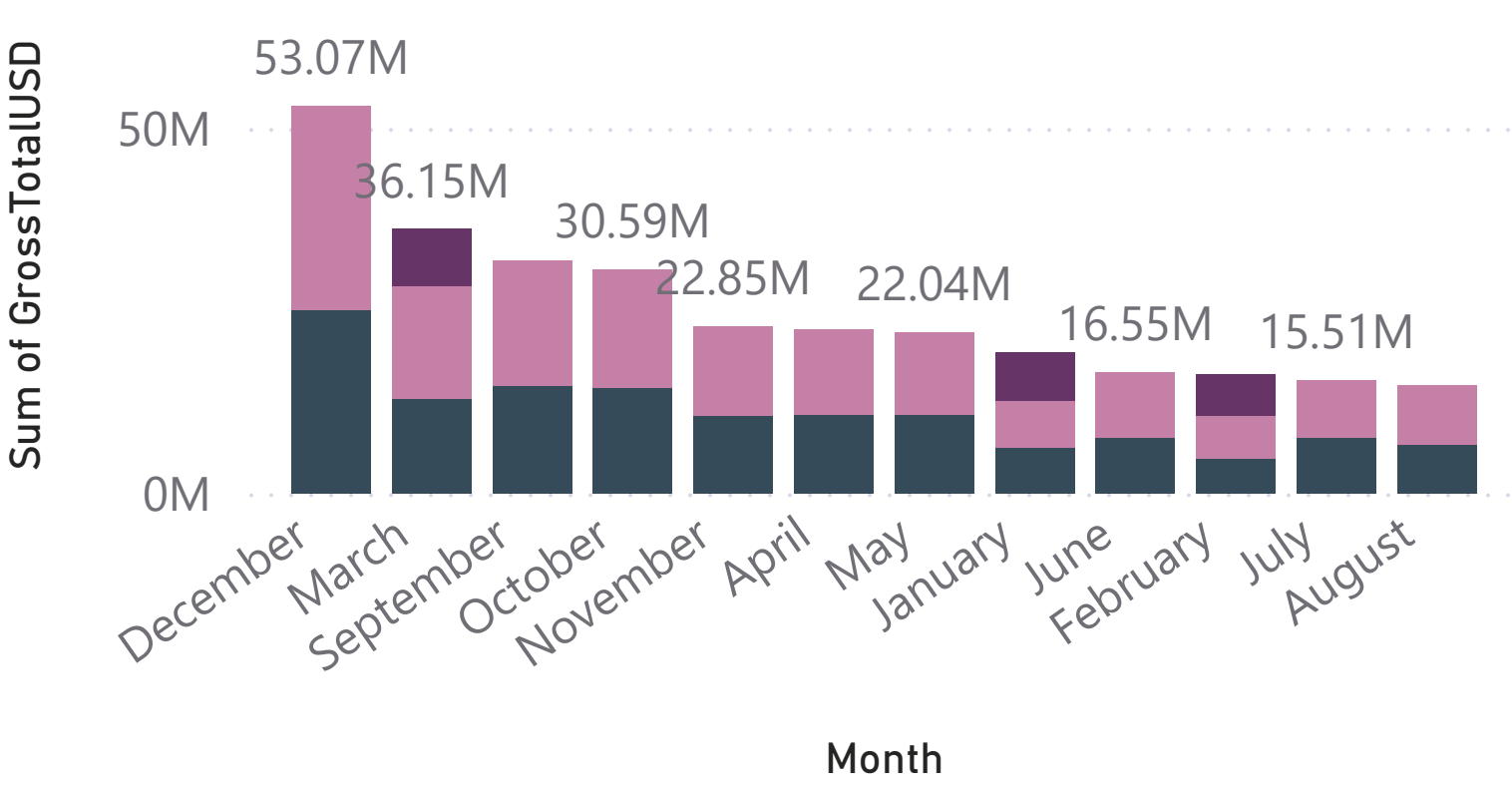
Net Quantity Sold

YEAR 2023 2024 2025



Gross Total USD

YEAR 2023 2024 2025



0.03

MoM Growth %

YEAR, Month

✓ (Blank)

