**Age Group Analysis**

* **People in their 20s:**
  + Individuals in their 20s are frequent visitors to the mall.
  + Women in their 20s are spending more, regardless of their income they are earning.
  + Men in their 20s have an average income of 42 thousand rupees and are spending less compared to women in their 20s and men in their 30s. so we need to have strategies to increase the sales among this age group.
* **People in their 30s:**
  + Individuals in their 30s visit the mall the most frequently.
  + Men and women in their 30s are spending more and have higher annual incomes compared to other age groups.
* **People in their 40s:**
  + People in their 40s visit the mall often but are not spending as much.
  + This lower spending could be due to reasons such as not finding comfortable clothing or prices being unreasonable for them and might not be liking trends of the clothes.

**Strategic Recommendations**

* **For Women in their 20s:**
  + Introduce discounts and moderately priced brands to encourage more spending.
* **For Men in their 20s:**
  + Offer discounts and introduce local brands at moderate prices to engage this group and boost sales.
* **For Men and Women in their 30s:**
  + Introduce luxury brands, as they have higher incomes and spending power.
* **For People in their 40s:**
  + Explore options for introducing more comfortable and reasonably priced clothing to increase spending in this age group. With help of the designers might release a new line
  + With comfortable clothing. And market it in the mall to increase the sales in this age group.