Project 1

Anna, Raisa, Armine, Maria, Vahe
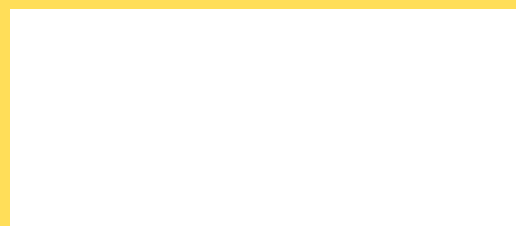
Dataset Overview

	A	B	C	D	E	F	G	H	I
	Transaction ID	Date	Customer ID	Gender	Age	Product Category	Quantity	Price per Unit	Total Amount
	1	2023-11-24	CUST001	Male	34	Beauty	3	50	150
	2	2023-02-27	CUST002	Female	26	Clothing	2	500	1000
	3	2023-01-13	CUST003	Male	50	Electronics	1	30	30
	4	2023-05-21	CUST004	Male	37	Clothing	1	500	500
	5	2023-05-06	CUST005	Male	30	Beauty	2	50	100
	6	2023-04-25	CUST006	Female	45	Beauty	1	30	30
	7	2023-03-13	CUST007	Male	46	Clothing	2	25	50
	8	2023-02-22	CUST008	Male	30	Electronics	4	25	100
	9	2023-12-13	CUST009	Male	63	Electronics	2	300	600
	10	2023-10-07	CUST010	Female	52	Clothing	4	50	200
	11	2023-02-14	CUST011	Male	23	Clothing	2	50	100
