

# Sales Revenue Analysis

Total sales  
**68.55M**

Total quantity  
**299K**

Average Age  
**43.43**

shopping\_mall

All

gender

All

year

All

category

All

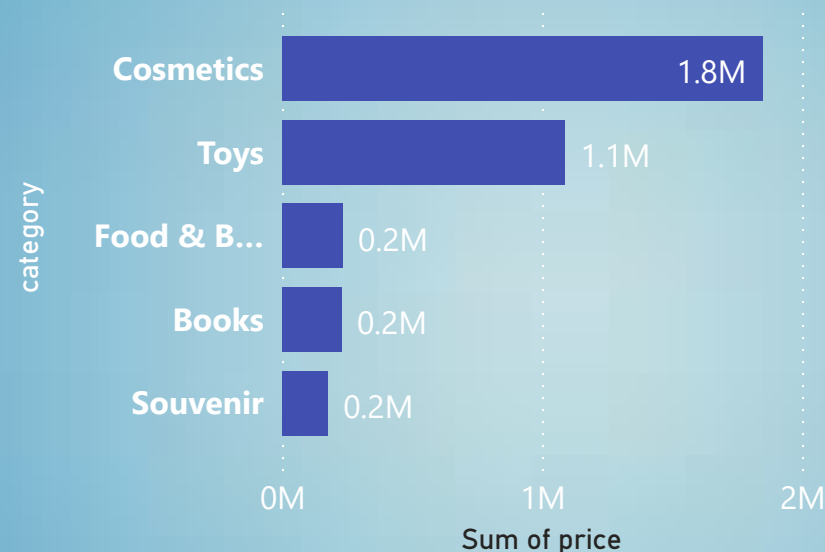
payment\_method

All

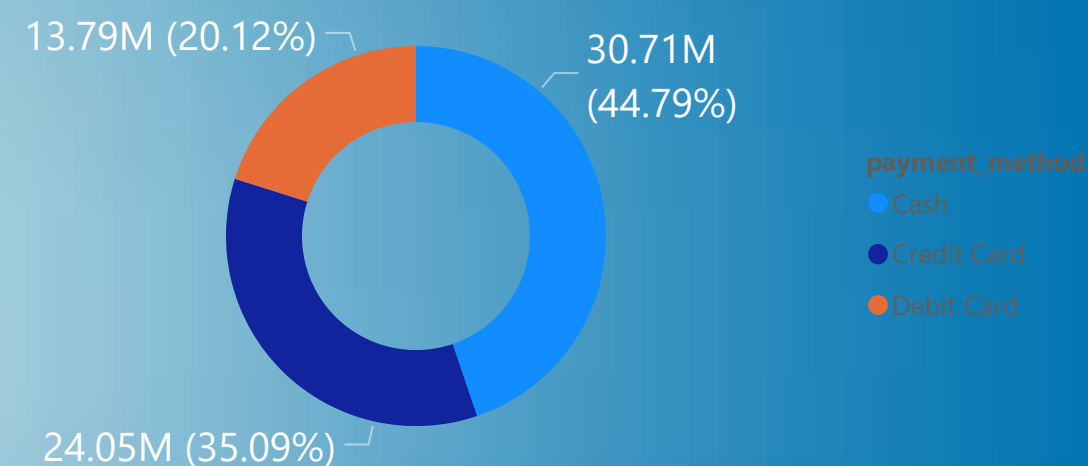
## Most profitable product



## Loss making product



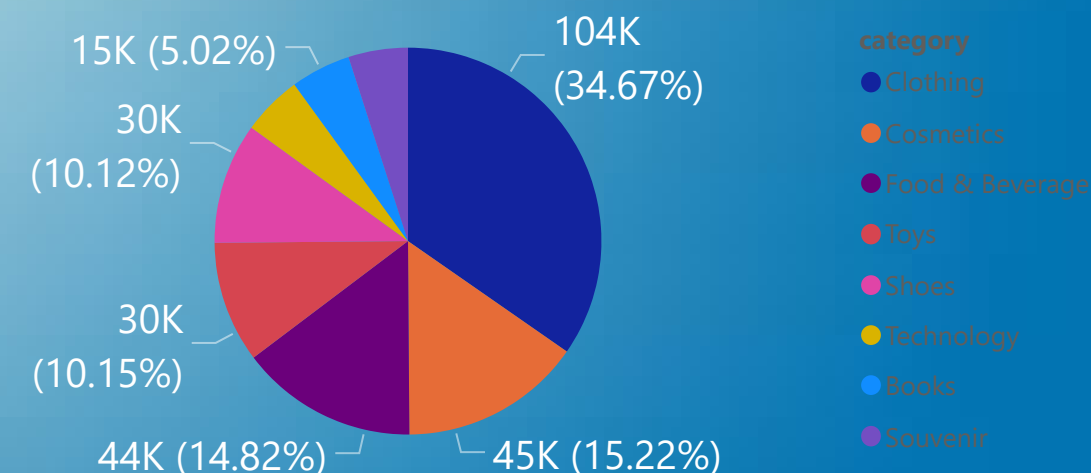
## Payment Method



## Sum of price by Month



## Total quantity by category



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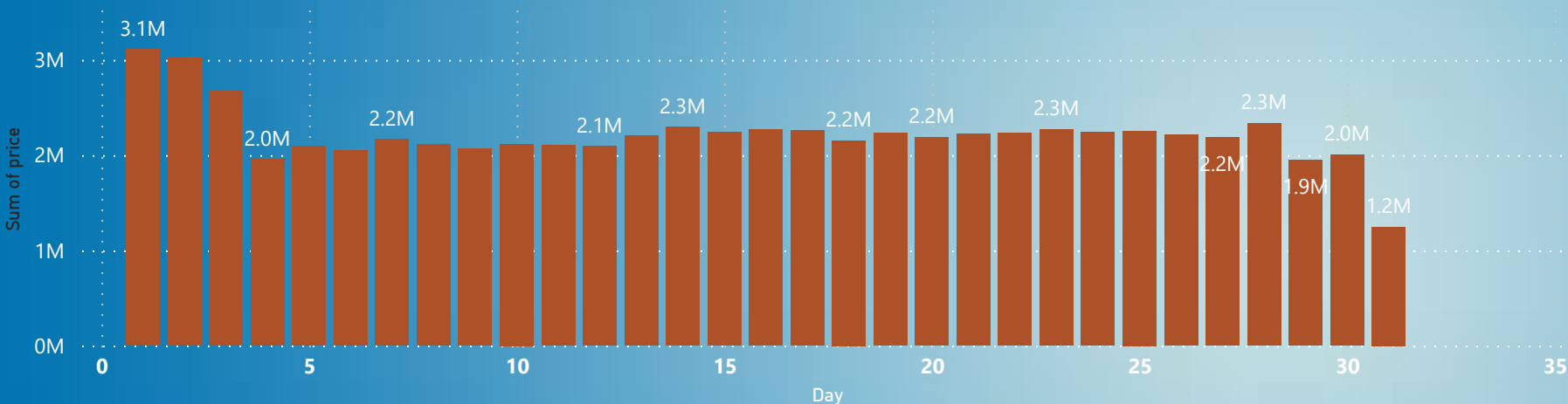
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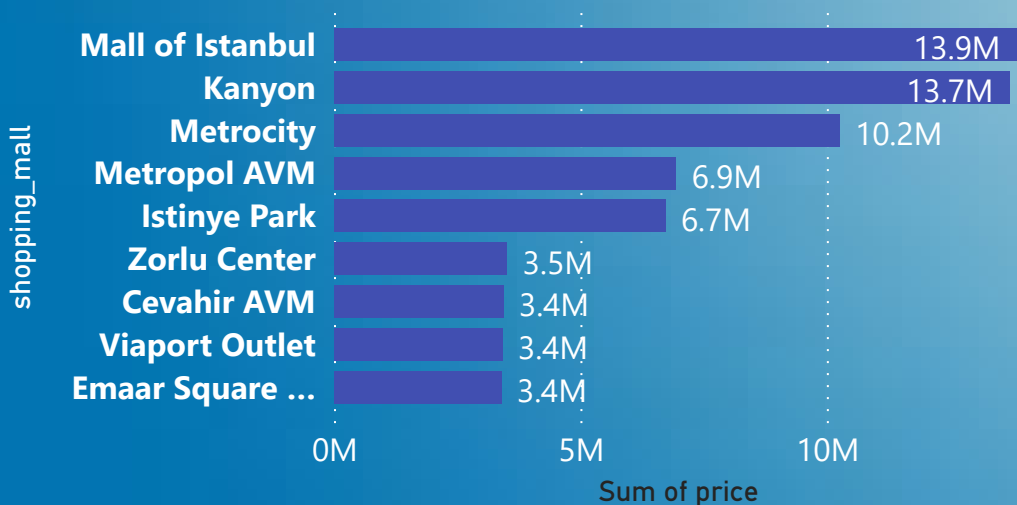
## sales on different days



## Insights

- 1 Clothing , shoes and technology age most profitable segments to increase the sales
- 2 jan , feb , march are most selling month . malls can give differents discounts and offers to increase sales
- 3 cosmetics and clothings are most sellings quantity
- 4 45% revenue from cash and 35% revenue from credit card we can give different offers on credit cards
- 5 mall of instanbul and kanyon malls are most revenue generated malls
- 6 Emar square , forum istanbul is least revenue generation mall
- 7 female do 20 % more shopping as compare to mens

## Total sales in shopping\_mall



## Total Customers

