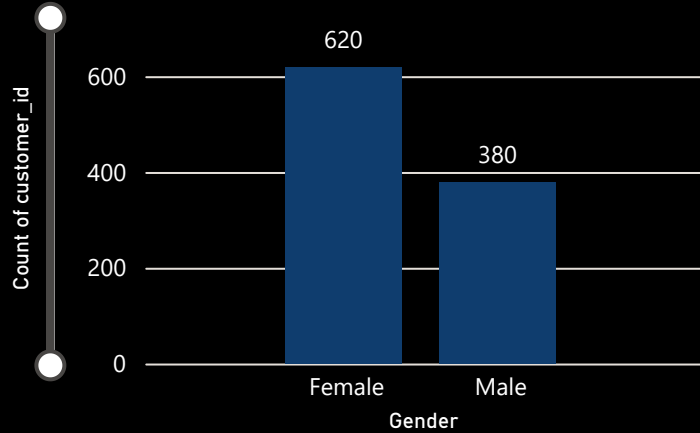
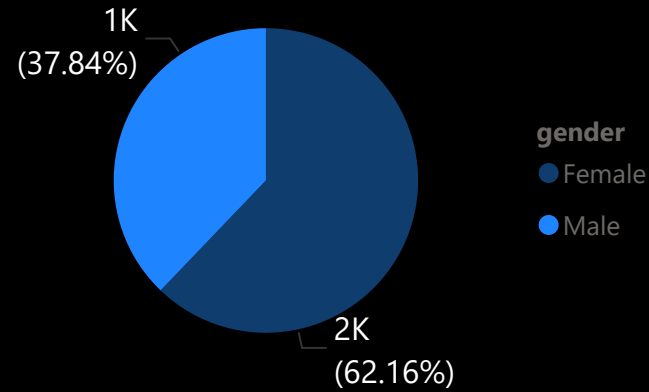




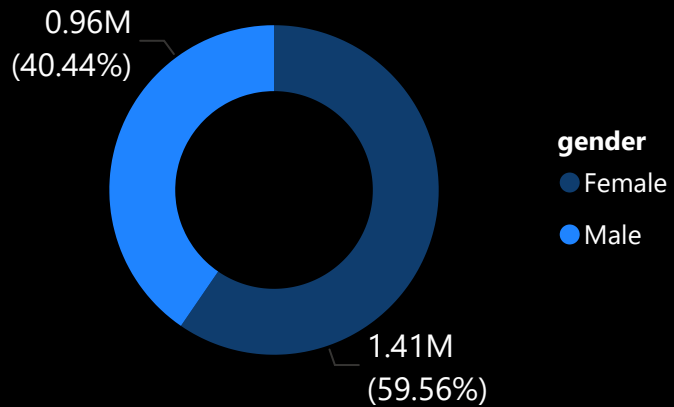
Shopping Distribution by Gender



Total Quantity By Gender



Total Revenue By Gender



Revenue By Category and Gender



shopping\_mall

All

Age Group

All

category

All

Year

2021

2023

payment\_meth...

