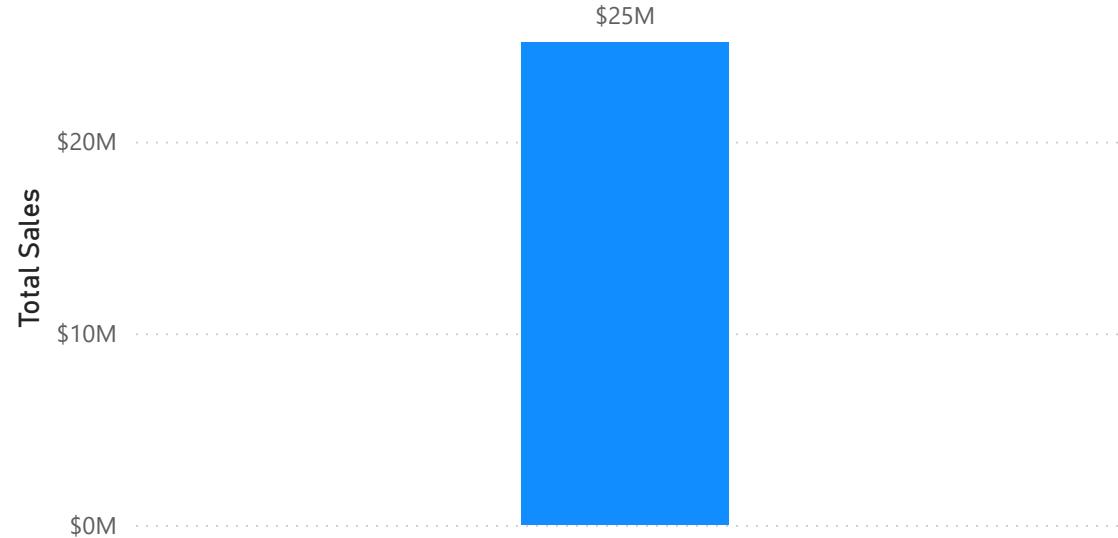
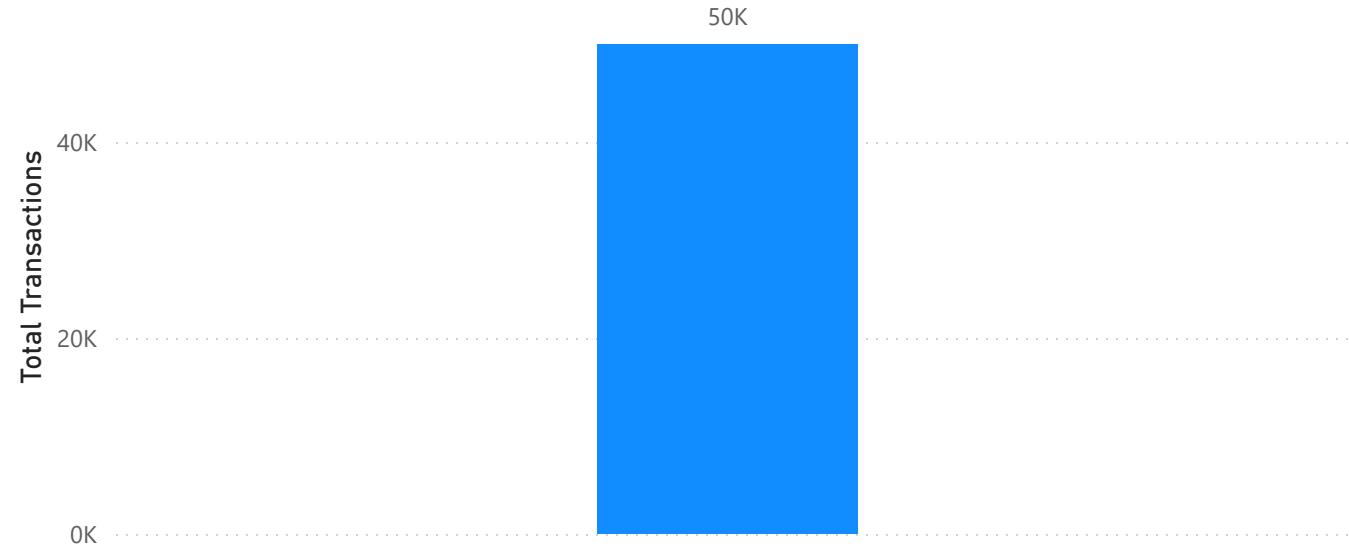