	12	2023-10-30	CUST012	Male	35	Beauty	3	25	75
	13	2023-08-05	CUST013	Male	22	Electronics	3	500	1500
	14	2023-01-17	CUST014	Male	64	Clothing	4	30	120
	15	2023-01-16	CUST015	Female	42	Electronics	4	500	2000
	16	2023-02-17	CUST016	Male	19	Clothing	3	500	1500
	17	2023-04-22	CUST017	Female	27	Clothing	4	25	100
	18	2023-04-30	CUST018	Female	47	Electronics	2	25	50
	19	2023-09-16	CUST019	Female	62	Clothing	2	25	50
	20	2023-11-05	CUST020	Male	22	Clothing	3	300	900
	21	2023-01-14	CUST021	Female	50	Beauty	1	500	500

45-54 age group tends to spend the most across all categories
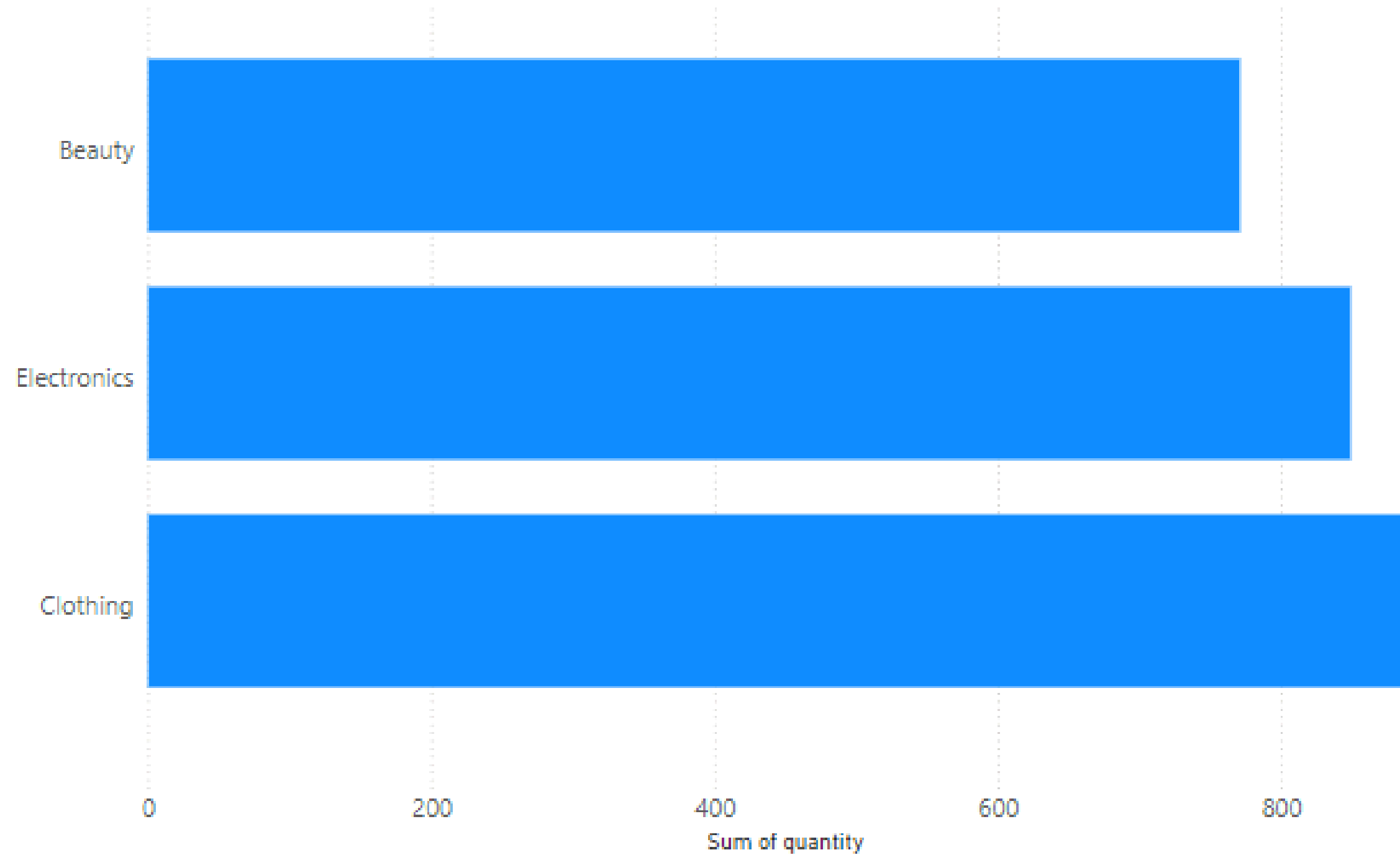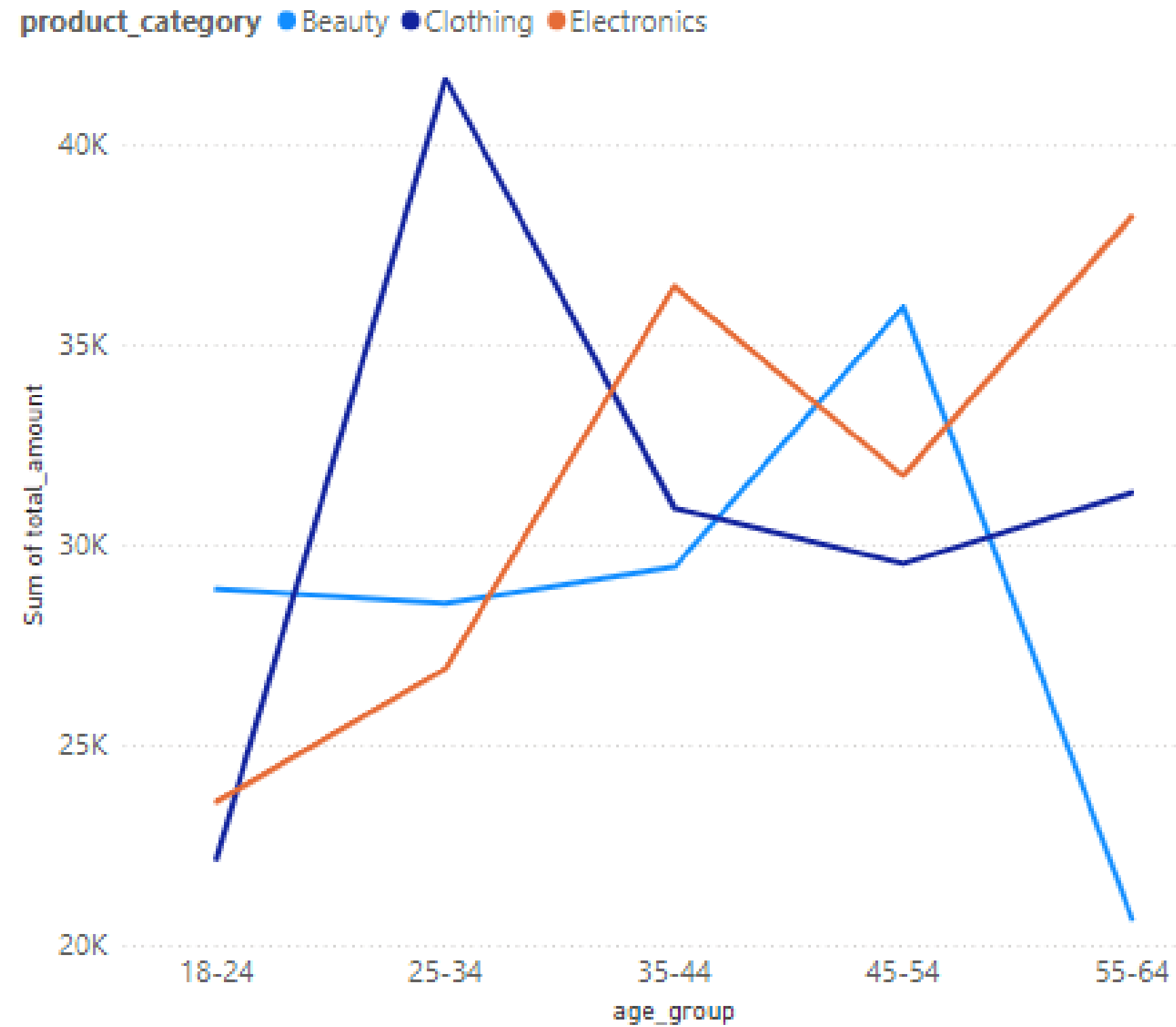# 18-24 age group shows all-time low
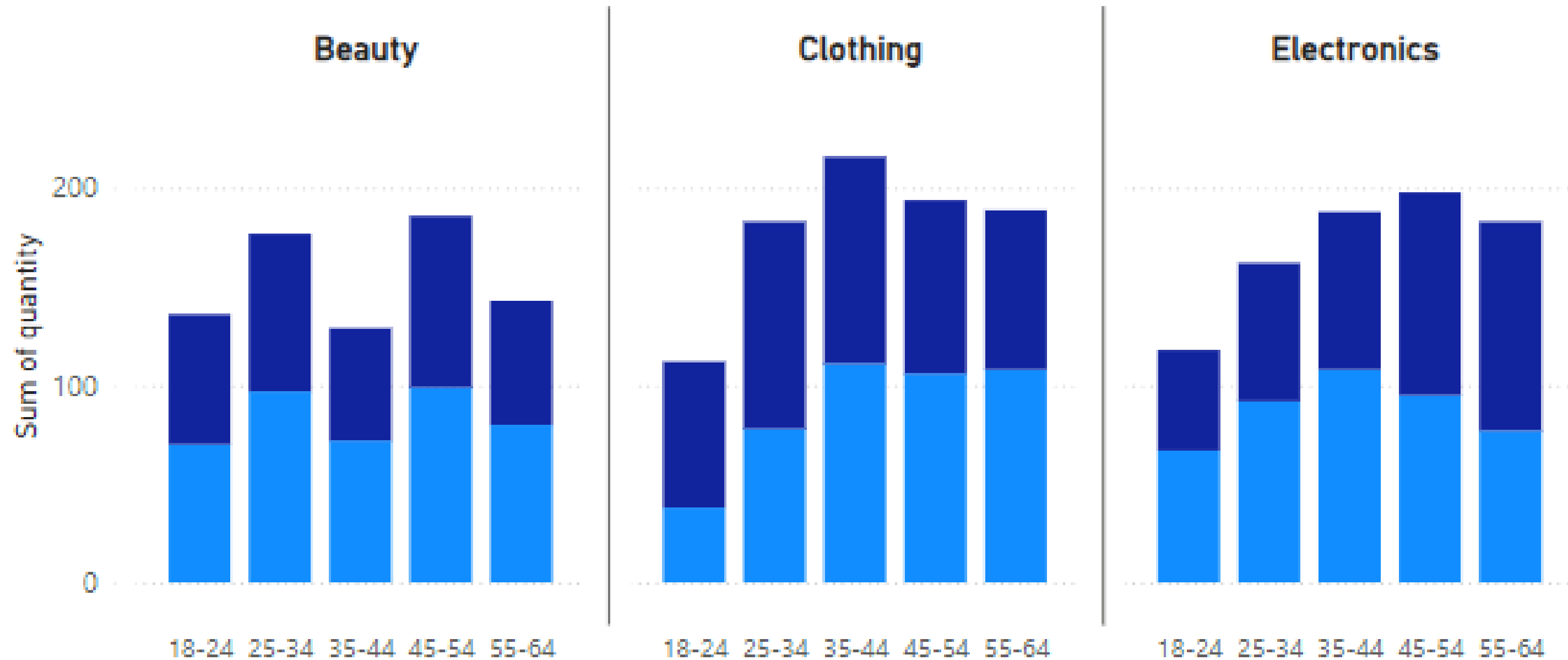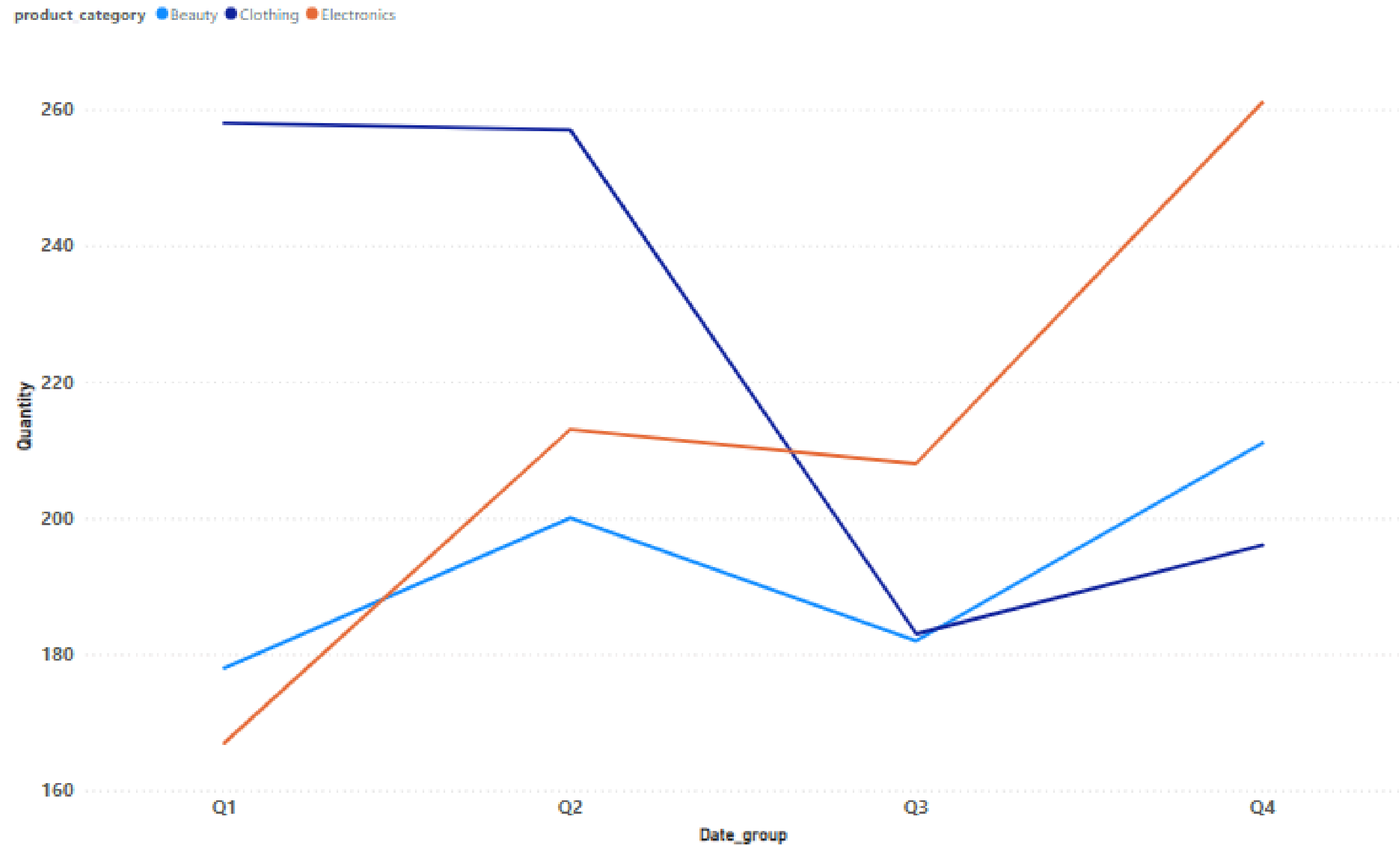
