ANALYSIS OF RETAIL SALES DATA

Aim:

To analyze retail sales data to understand customer buying patterns and preferences across different product categories and demographics.

Objectives:

1. Determine customer purchasing trends by analyzing the quantity of products bought across different categories.

2. Evaluate the influence of demographic factors (like age and gender) on purchasing decisions.

3. Assess the sales performance across different states to identify geographic trends in sales volume and revenue.

4. Identify the product categories with the highest revenue generation to optimize inventory and marketing strategies.

Analysis Questions

1. What are the top-selling product categories?

2. How do sales volumes vary by gender and age group?

3. Which states contribute the most to the total sales revenue?

These objectives and questions will guide your analysis, helping you to organize your data exploration and reporting.