✓ 2023

✓ 2024

✓ 2025

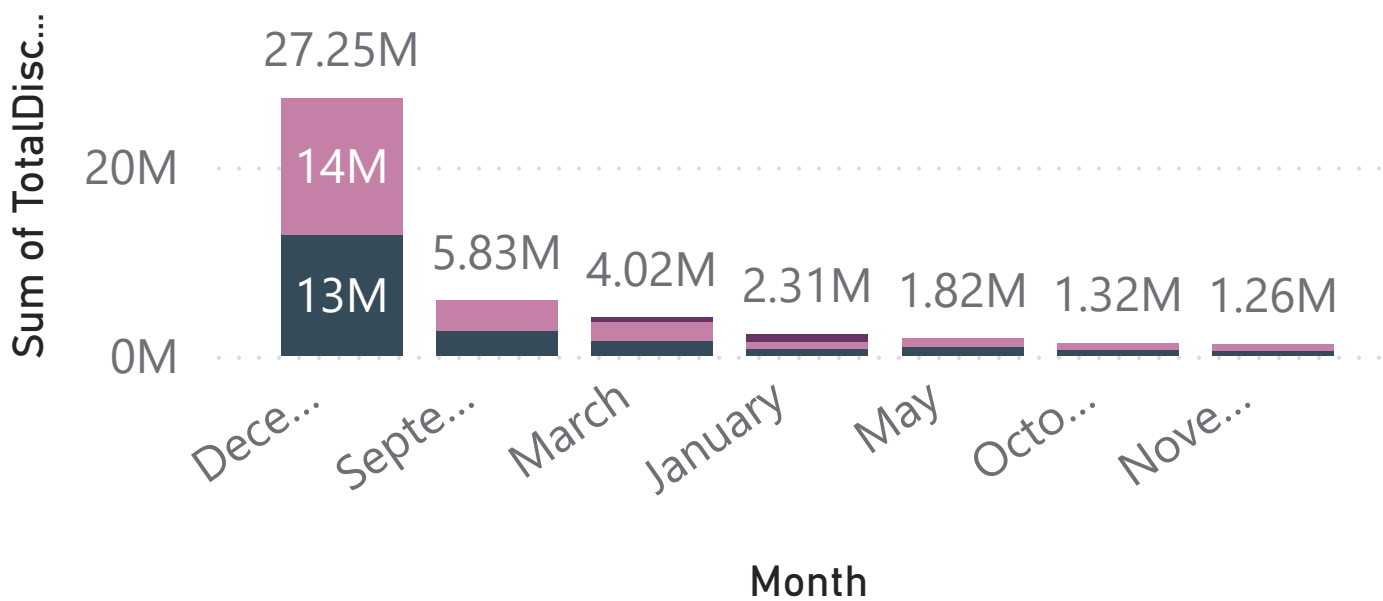
# Effects of Discount

Year, Month

▼ ☐ 2023

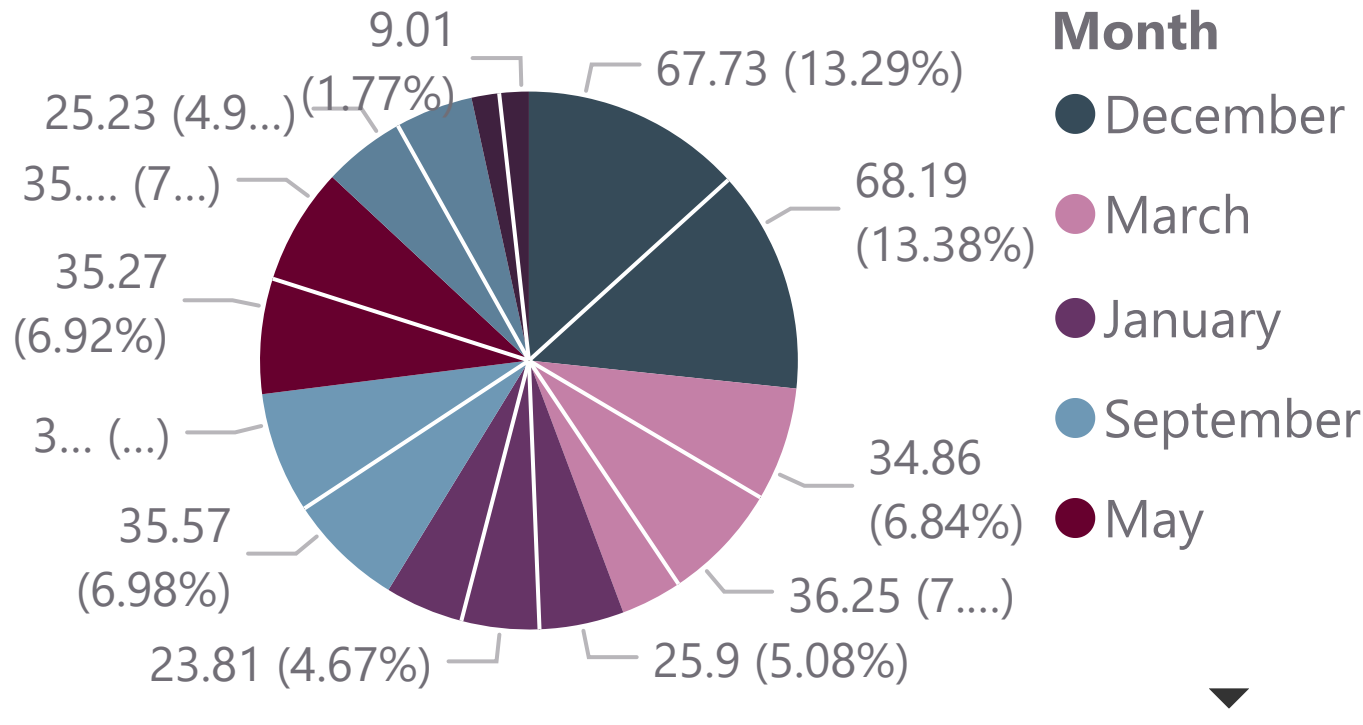
Total Discounted Amount

Year ● 2023 ● 2024 ● 2025



Discounted Sales Percentage

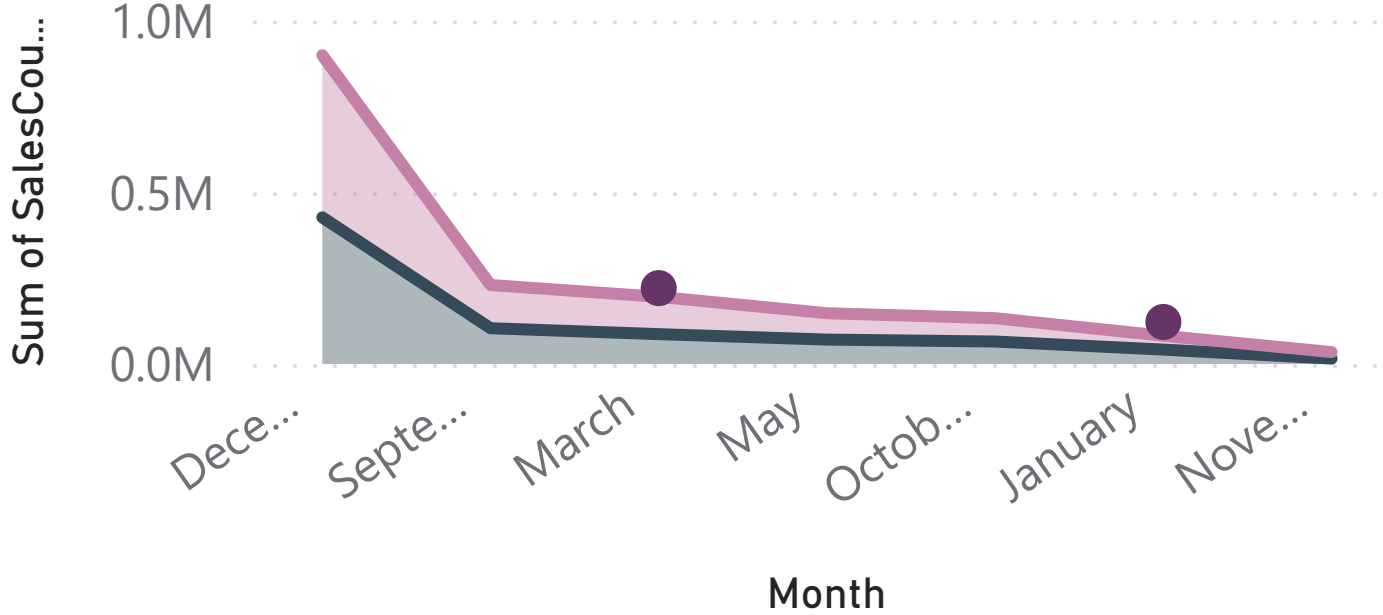
Month



Year	Month	Gross Sales (USD) on Discount	Max
2024	December	14,415,782.72	
2023	December	12,838,843.63	
2024	September	3,918,961.97	
2024	March	3,657,269.92	
2023	September	3,209,991.53	
2023	March	2,932,315.40	
2024	May	2,829,658.42	
Total		56,937,524.16	

