
316,382.55€
TOTAL REVENUE
144.27€
AV REVENUE p/s
2193
TOTAL ORDERS
6549
TOTAL ITEMS SOLD
Germany
TOP COUNTRY

BUSINESS CONTEXT

The European fashion market has been experiencing a major digital transformation over the last few years.

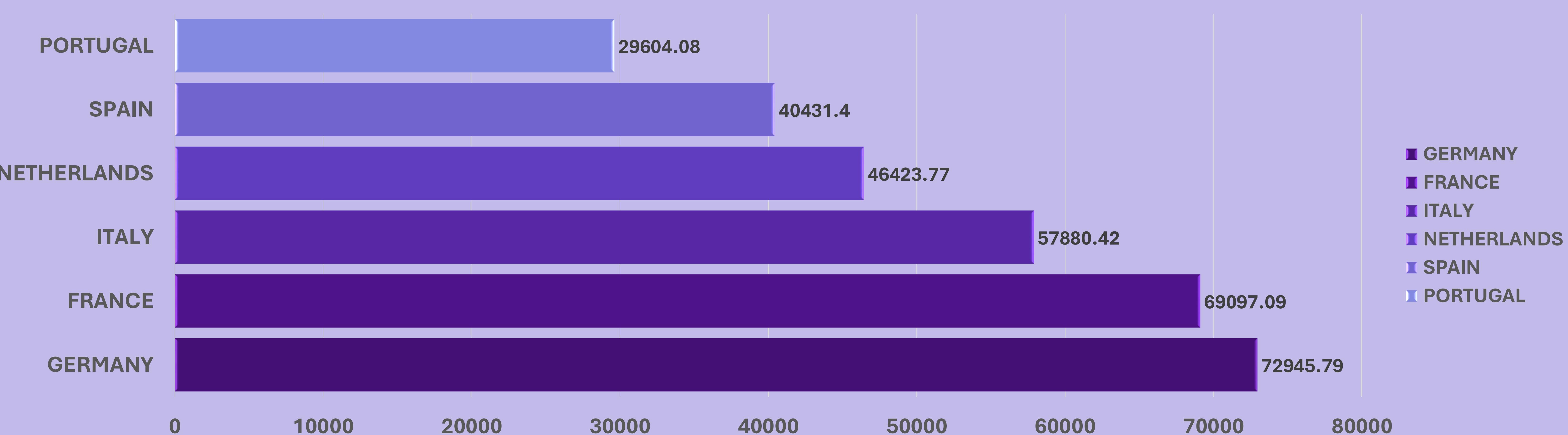
This boom is because young people are spending more and more time on social media, and the speed and immediacy with which consumption is growing has left the traditional model behind.

This project aims to analyze consumer behavior in different countries, categories, age ranges, and purchasing channels in a European fashion store. By exploring income patterns and customer profiles, this analysis helps to understand how demographics and purchasing preferences influence market performance.

