

Sum of Price per Unit by Product Category

Product Category

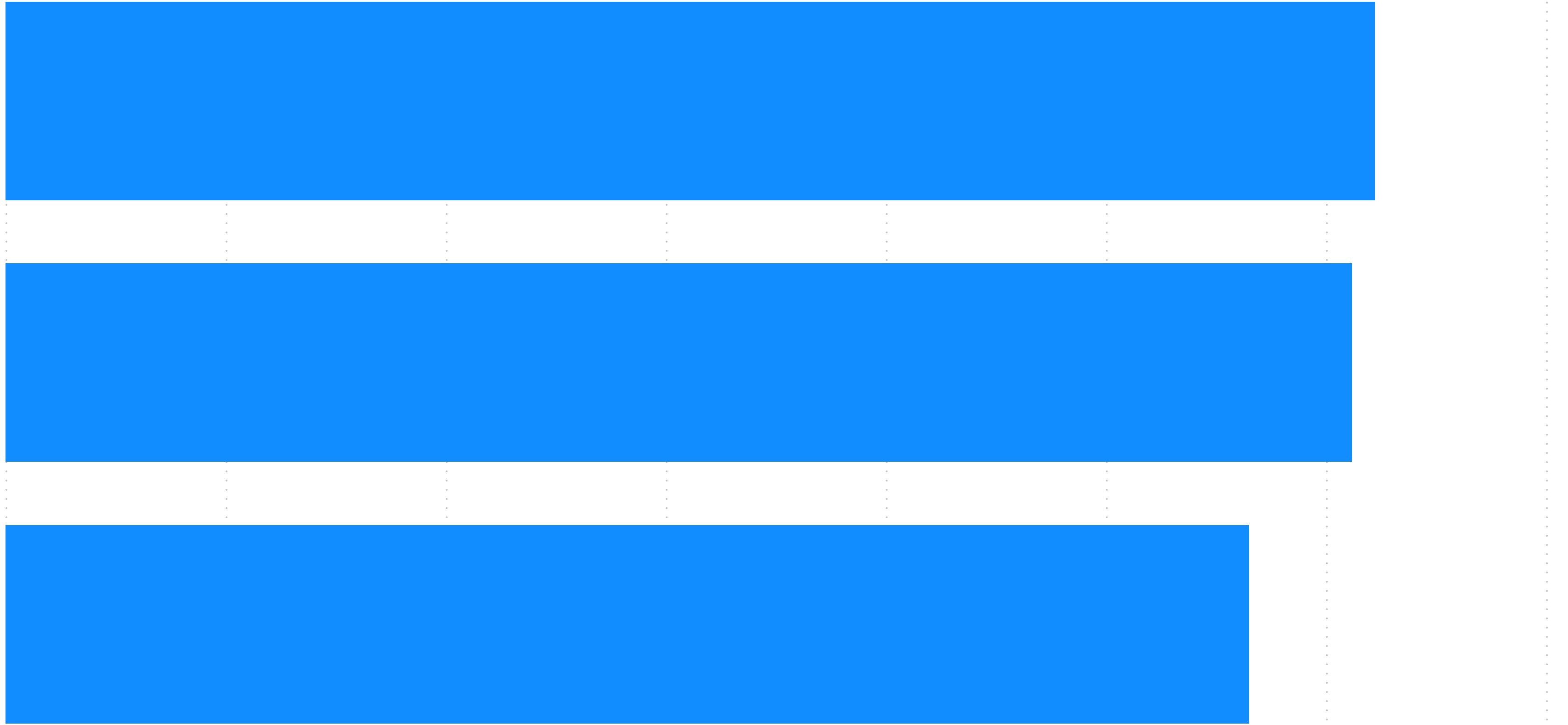
Electronics

Clothing

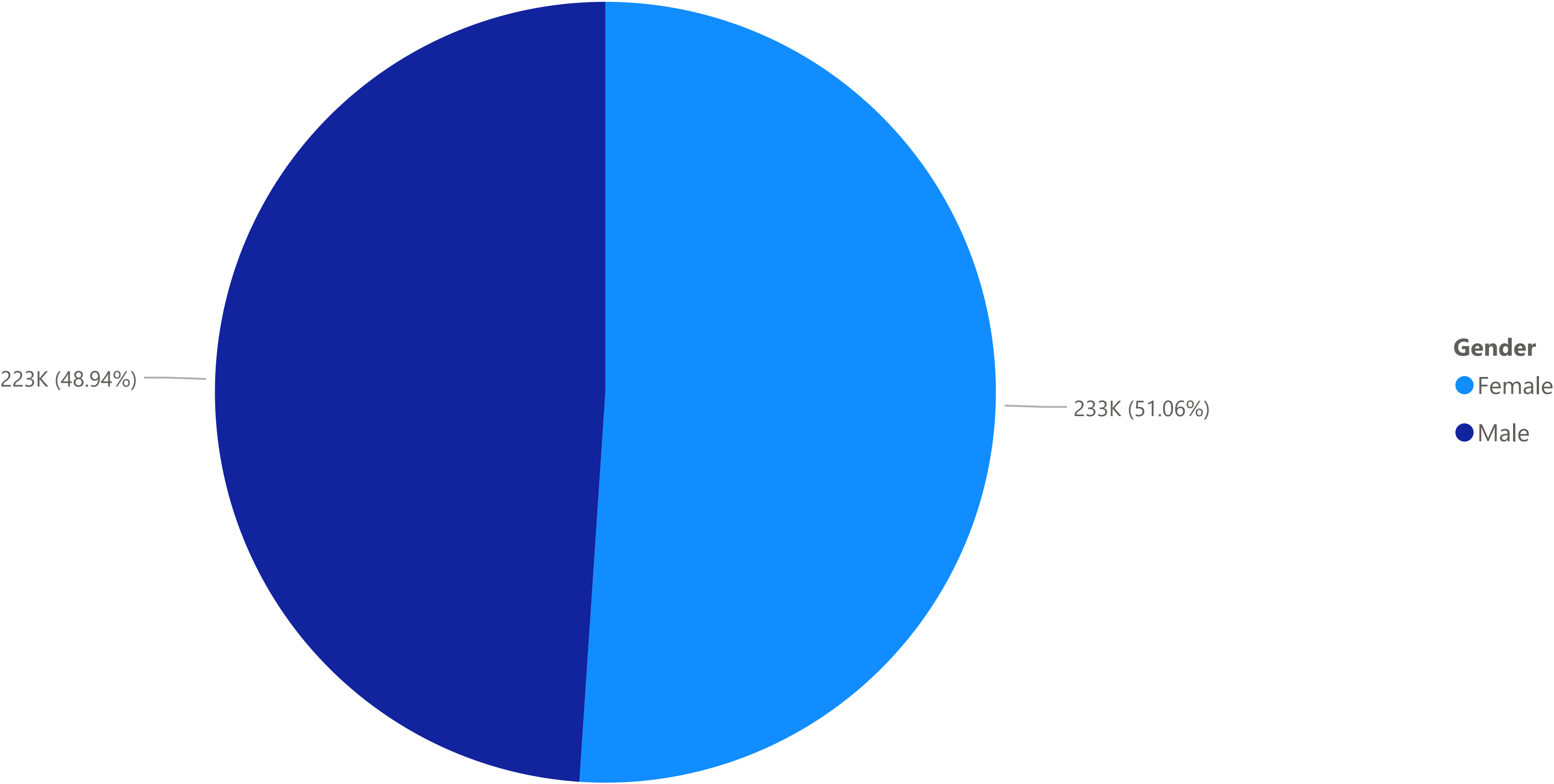
Beauty

Sum of Price per Unit

0K 10K 20K 30K 40K 50K 60K 70K



Sum of Total Amount by Gender

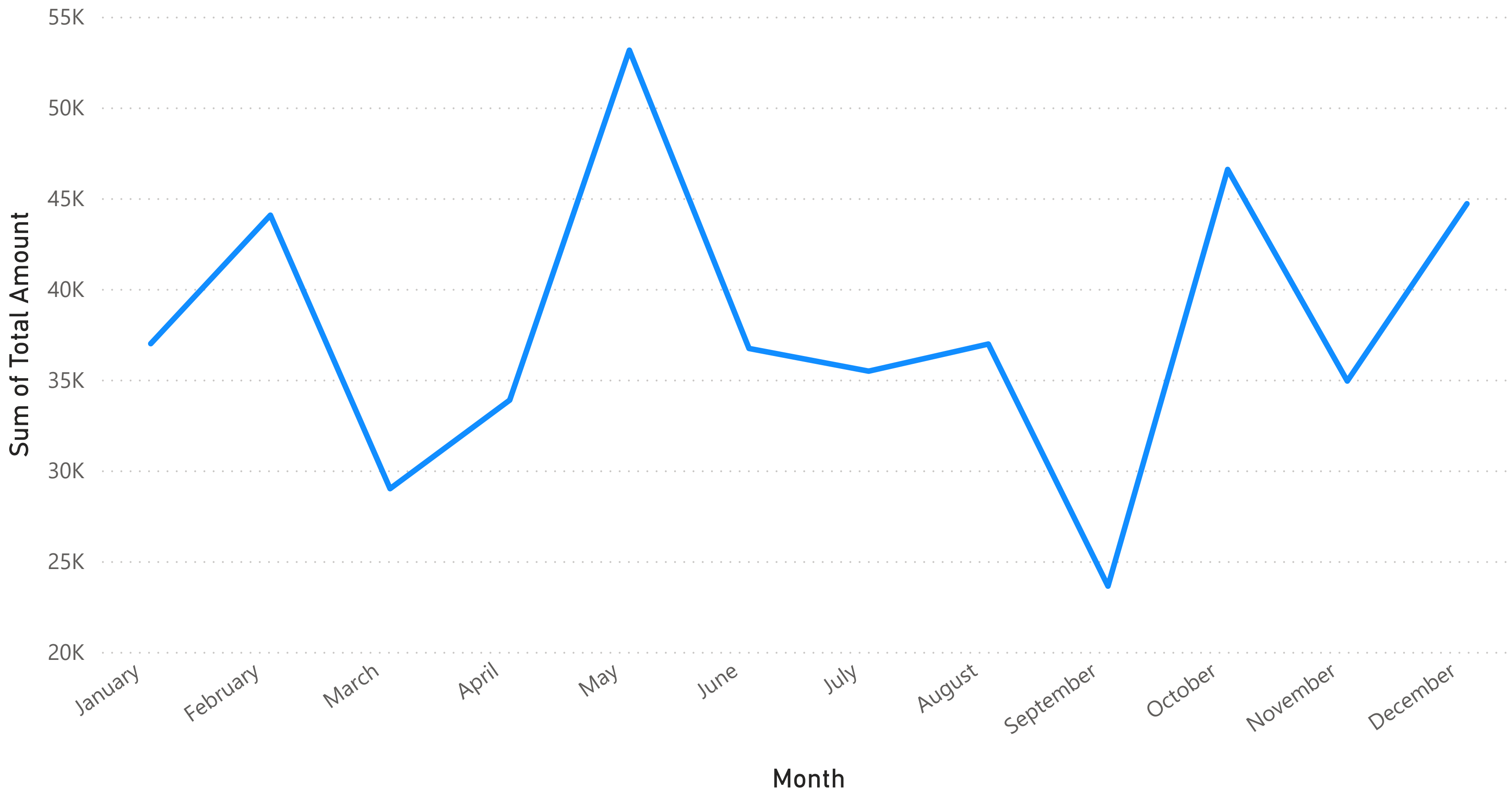


456K

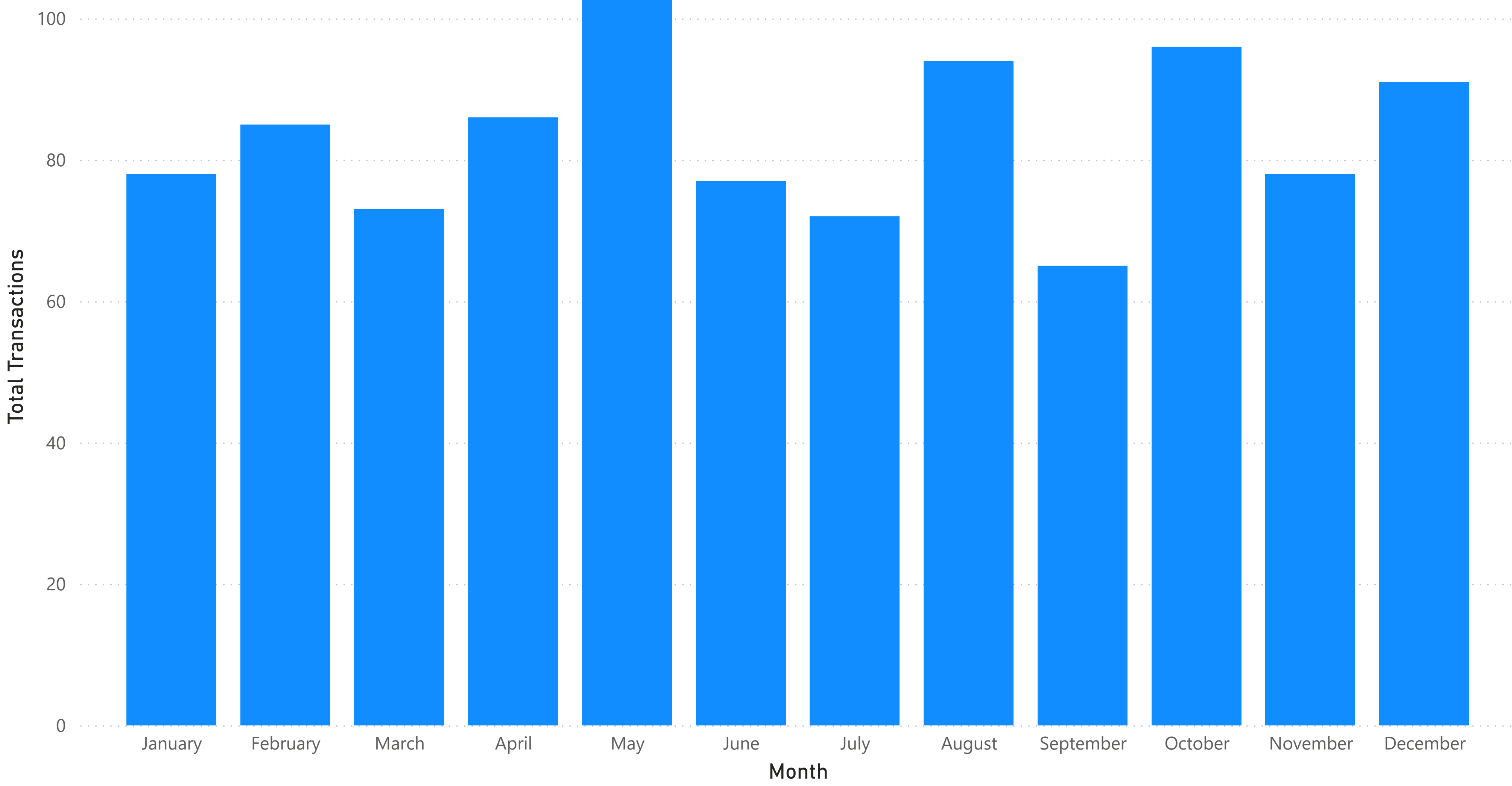
Sum of Total Amount

1000
Total Transactions

Sum of Total Amount by Month



Total Transactions by Month





This visual does not support exporting.

Sales Insights Report

Executive Summary

This report analyzes the sales data from a retail dataset to derive insights on purchasing behaviors, customer demographics, and product performance. The analysis captures transactions over a defined period, providing a comprehensive view of sales performance.

Key Performance Indicators (KPIs)

- Total Sales Amount: \$3,300
- Total Transactions: 4
- Average Transaction Value: \$825

Key Findings:

1. Female customers account for a significant portion of sales.
2. The Electronics category is the leading product category by sales volume.
3. The average age of customers shows a diverse demographic that can be targeted for marketing.

Methodology

The analysis uses a dataset of sales transactions, including critical variables like Transaction ID, Date, Customer ID, Gender, Age, Product Category, Quantity, Price per Unit, and Total Amount. Data was processed to calculate key metrics and generate visualizations.

Data Overview

The dataset includes:

- Transaction Count: 4
- Product Categories: Electronics and Clothing
- Demographics: Age and Gender distributions

Visualizations

1. Total Sales Amount

- A line chart showing total sales over the period captures any trends.