Sales Made On Discount

Year ● 2023 ● 2024 ● 2025



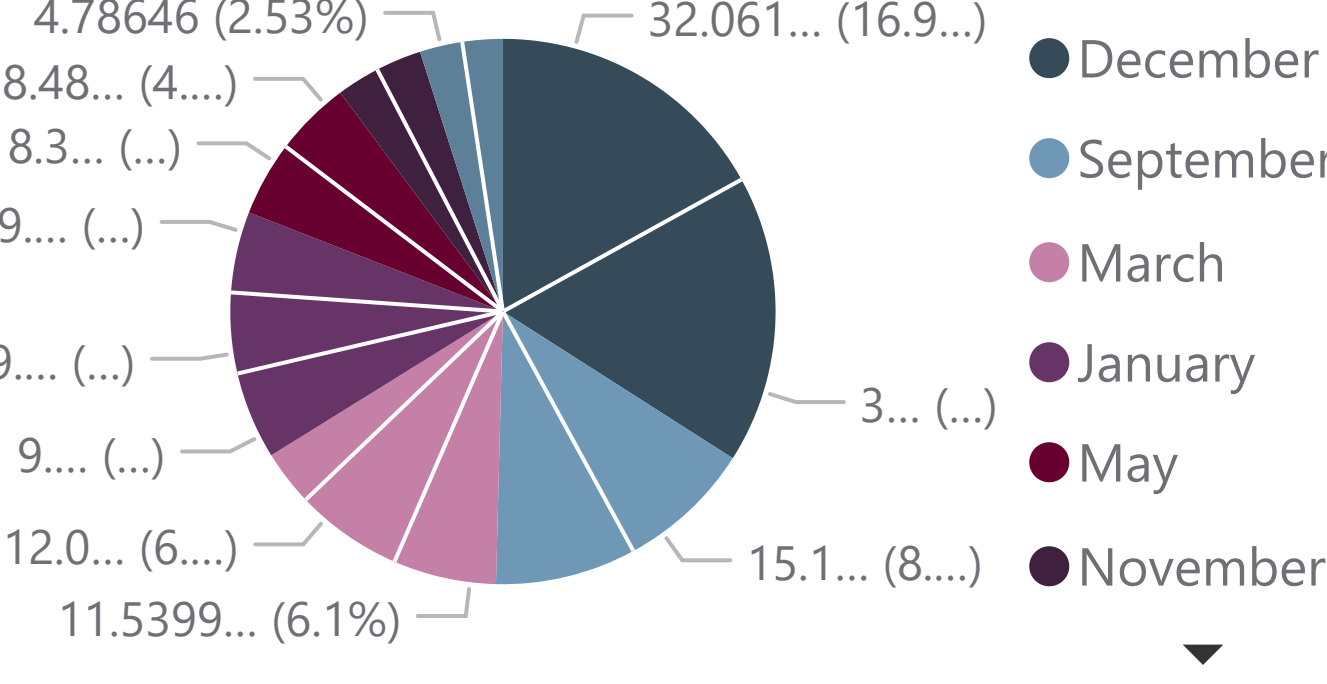
Net Sales (USD) on Discount