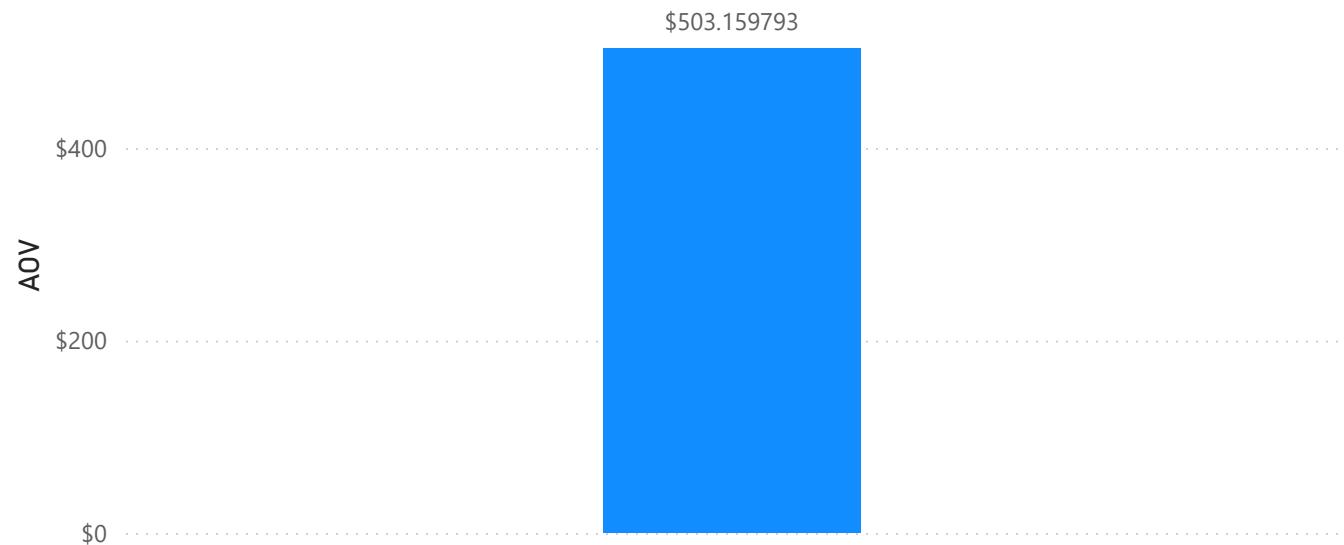
## Total Sales



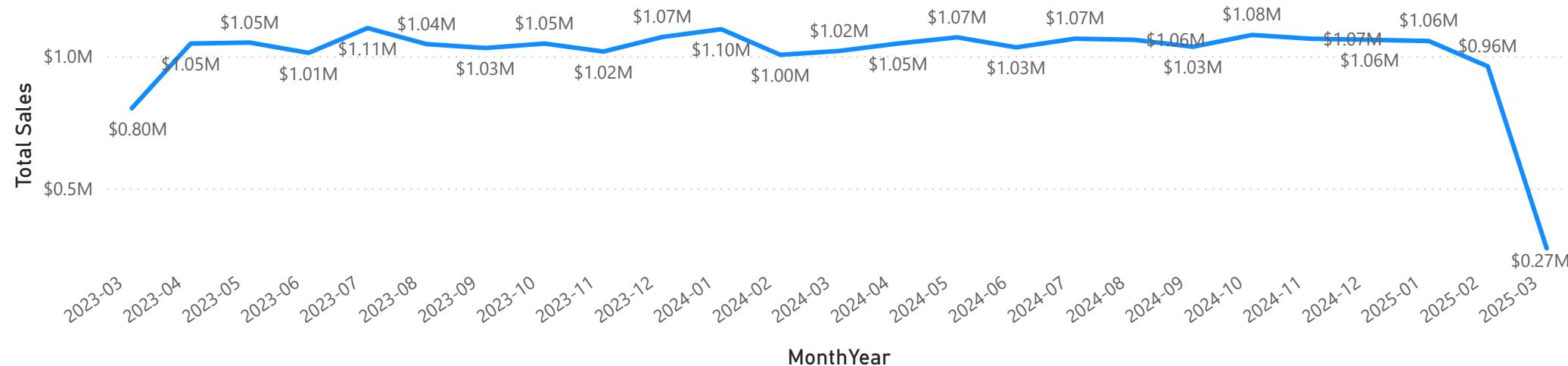
## Total Transactions



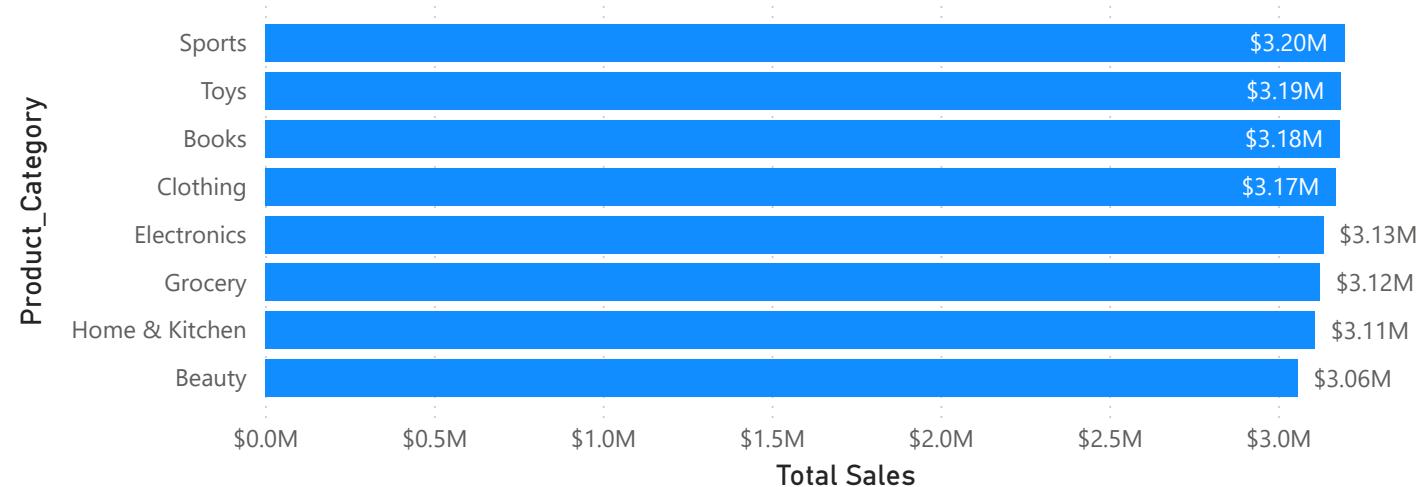
