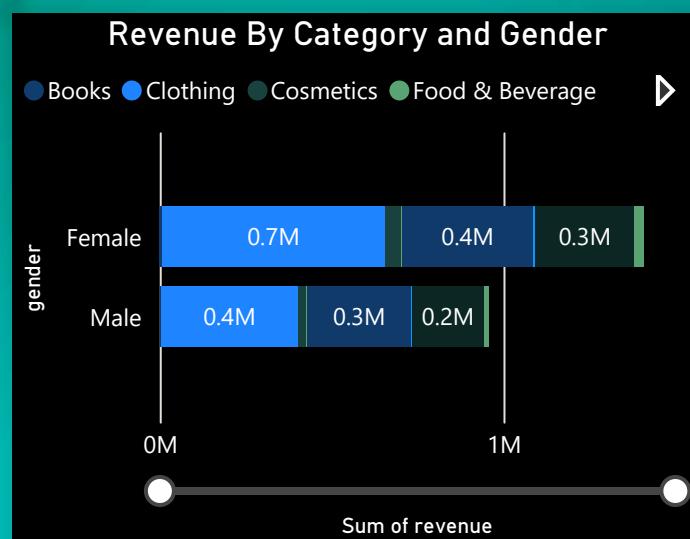
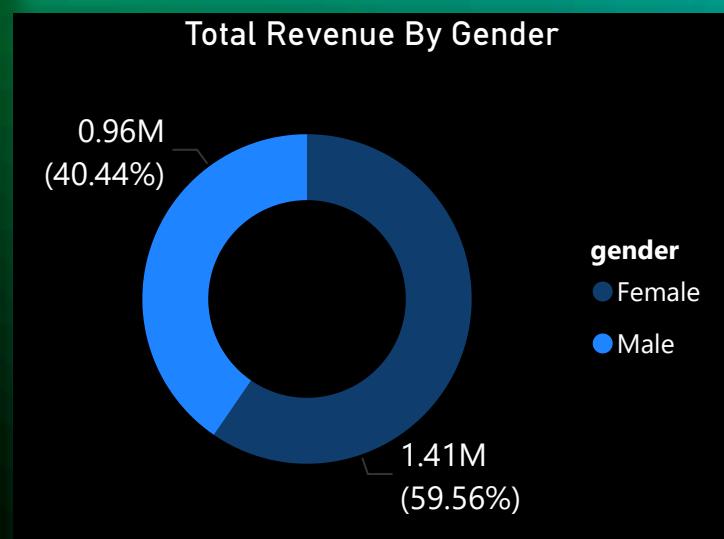
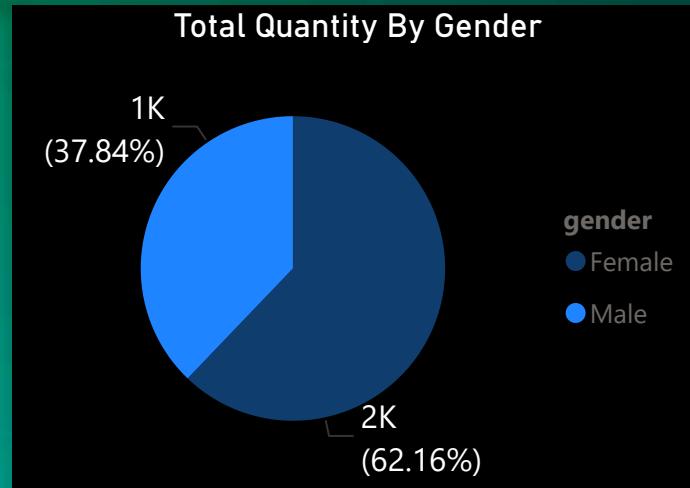
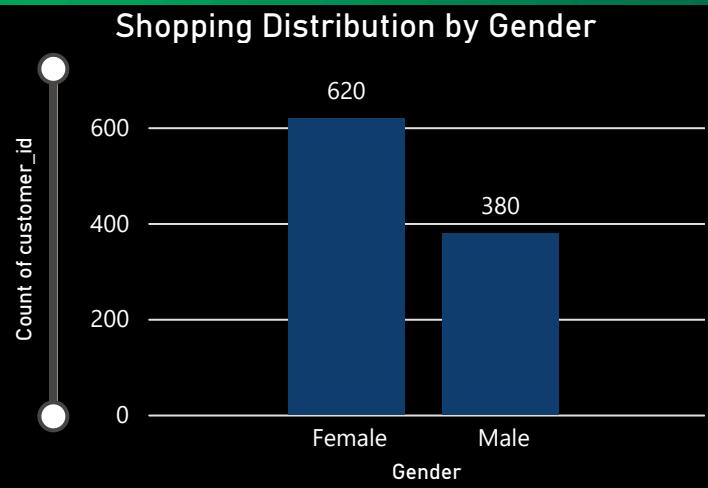