Year ● 2023 ● 2024 ● 2025



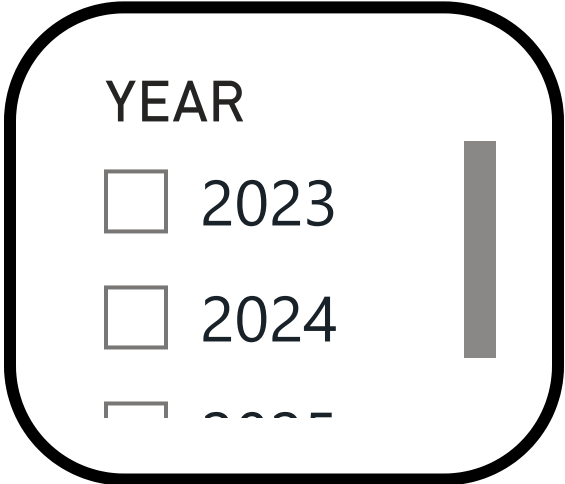
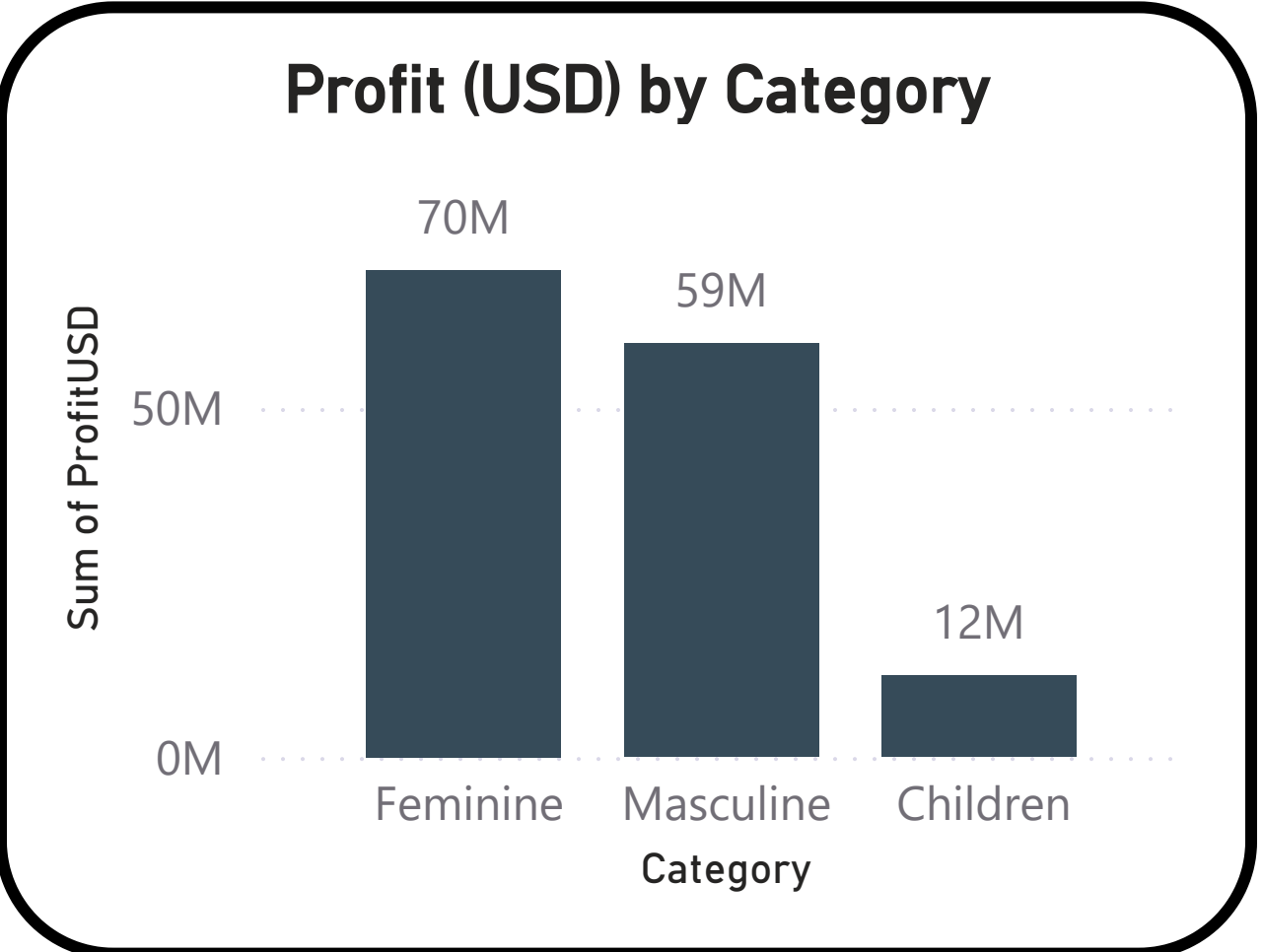