Q4 marked the highest total sales
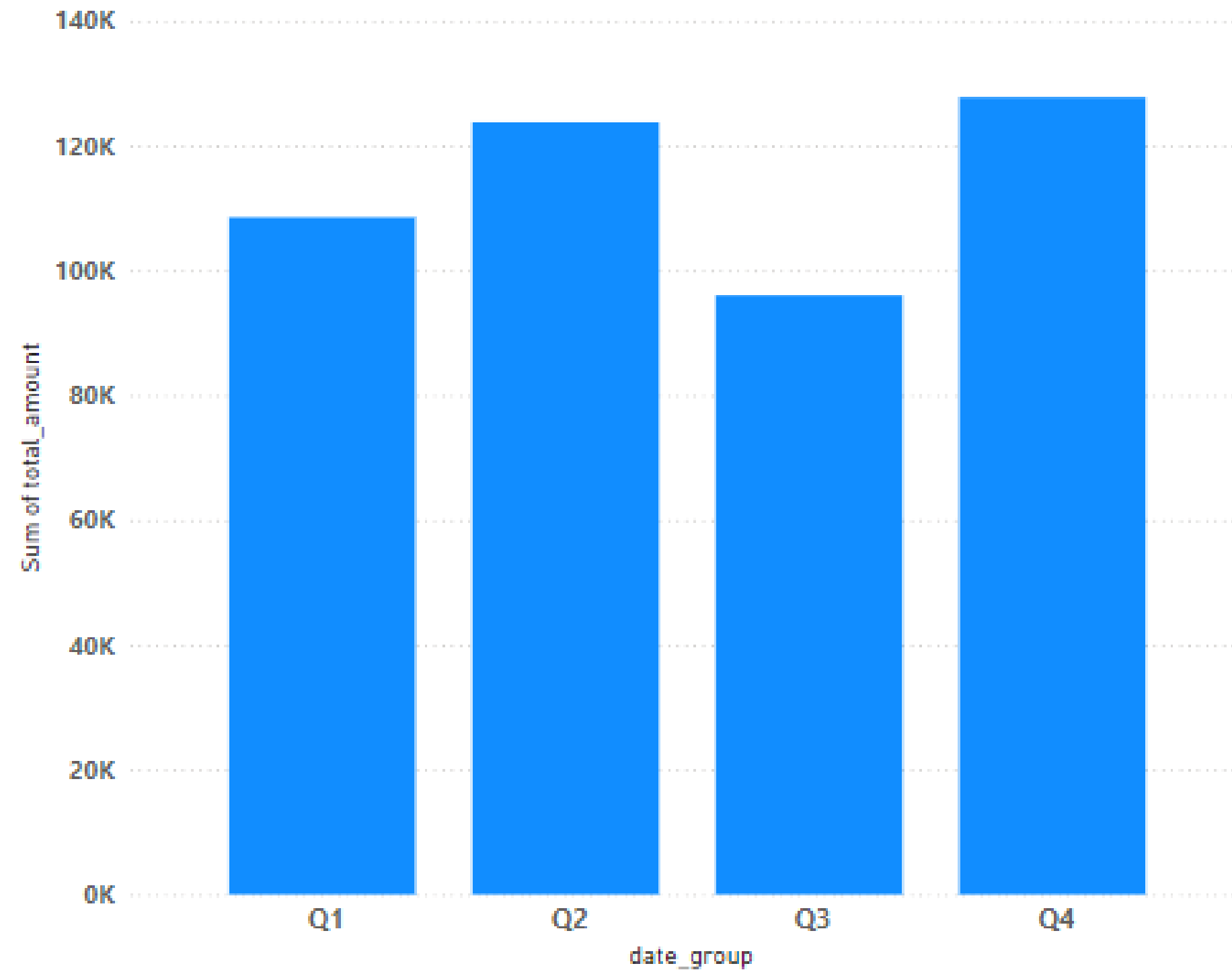
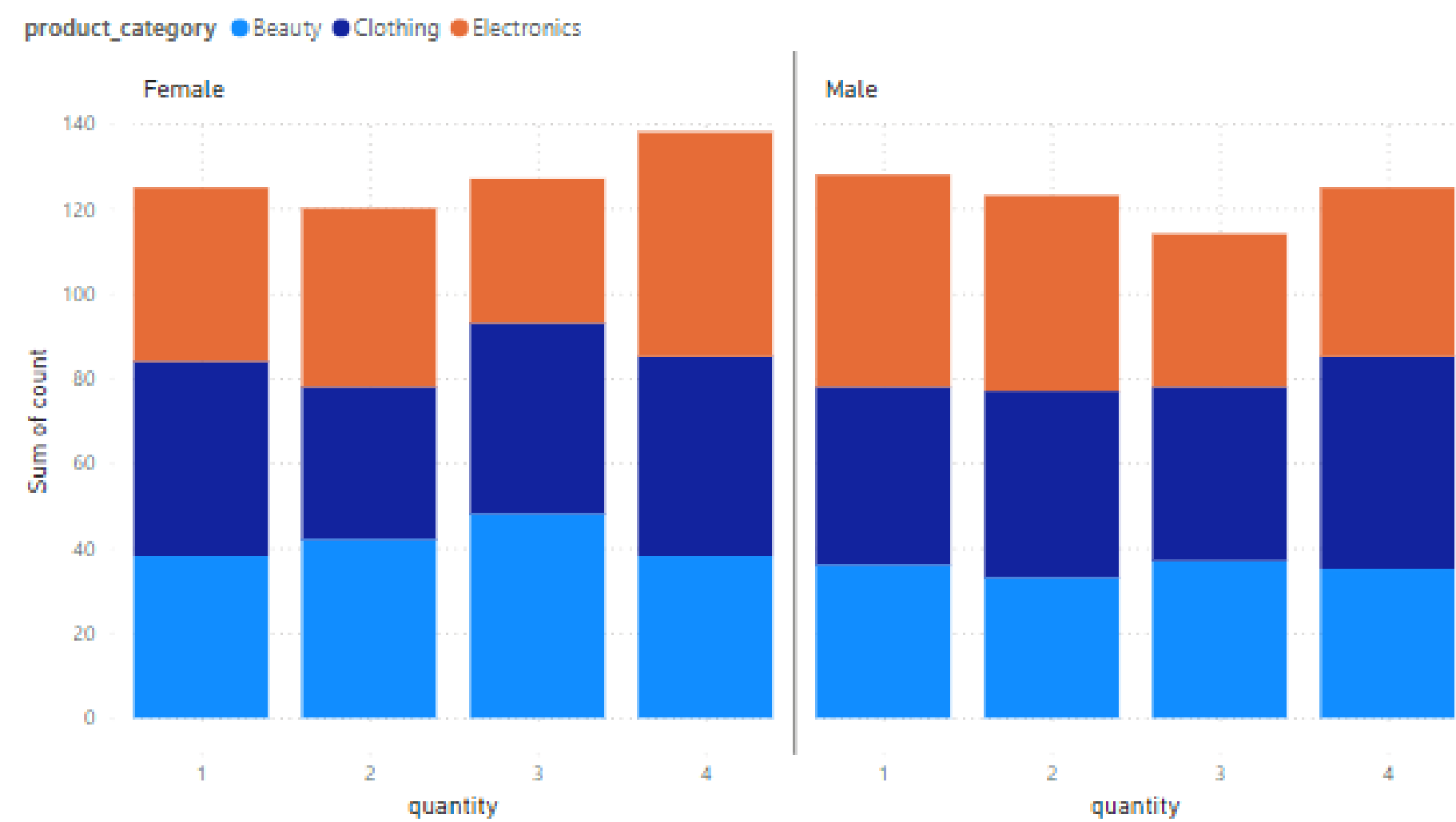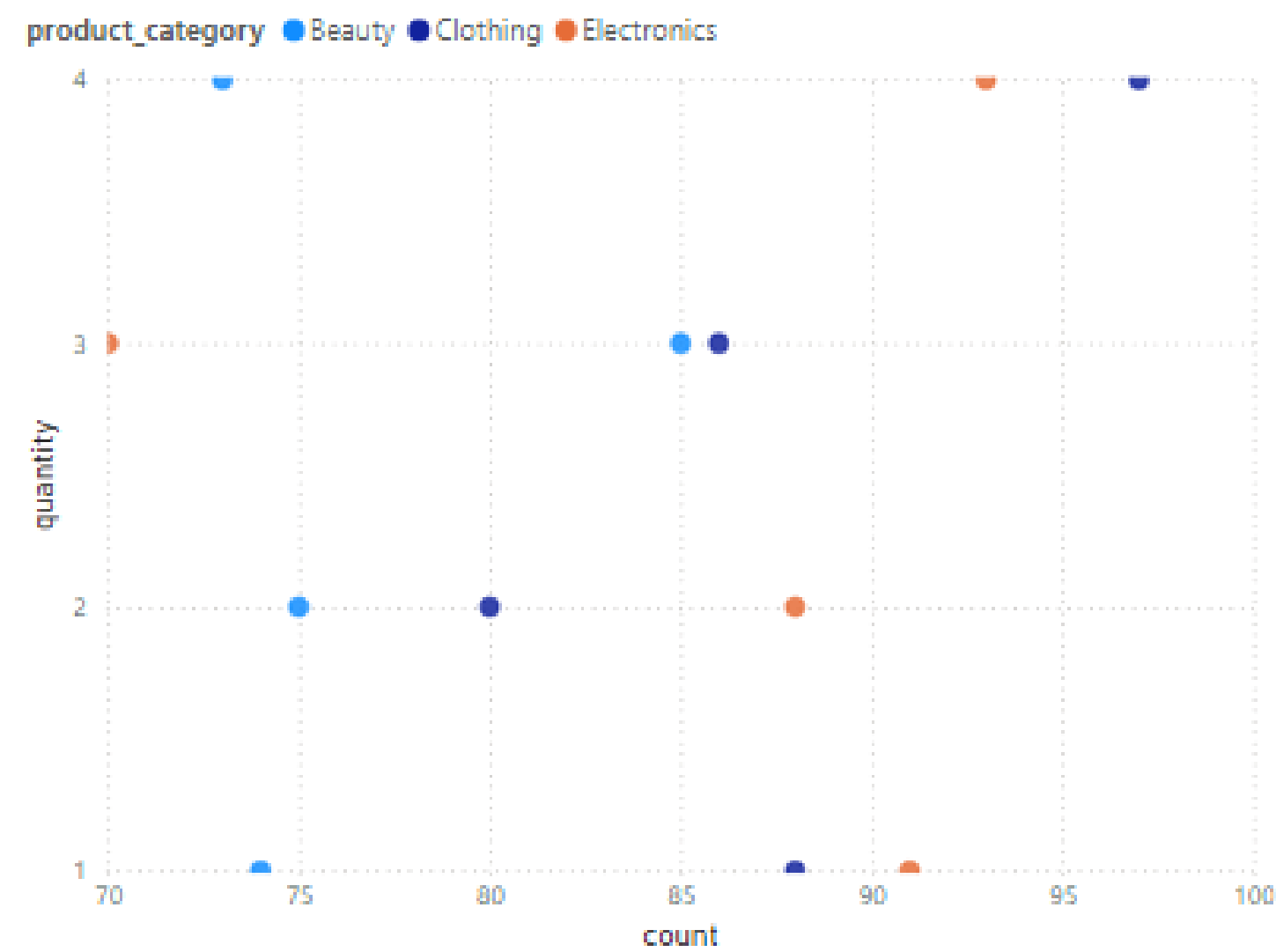# Clothing holds the highest appeal among the customers