## AOV



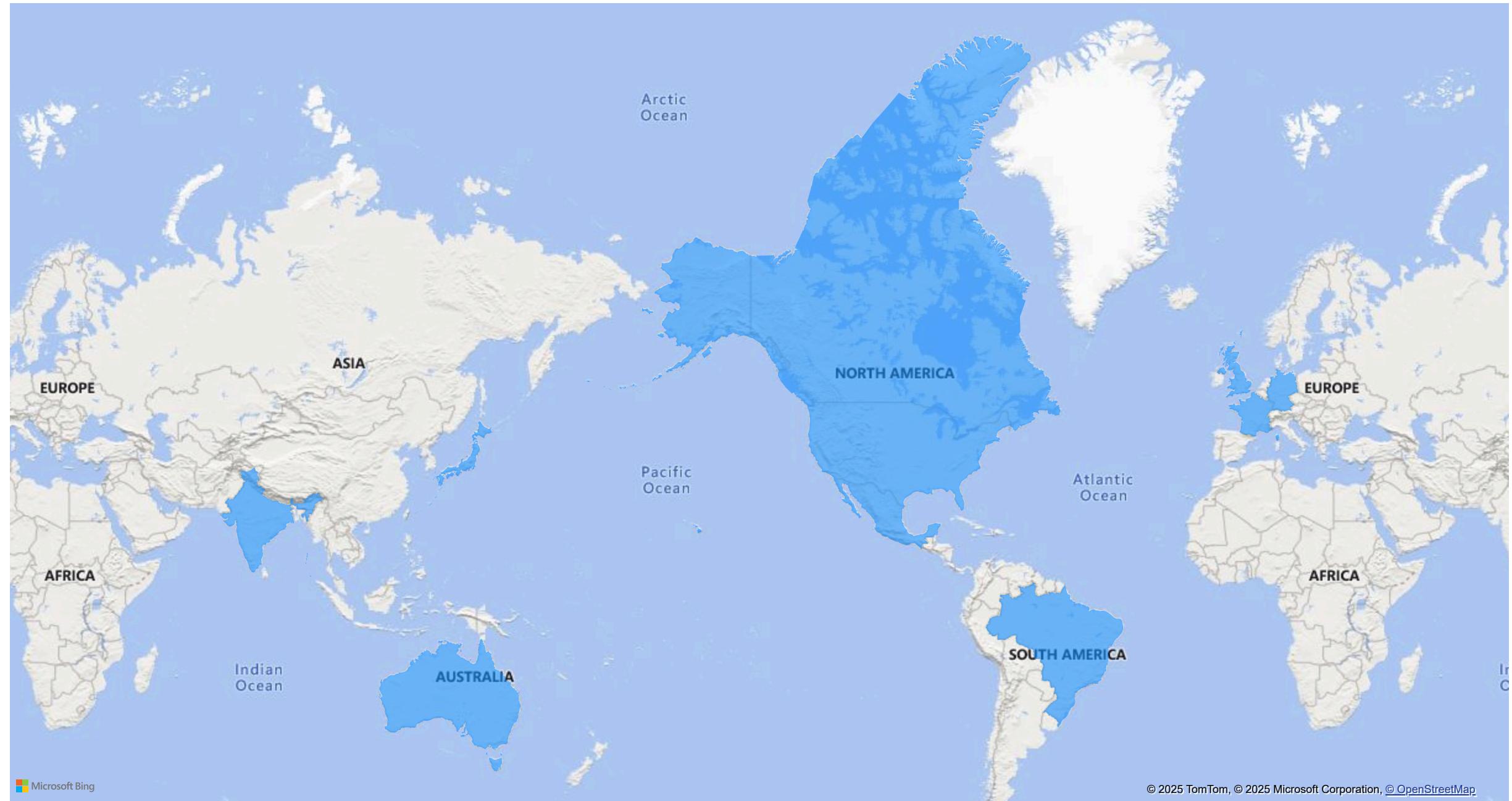
## Total Sales by MonthYear



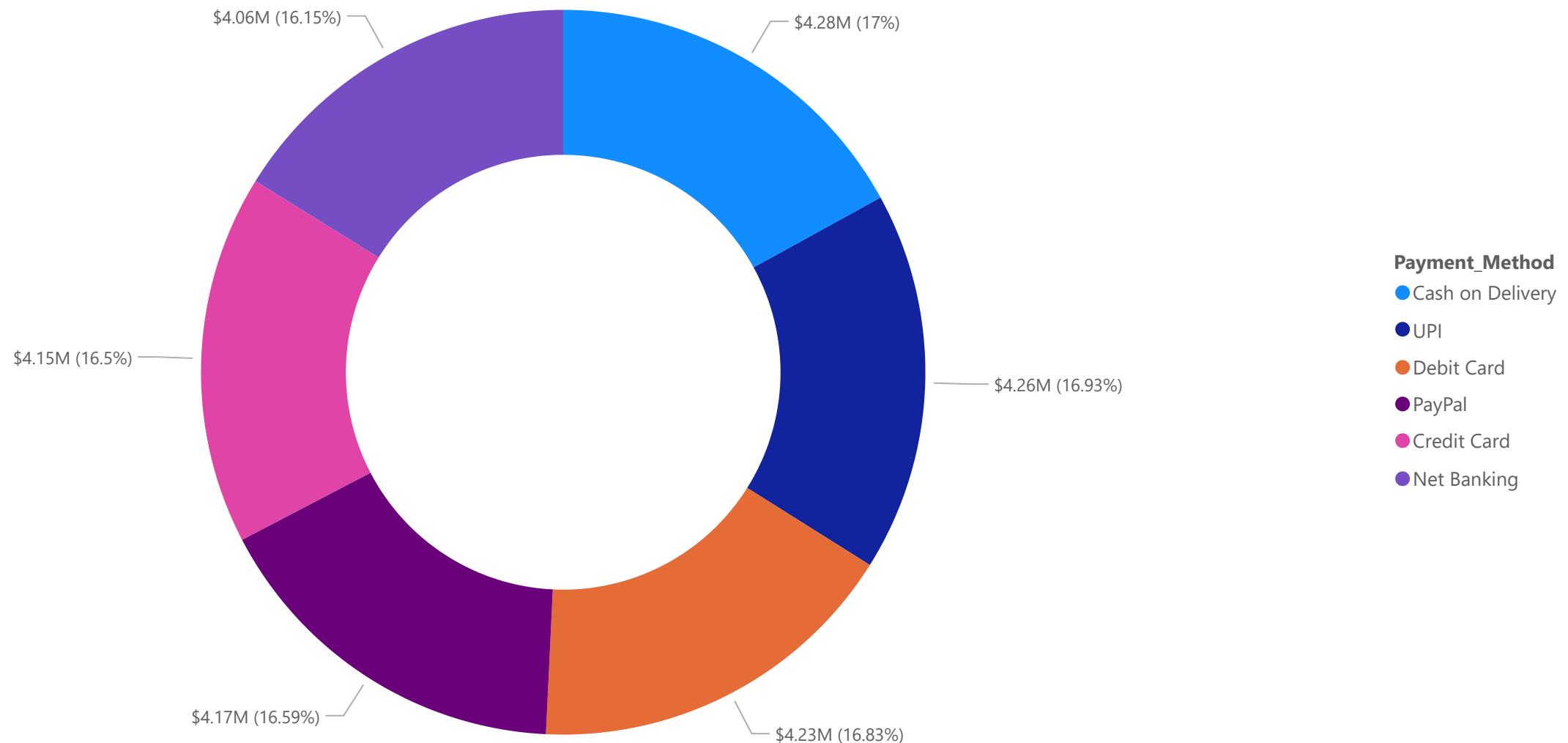