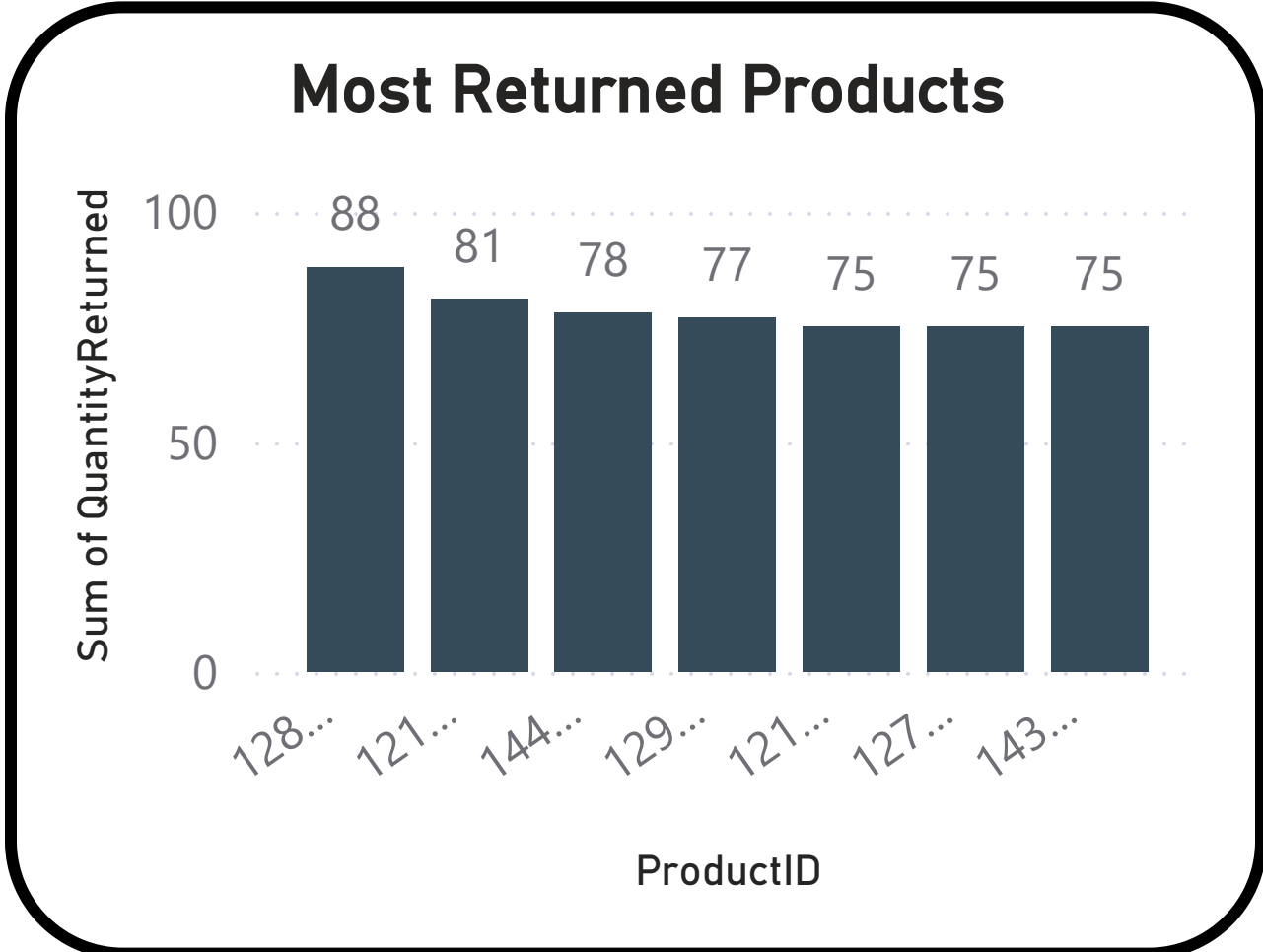
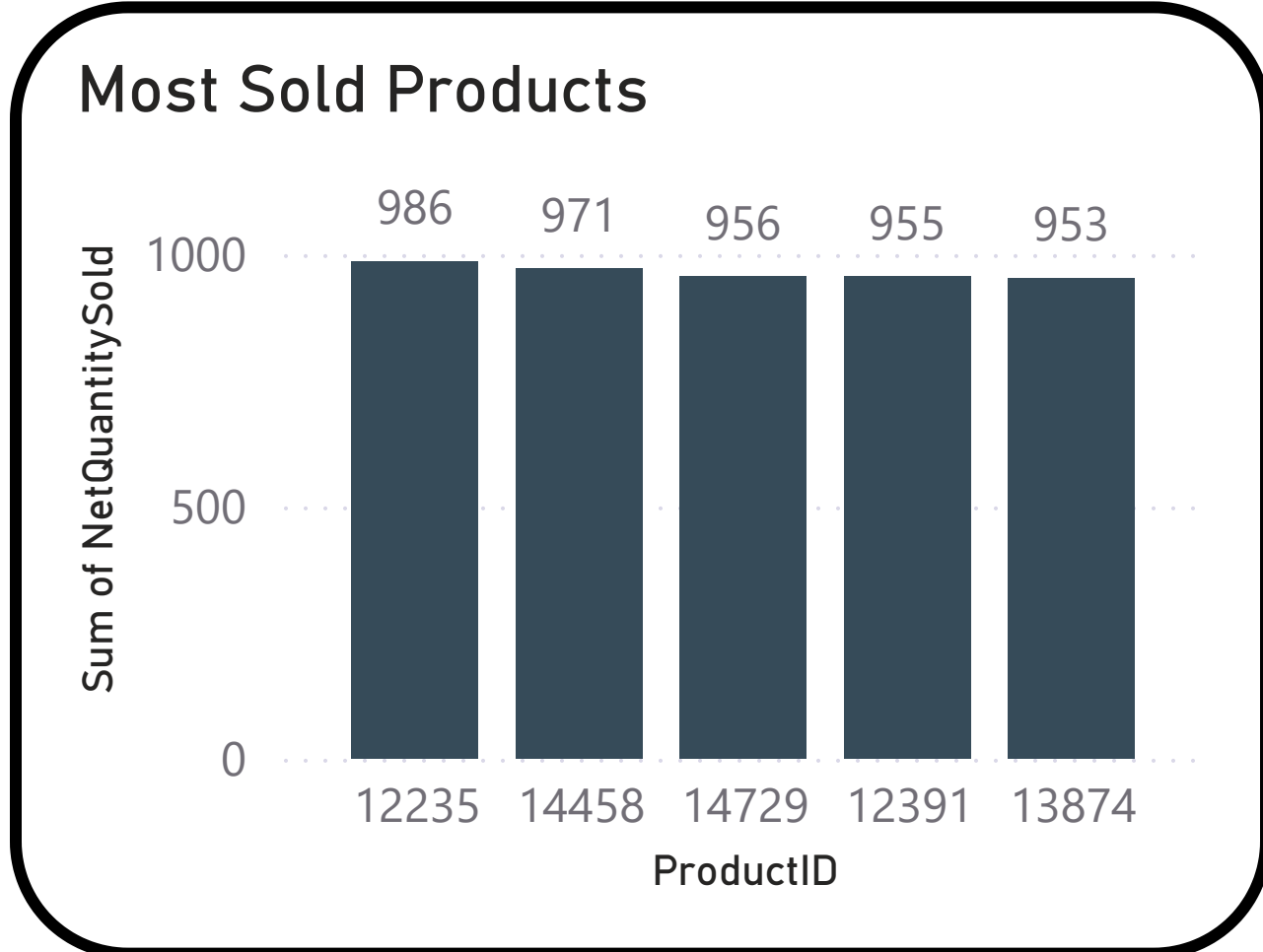
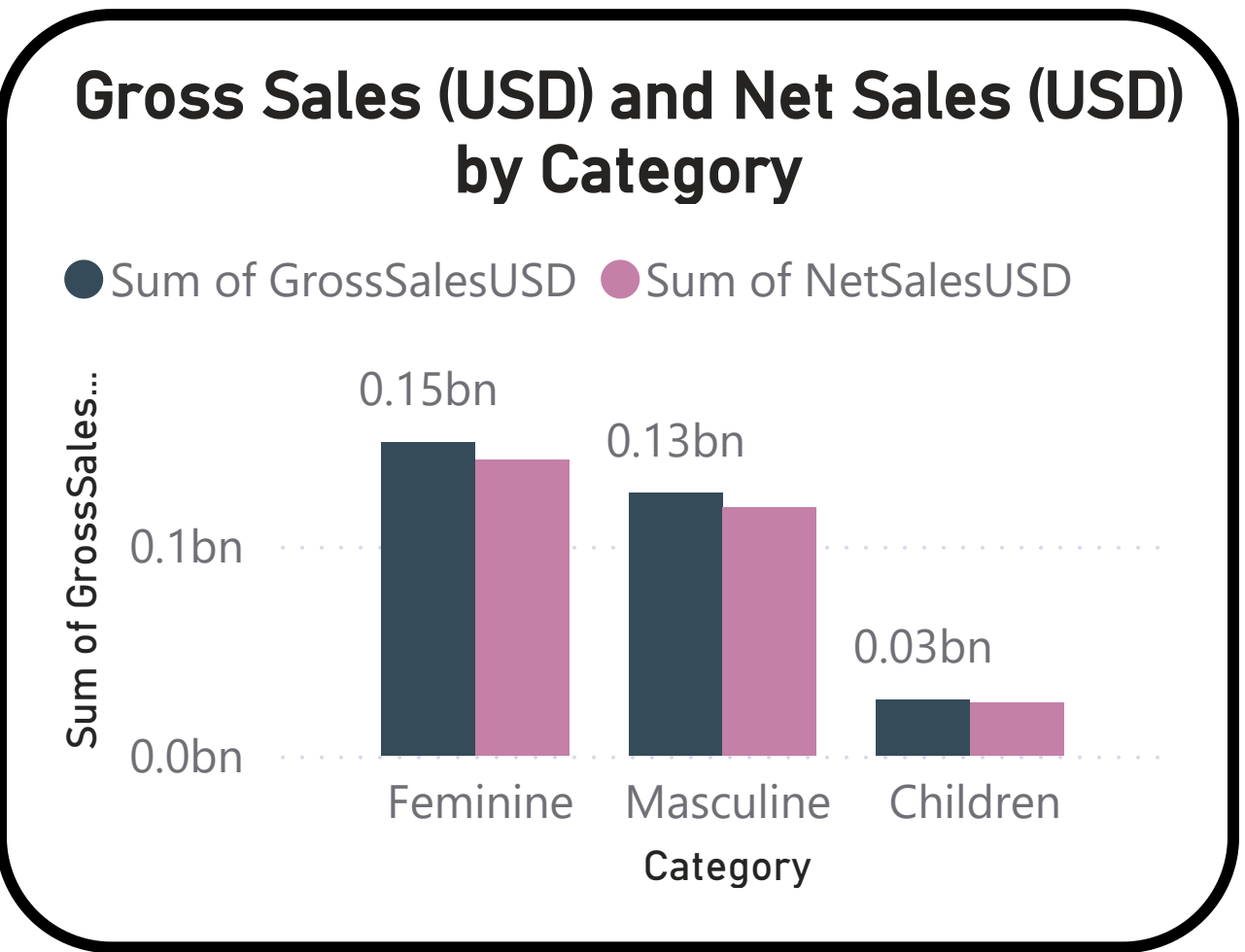
