

Retail Sales Analysis

Problem Statement

In the retail industry, understanding sales, customer behavior, and product trends is essential for businesses striving to optimize their operations and enhance customer satisfaction. This dataset focuses on Retail Sales, presents an opportunity to uncover critical aspects influencing business performance. As a Data Analyst, the primary goal is to address the following questions, each designed to guide the analysis toward valuable and actionable solutions.

About this file

- **Transaction ID:** A unique identifier for each transaction, allowing tracking and reference.
- **Date:** The date when the transaction occurred, providing insights into sales trends over time.
- **Customer ID:** A unique identifier for each customer, enabling customer-centric analysis.
- **Gender:** The gender of the customer (Male/Female), offering insights into gender-based purchasing patterns.
- **Age:** The age of the customer, facilitating segmentation and exploration of age-related influences.
- **Product Category:** The category of the purchased product (e.g., Electronics, Clothing, Beauty), helping understand product preferences.
- **Quantity:** The number of units of the product purchased, contributing to insights on purchase volumes.
- **Price per Unit:** The price of one unit of the product, aiding in calculations related to total spending.
- **Total Amount:** The total monetary value of the transaction, showcasing the financial impact of each purchase.

KPI's

- What are our total sales?
- How many units have we sold in total?
- What are our total transactions?
- How many products do we sell?

VISUALIZATION

- What is the trend of sales over the months, and which month do we get the highest sales?
- Which day of the week do customers prefer to shop with us?
- Which age group do we have the highest number of customers as per the quantity of units they purchase, which product-category do they purchase the most?
- How does pricing affect purchasing behavior of customers?
- What are our top selling product category?