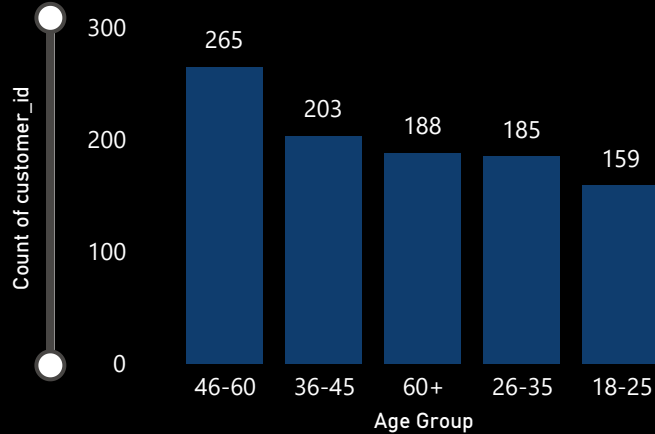
All

# Customer Data Analysis

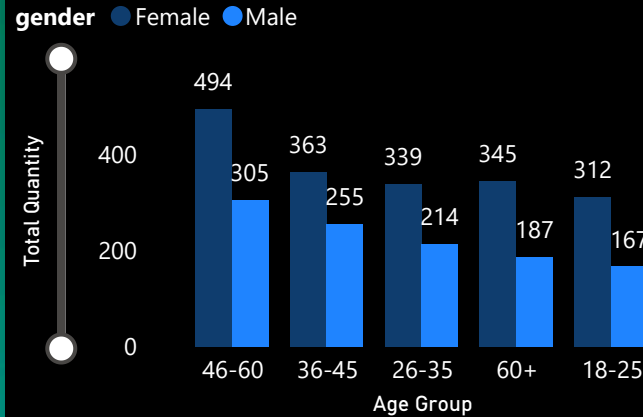


## Age Insights

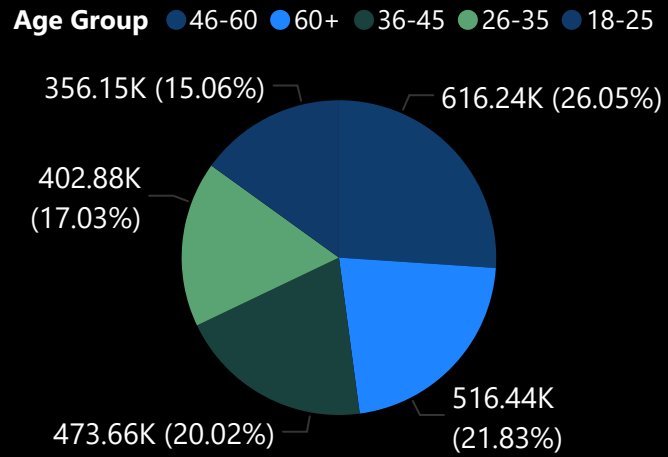
### Shopping Distribution by Age



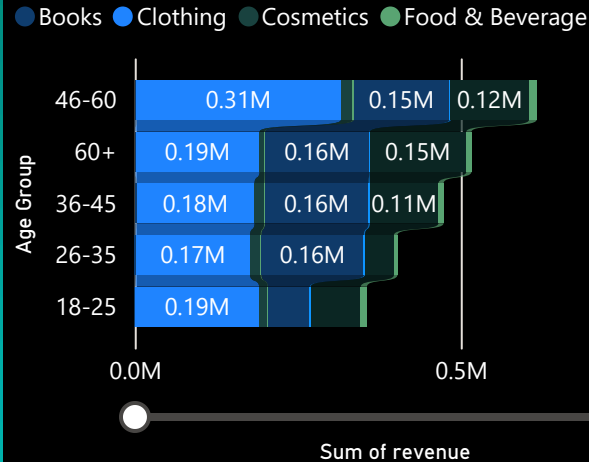
### Total Quantity By Age And Gender



### Total Revenue By Age



### Revenue By Category and Age



shopping\_mall

All

Age Group

All

category

All

Year

2021

2023

gender

All

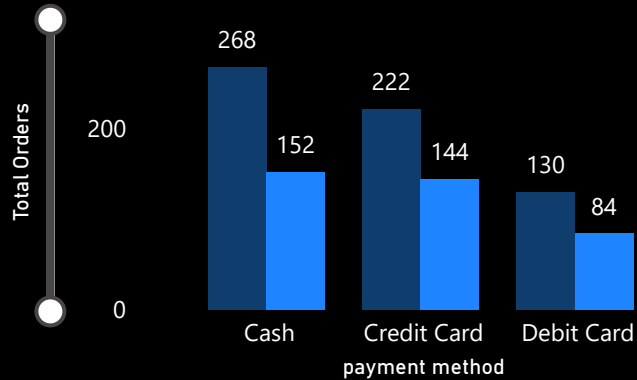
# Customer Data Analysis



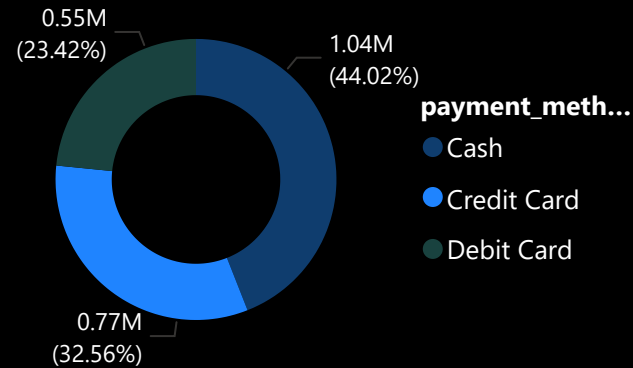
## Payment method Insights

### Total Order By Payment\_Method And Gender

gender ● Female ● Male

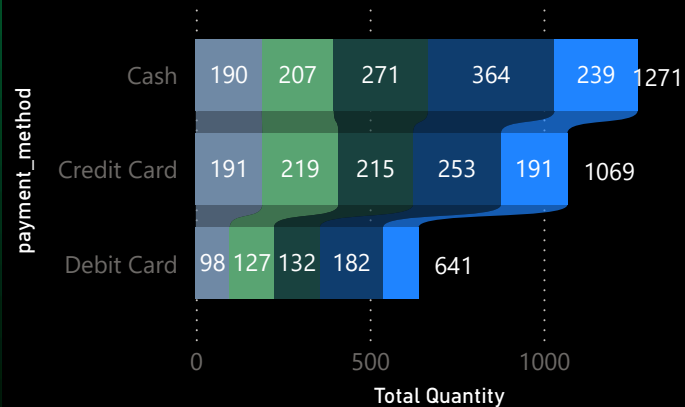


### Total Revenue By Payment Method

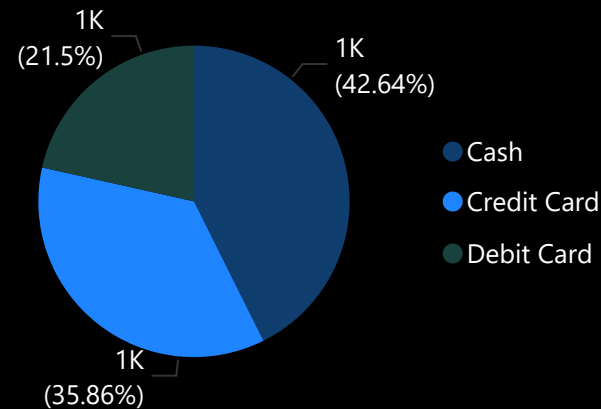


### Total Quantity By Age group And Payment Method

Age Group ● 18-25 ● 26-35 ● 36-45 ● 46-60 ● 60+



### Payment Method By Total Transactions



shopping\_mall

All

Age Group

All

category

All

Year

2021

2023

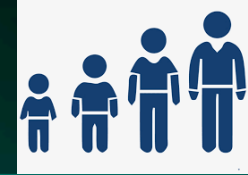
gender

All





## Customer Data Analysis



### INSIGHTS

#### GENDER INSIGHTS :-

Female customers contribute the highest share of customers, quantity sold, and total revenue.

Approximately 62% of products sold are purchased by female customers.

\* Female shoppers show higher engagement and stronger revenue contribution than male shoppers.