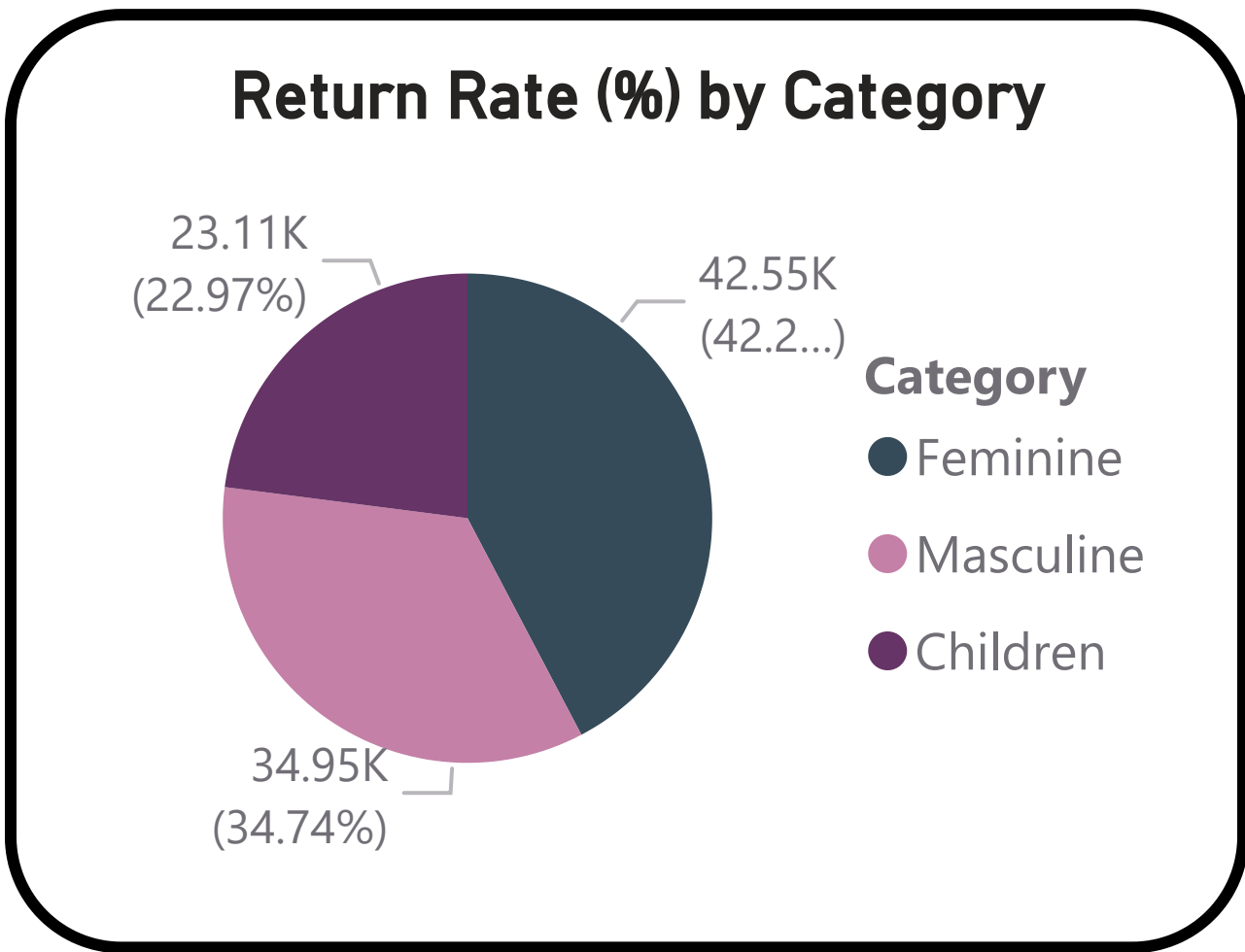
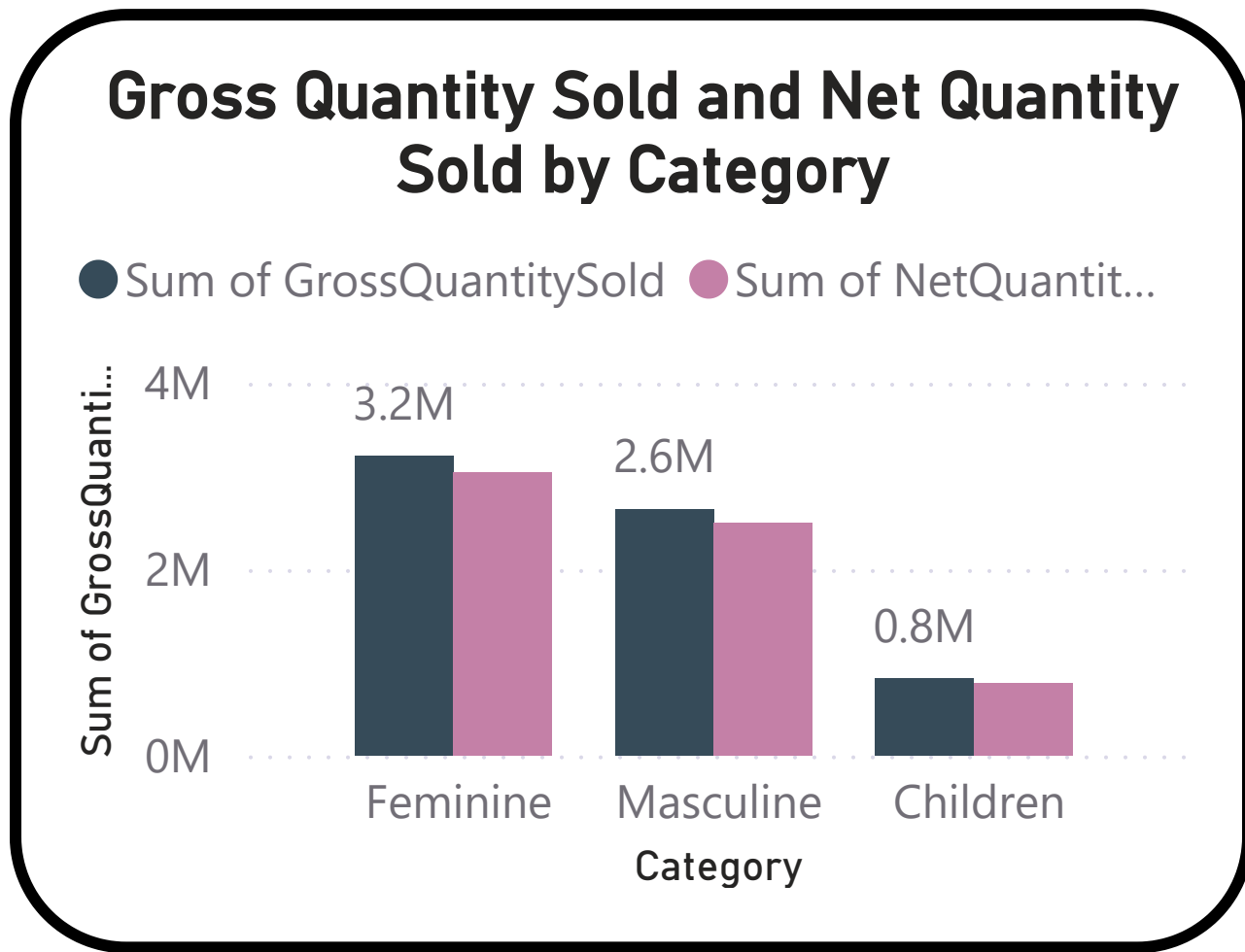
Average Discount Given (%)

