# Insight 1: Clothing and Electronics Lead in Revenue

The dashboard shows that the highest amount of revenue comes from the **Clothing** and **Electronics** categories. Beauty products contribute the least. This indicates that customers prefer spending on wearable and technology-based products, making these the key drivers of sales.

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# Insight 2: Customer Gender Distribution is Almost Equal

The gender distribution chart reveals that the customer base is nearly evenly split between males and females (51% Male, 49% Female). This balance suggests that the business caters well to both genders, providing equal engagement and sales opportunities.

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# Insight 3: Most Customers Fall Between Ages 25–50

A large portion of customers are within the **25–50 age group**, meaning the business appeals mainly to working professionals and middle-aged adults. Younger customers (below 20) and older customers (above 60) represent a smaller share.

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# Insight 4: Sales Increase Toward the End of the Year

The time-based trend line shows that customer activity peaks between **October and December 2023**. This pattern likely relates to seasonal shopping, festive discounts, and end-of-year purchasing behavior.

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## Optional Insight 5: Clothing is the Most Frequently Purchased Category

From the category-wise quantity chart, **Clothing** has the highest number of items sold, followed by Electronics. This indicates strong product movement and consistent demand for apparel.