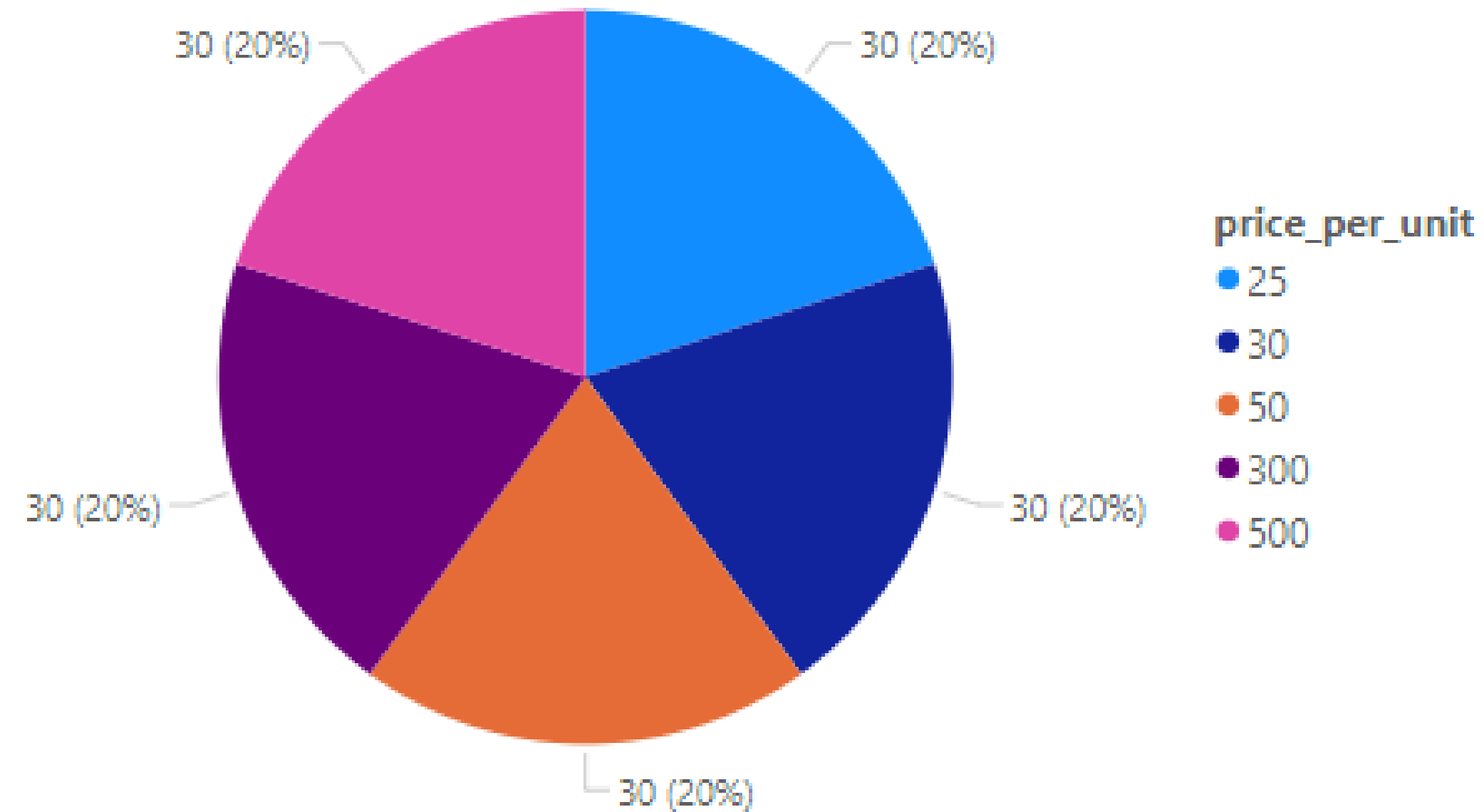# Age group spending trends across product categories

Significant drop in order quantity in Q3

High-Quantity transactions show strong preference for Clothing and Electronics

Distribution of product prices within each category is equal

Thank you!