Month





# Product Sales Analysis

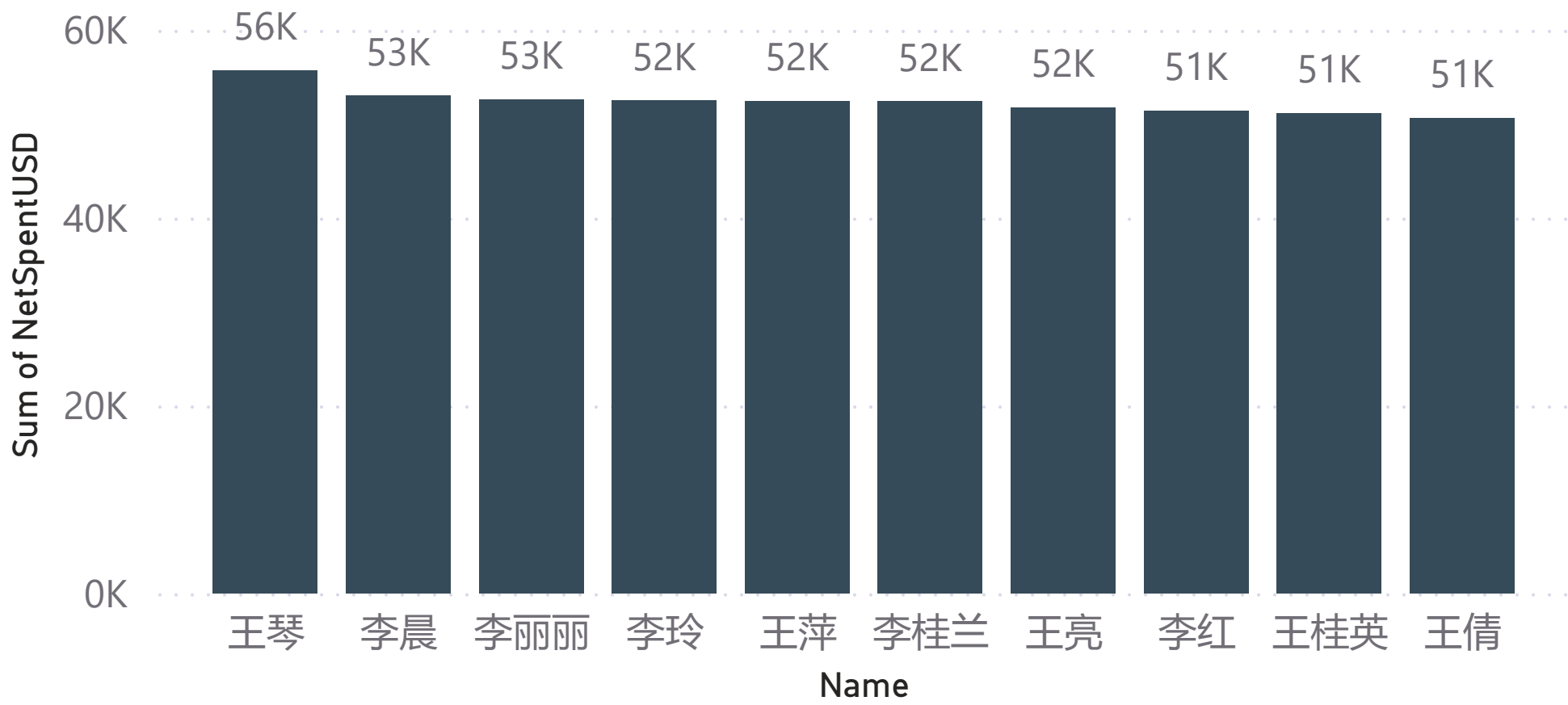




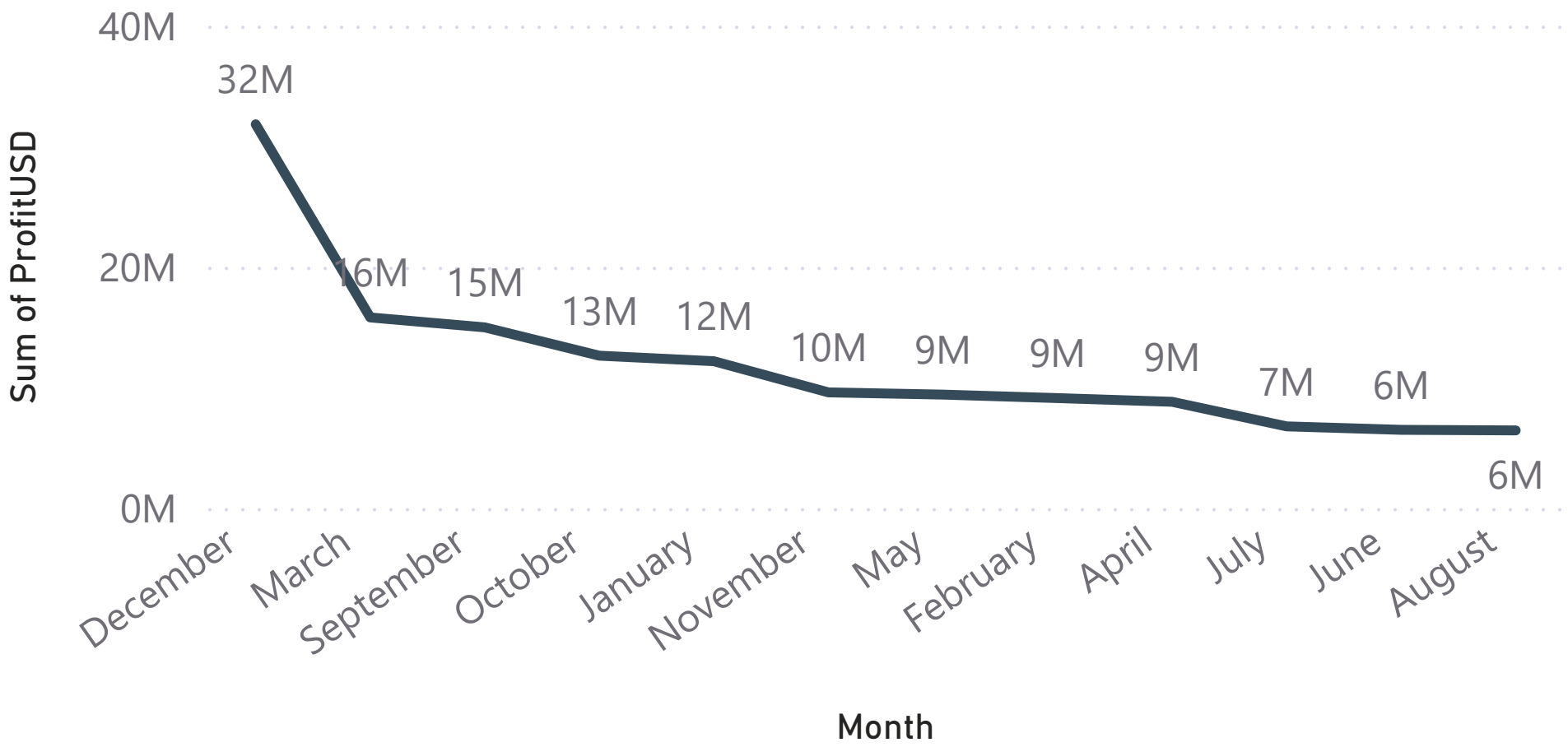


# Monthly Report

Top Customer by Net Spent (USD)