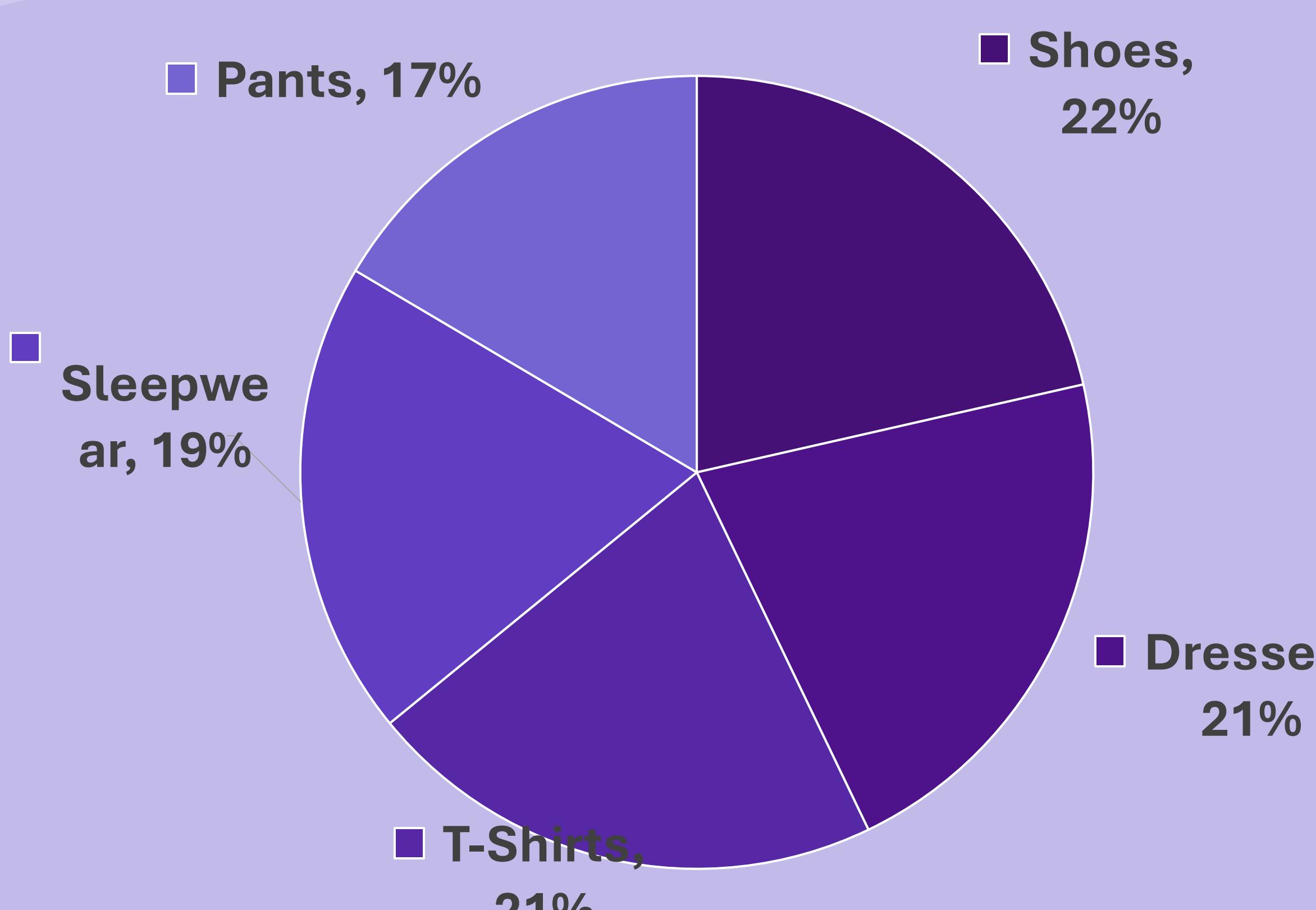
KEY QUESTIONS

- Which countries generate the highest sales?
- Which categories perform best?
- Do discounts really increase total revenue?
- Which age groups contribute most to online purchases?