## Total Sales by Product\_Category



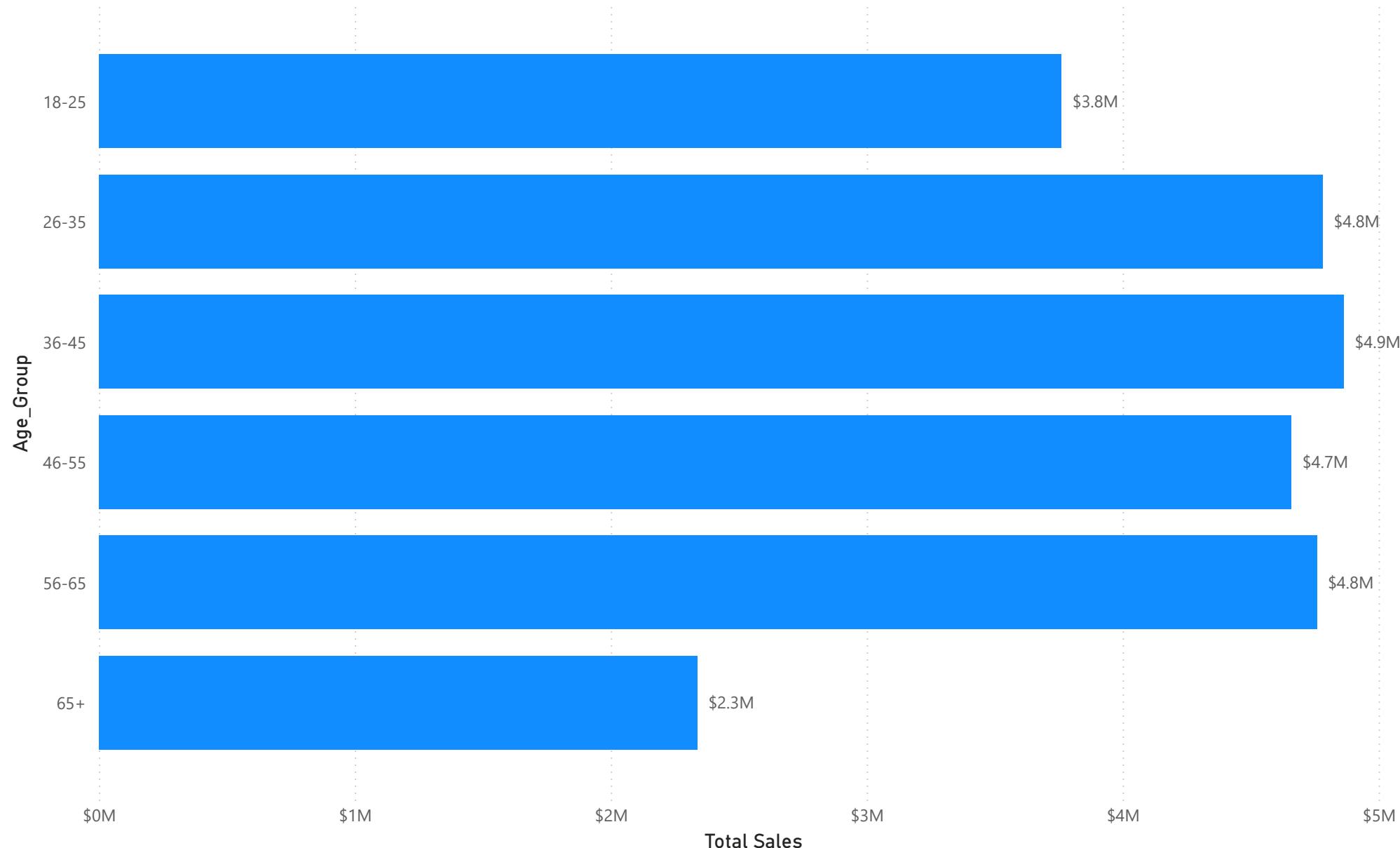
## Total Sales by Country



## Total Sales by Payment\_Method



## Total Sales by Age\_Group



## Top 3 Insights

<sup>1</sup>. 26–35 age group contributes 42% of revenue.

<sup>2</sup>. Electronics = top category by revenue.

<sup>3</sup>. Mexico & USA = 55% of sales.

## Recommended actions

- Target 26–35 with promo X.
- Investigate low-conversion countries for checkout friction.

