RETAIL SALES DATA

Count of Gender
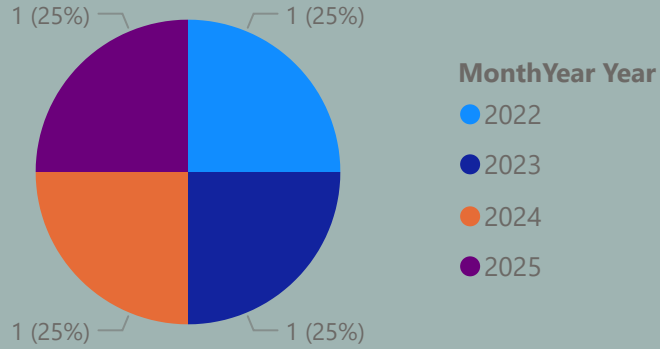3

Count of ItemCategory
5

Count of PaymentMethod
5

Count of ItemCategory by Year

MonthYear Year
- 2022
- 2023
- 2024
- 2025

1 (25%), 1 (25%), 1 (25%), 1 (25%)

Count of ItemCategory by Gender

(Blank), Female, Male
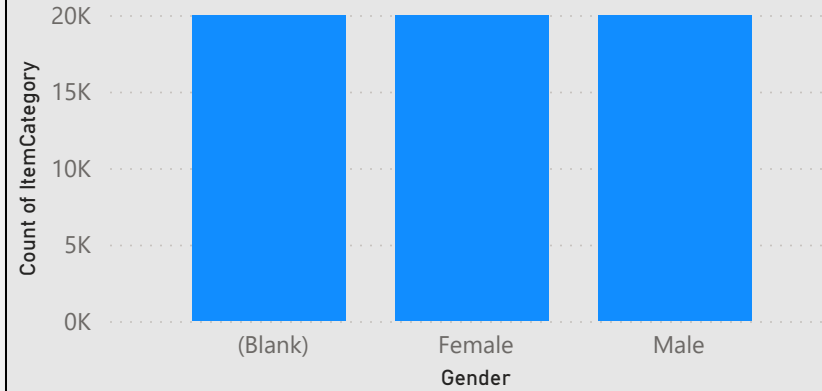
Count of ItemCategory by AgeGroup

AgeGroup
- 60+
- 26-35
- 36-45
- 18-25
- 46-60

4.07K (20.33%)
4.04K (20.21%)
4K (19.99%)
3.96K (19.8%)
3.93K (19.66%)