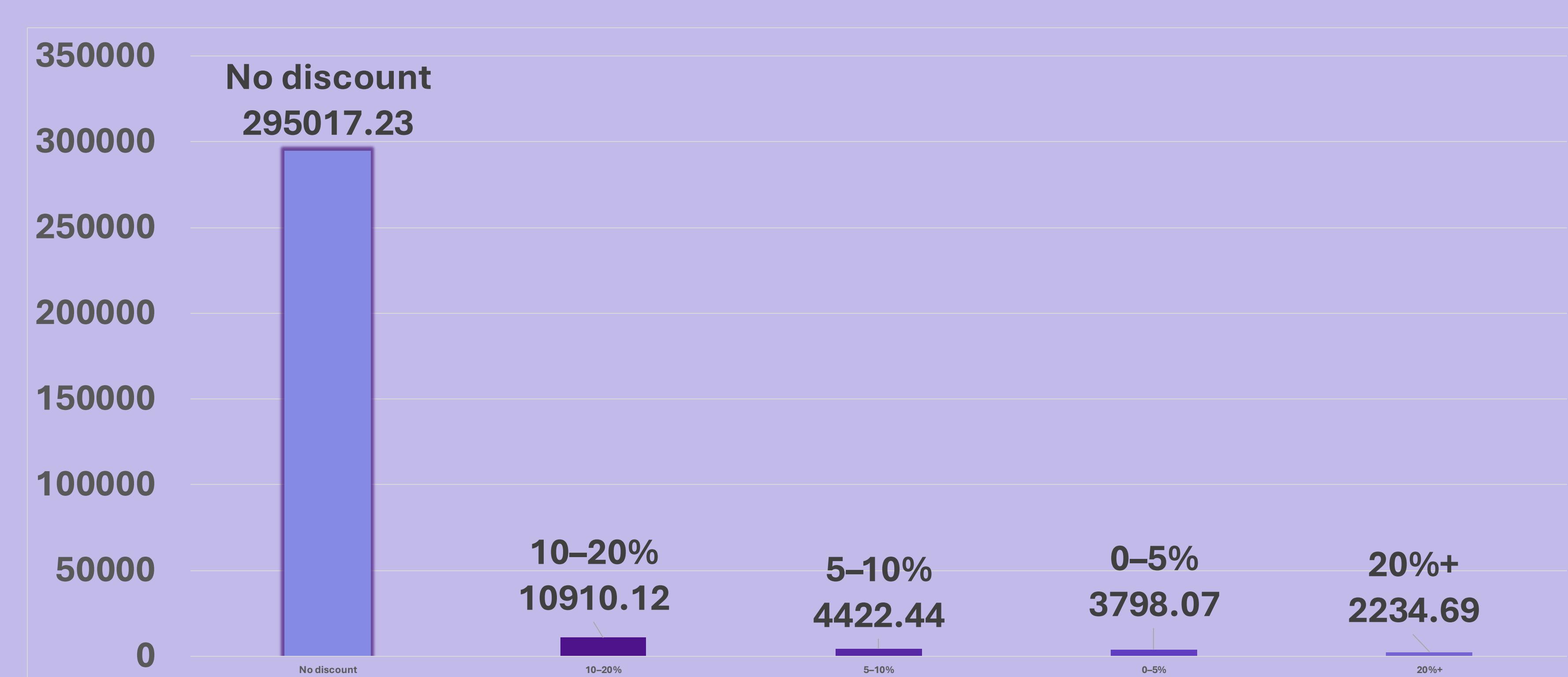
TOP COUNTRIES BY REVENUE



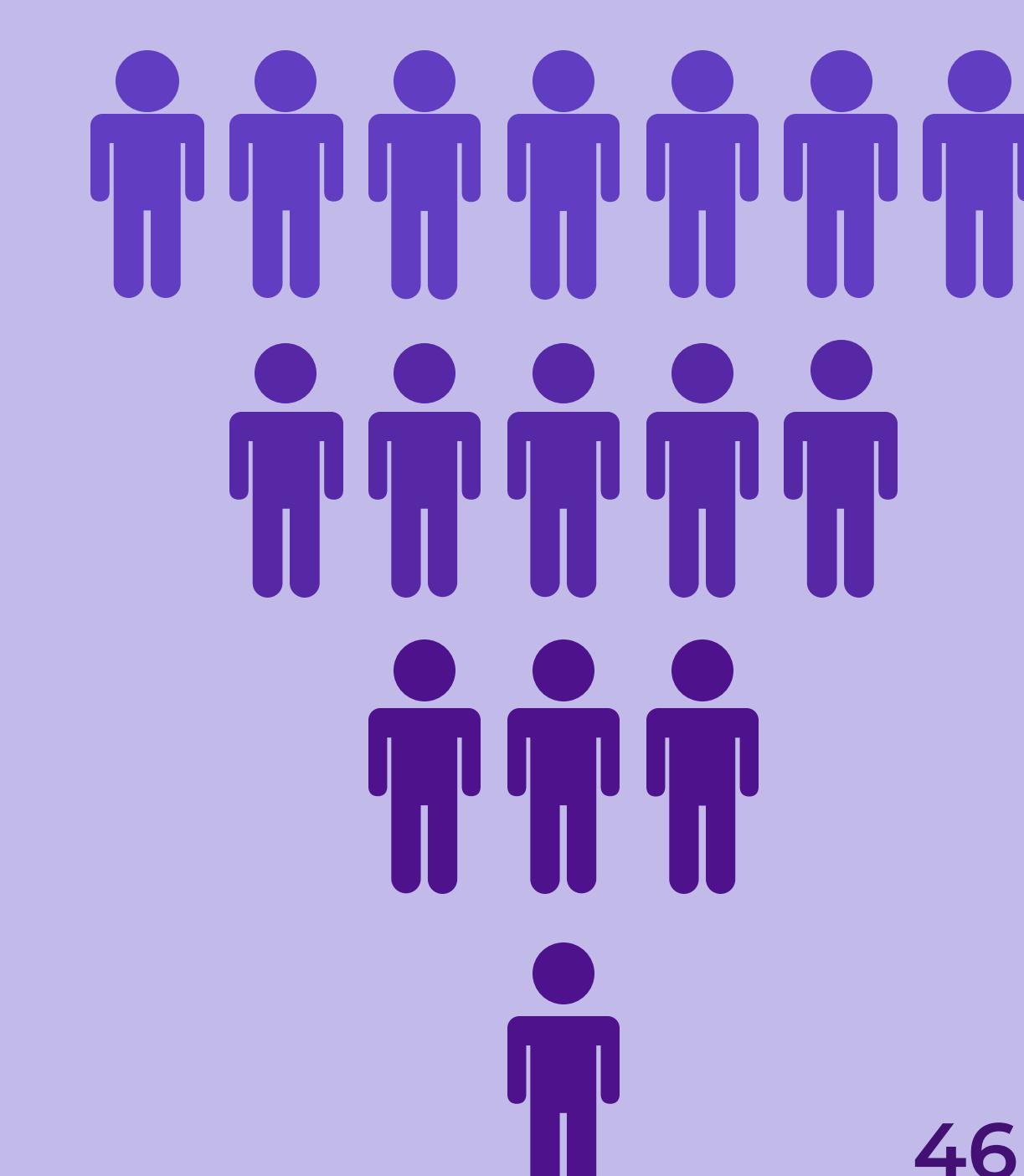
TOP CATEGORIES BY REVENUE



DISCOUNT Vs. SALES



BUYER DEMOGRAPHICS



CONCLUSION

After analyze I conclude that:

- Consumers aged 36 to 45 generate the highest sales.
- Germany and France dominate the market.
- Discounts have a limited impact on total sales.
- Online channels remain the most influential source of income.

NEXT STEPS

- Deeper analysis of trends.
- Study brand loyalty and preferences across countries.
- Boost marketing in countries such as Portugal.
- Use dashboard information to improve product targeting and pricing.
- Review products that are not performing well and replace them.

TOOLS

- Python & SQL: Data cleaning and analysis
- Pandas: Data wrangling and aggregation
- Matplotlib & Seaborn: Visualizations
- Excel: Supporting calculations and charts
- Tableau: Dashboards