**36-45 age group  
contributes 19.33% of  
total revenue**

Top Age Group with %

Transaction\_Date

3/9/2023  3/8/2025 



Product\_Category

Home & Kitchen

▼

Country

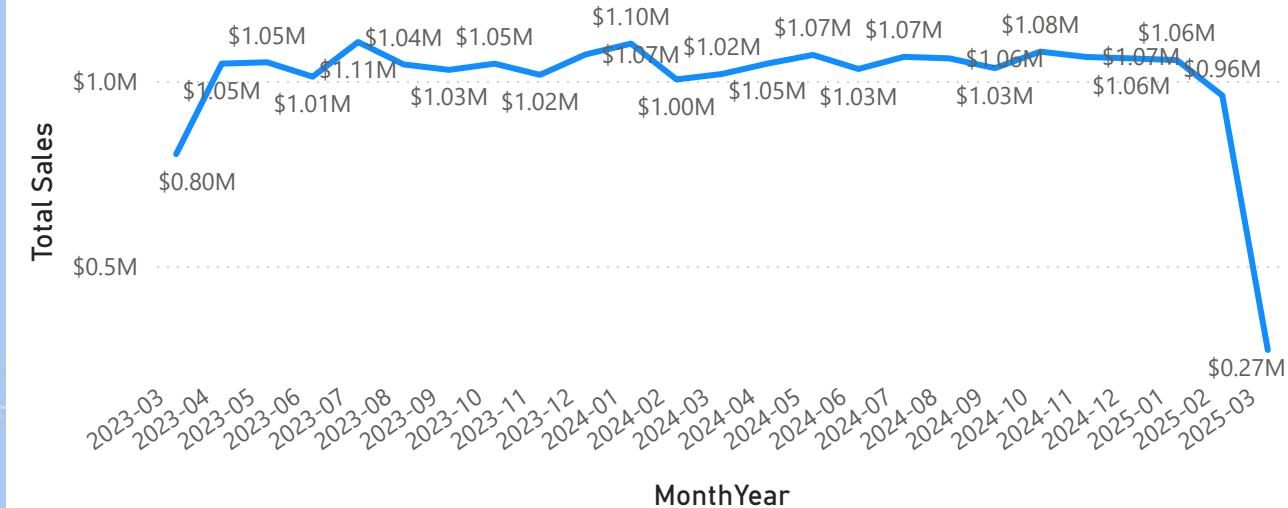
Mexico

▼

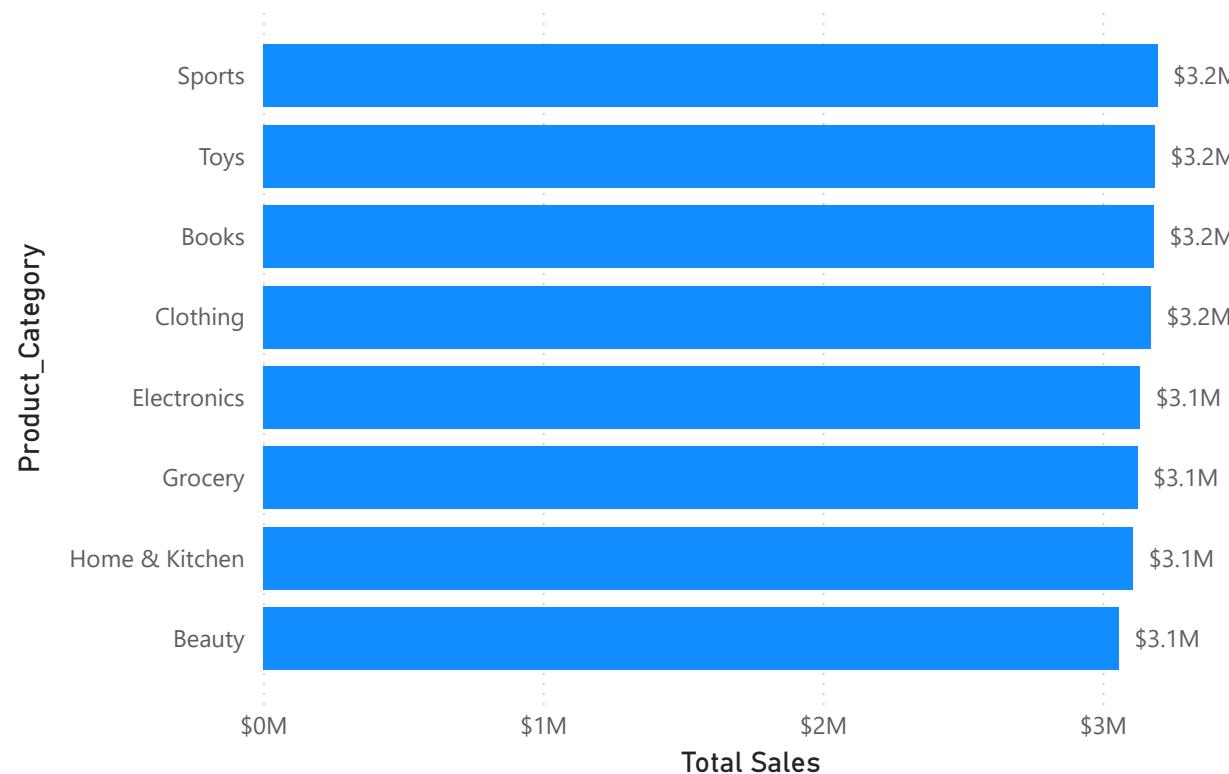
## Total Sales by Country



## Total Sales by MonthYear



## Total Sales by Product\_Category



## Total Sales by Payment\_Method

