**Summary of Analysis Results**

The analysis of the provided dataset, comprising 99,457 rows and 10 columns, focused on uncovering actionable insights into product performance, customer behavior, and answering three key research questions using visualizations created in Power BI. The data cleaning process involved handling missing values, standardizing formats, and creating new columns such as "Revenue" to facilitate analysis.

**Key Findings:**

1. **Product Categories and Revenue Generation:**
   * Analysis revealed that Clothing and Shoes are the top revenue-generating product categories, especially in prominent shopping malls like Istinye Park and Forum Istanbul.
   * Categories such as Cosmetics and Food & Beverage showed moderate contributions, while Books and Technology lagged significantly in revenue generation.
   * This highlights opportunities to capitalize on the popularity of top-performing categories while implementing targeted strategies to boost sales in underperforming ones.
2. **Customer Demographics and Shopping Patterns:**
   * Revenue contributions from male and female customers were nearly equal (49.91% male and 50.09% female), indicating a balanced shopping trend across genders.
   * Gender neutrality in revenue contribution supports inclusive marketing strategies without the need for heavily gender-specific targeting.
3. **Revenue Trends Over Time:**
   * Year-over-year data showed consistent revenue patterns, with peaks during November and December aligning with holiday shopping seasons.
   * Mid-year revenue dips during July and August suggest a seasonal slowdown, providing opportunities to develop summer-specific campaigns to mitigate losses.
   * A steady increase in monthly revenue from 2022 to 2023 indicates positive business growth, reflecting effective operational strategies.

**Conclusions:** The analysis identified critical areas for strategic improvements. High-performing product categories should be leveraged further through increased inventory and focused marketing, while underperforming categories require innovative strategies to enhance their appeal. Seasonal trends offer insights into optimal periods for promotions, and inclusive campaigns can ensure broad customer engagement.

**Strategic Recommendations:**

* Run targeted campaigns during holiday seasons and mitigate summer dips with special offers.
* Maintain gender-inclusive marketing to maximize customer outreach.
* Leverage insights to develop long-term strategies for steady business growth.
* Focus marketing efforts on underperforming categories (e.g., Books and Technology) while leveraging the popularity of Clothing and Shoes to drive further sales.
* Marketing campaigns can be designed to appeal equally to both genders, with no need for heavy gender-specific targeting, ensuring inclusive promotional strategies.