Slicer

AgeGroup ✕   ItemType
26-35

Count of ItemCategory — 4
- 18-25 — 4
- 26-35 — 4
- 36-45 — 4

ItemType:
- Butter — 4
- Cheese — 4
- Chips — 4

Sum of Revenue

20.45M

0.00M — 40.90M
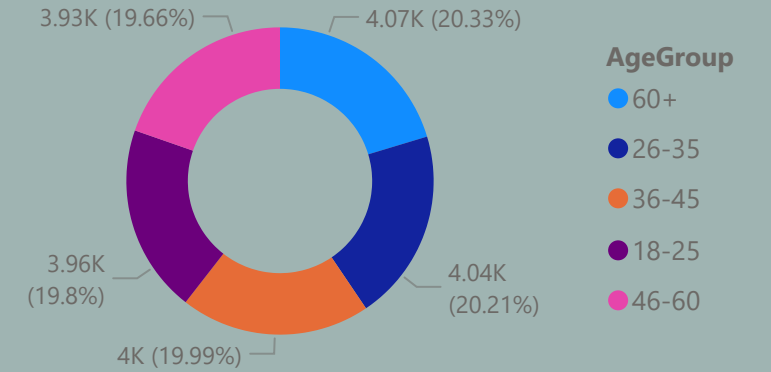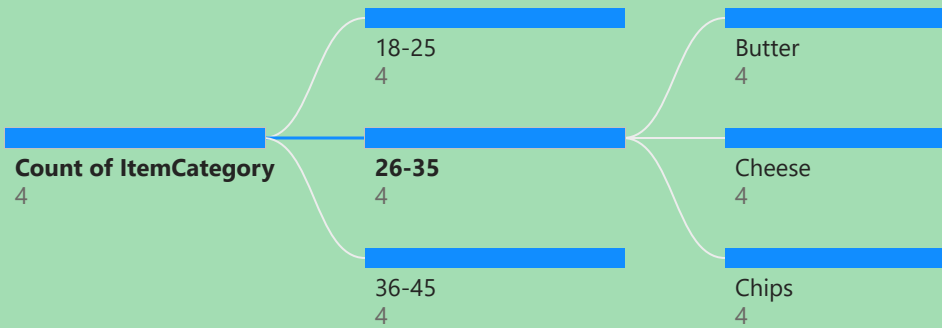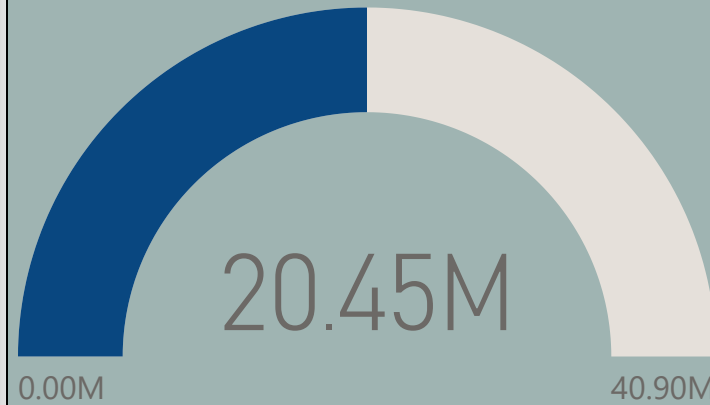
Sum of Unique Customers and Count of ItemCategory by Revenue
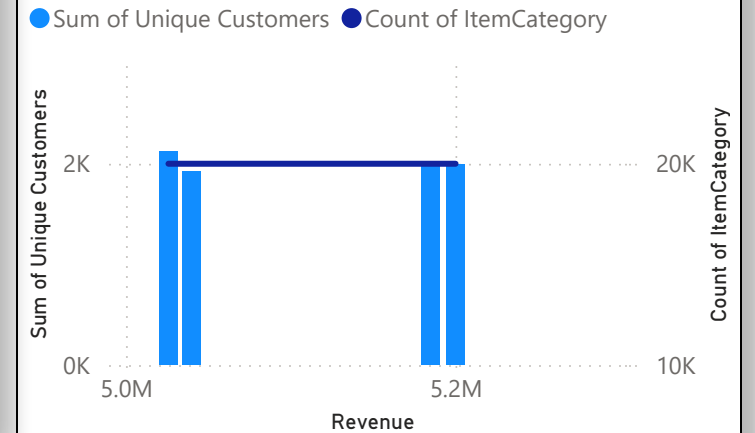
- Sum of Unique Customers
- Count of ItemCategory

1. Overall Sales & Revenue
- Total Revenue: 20.45M out of a possible 40.9M target (~50% achieved).
- Indicates room for growth in sales performance.

2. Customer & Item Overview
- Unique Customers: Around 2,000+ (shown in orange bars).
- Item Categories: 5 categories are being sold (Butter, Cheese, Chips, etc.).
- Gender Breakdown: Sales are almost evenly distributed between Male, Female, and Blank (unidentified gender).

3. Time-Based Performance
- Item Categories by Year (2022–2025): Sales are evenly distributed across years (pie chart shows almost equal shares).
- → Suggests consistent demand without major fluctuations year-on-year.

4. Customer Demographics
- Age Groups:
  - Strong participation from 26–35 and 36–45 age groups.
  - 18–25 and 46–60 also contribute significantly, while 60+ is smaller.
  - This indicates a broad customer base across ages, but marketing may be best targeted at young & middle-aged adults.

5. Payment Preferences
- 5 payment methods are in use (not detailed here, but suggests good variety for customers).

6. Item Type Preferences
- Categories like Butter, Cheese, and Chips are evenly popular across 18–45 age groups.
- No single item dominates, which means diverse product demand.

7. Key Takeaways for Business
Revenue is at 50% of potential – suggests a need to boost sales or expand outreach.
[1] Balanced demand across genders and age groups, so the business should maintain broad-based marketing.
[2] Product sales are evenly spread → No overdependence on a single category.
[3] Consistent yearly performance → Good stability, but may lack aggressive growth.
[4] Customer base (~2K unique) is healthy, but scaling beyond current reach could double revenue.