#### AGE INSIGHTS :-

**46–60 age group** has the **highest number of customers**, indicating maximum shopping participation.

\* **Revenue contribution is highest from the 46–60 age group**, making them the most profitable segment.

#### PAYMENT METHOD INSIGHTS :-

Cash is the most preferred payment method, contributing around **42.64% of total transactions** and **44% of total revenue**.

Female customers lead transactions across all payment methods, especially in Cash and Credit Cards, while the 46–60 age group contributes the highest volume and revenue through Cash, highlighting a strong age-based payment preference.

#### FINAL INSIGHTS :-

- \*Female customers are the most valuable segment, contributing the highest customer count, product volume, and total revenue.
- \*The 46–60 age group is the most profitable, generating the highest revenue and quantity sold, especially in Clothing and Cosmetics.
- \*Cash is the dominant payment method, accounting for ~43% of total transactions and ~44% of total revenue, making it the most preferred payment mode.
- \*Credit Cards are the second-largest revenue contributor, especially for high-value purchases.
- \*Clothing and Cosmetics are the top-performing categories across all age groups and payment methods.
- \*Mall of Istanbul is the highest revenue-generating mall.
- \*2022 was the strongest sales year, while 2023 shows a decline, indicating a need for growth-focused strategies.
- \*Middle-aged customers (46–60) using Cash and Credit Cards drive the majority of revenue, making them a key target segment.