Profit(USD) by Month



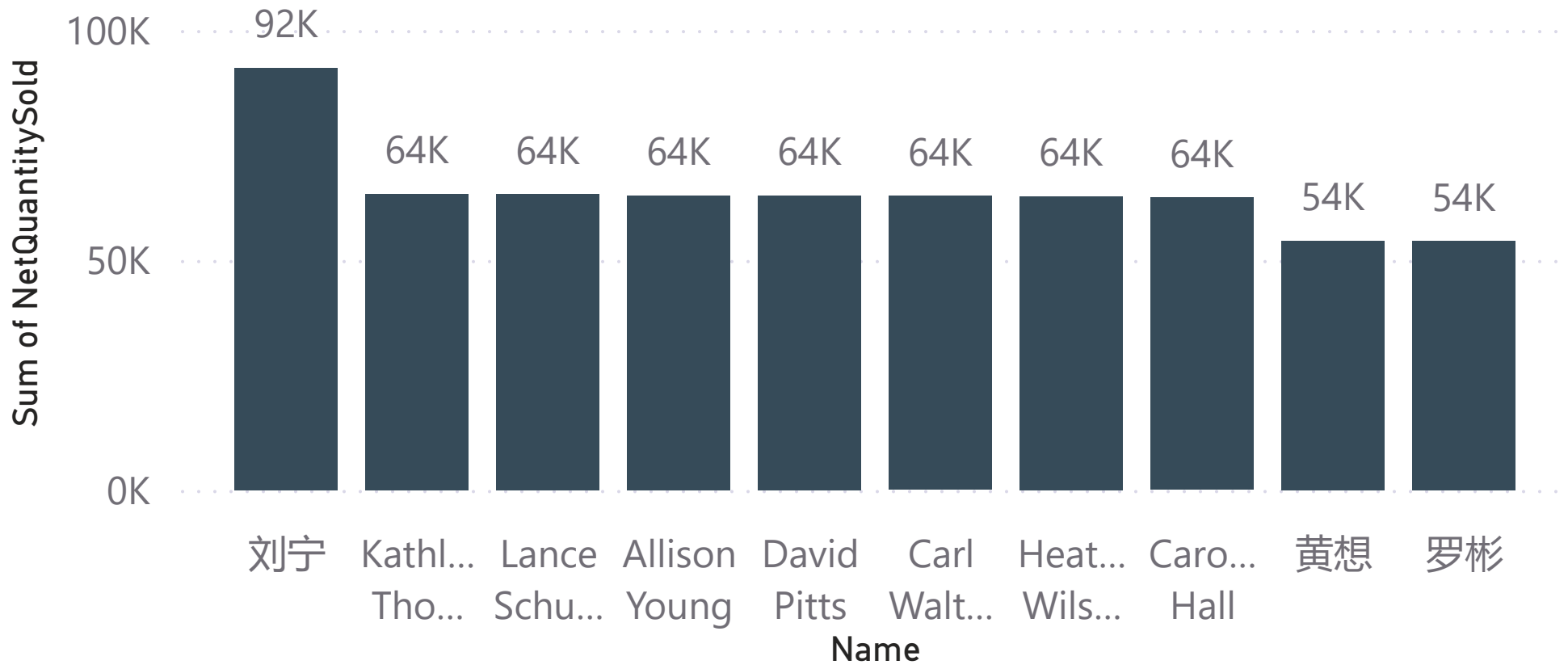
YEAR, Month

- ✓ ☐ 2023
- ✓ ☐ 2024
- ✓ ☐ 2025

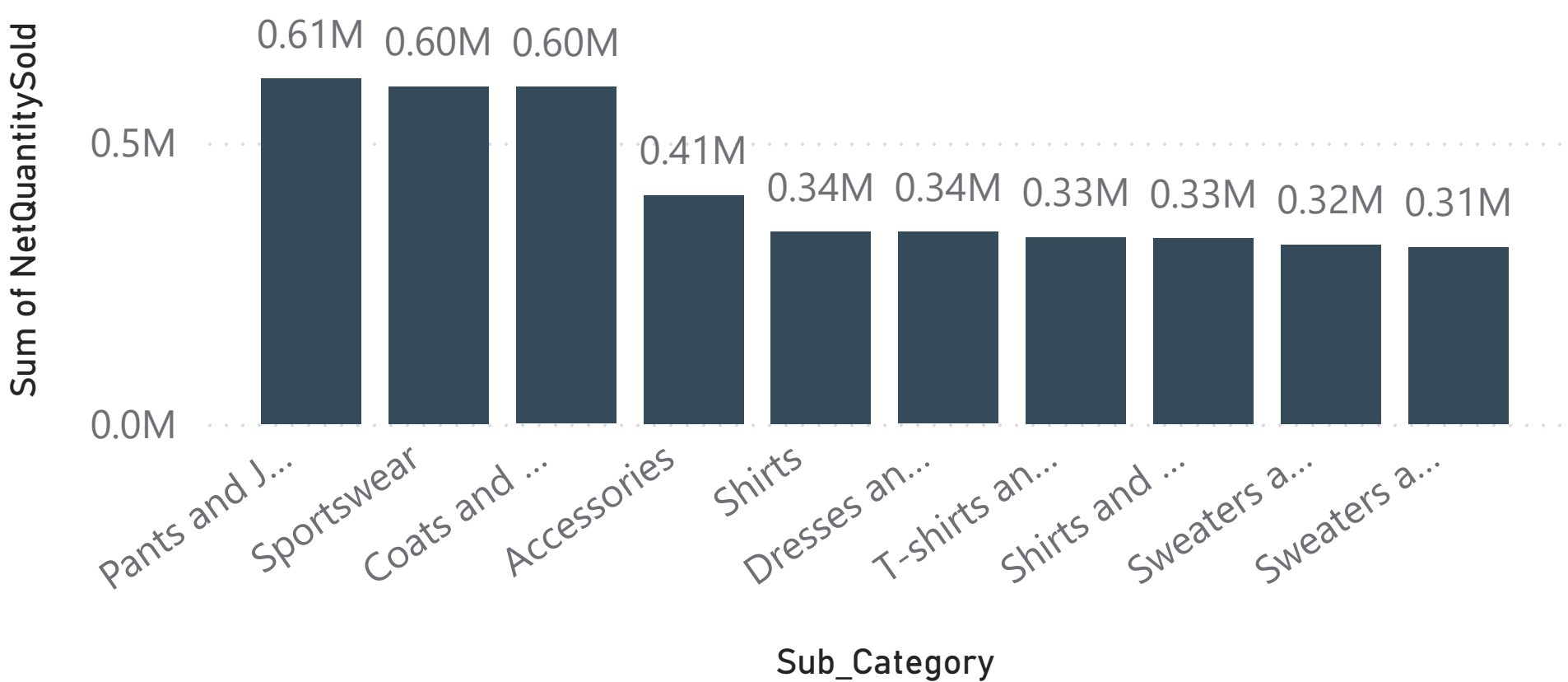
Country

- ☐ Deutschland
- ☐ España
- ☐ France

Top Employees by Quantity



Top Selling Products



Country

- ☐ Deutschland
- ☐ España
- ☐ France

Category

- ☐ Children
- ☐ Feminine
- ☐ Masculine