Customer Data Analysis



Gender Insights



shopping_mall

All

Age Group

All

category

All

Year

2021

2023

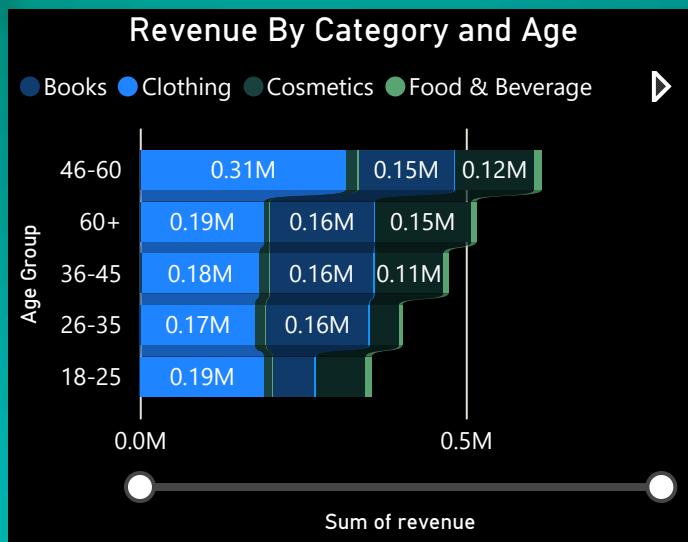
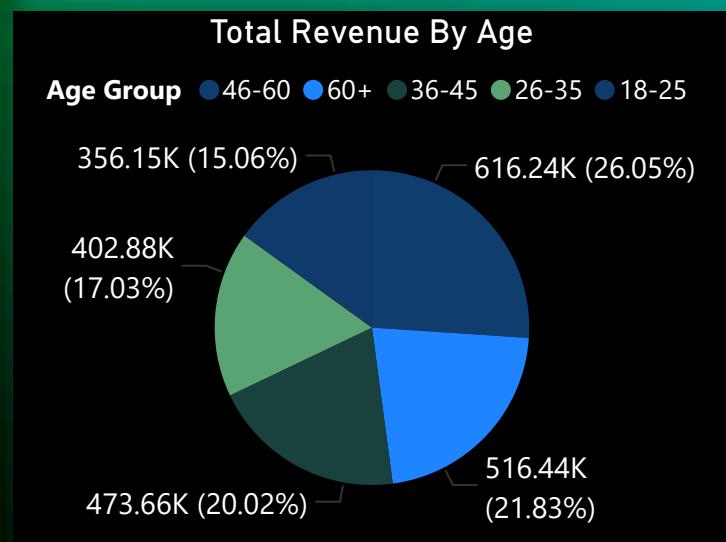
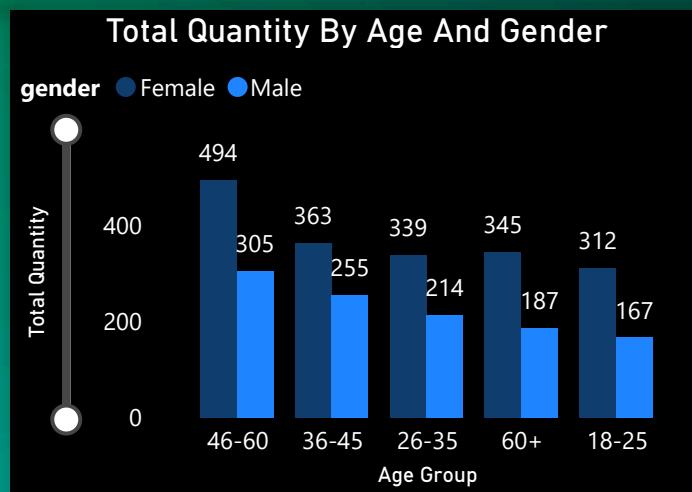
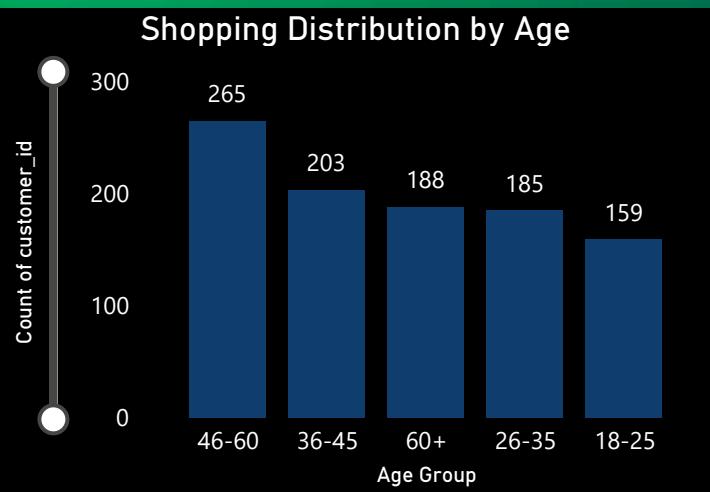
payment_meth...

All

Customer Data Analysis



Age Insights



shopping_mall

All

Age Group

All

category

All

Year

2021

2023

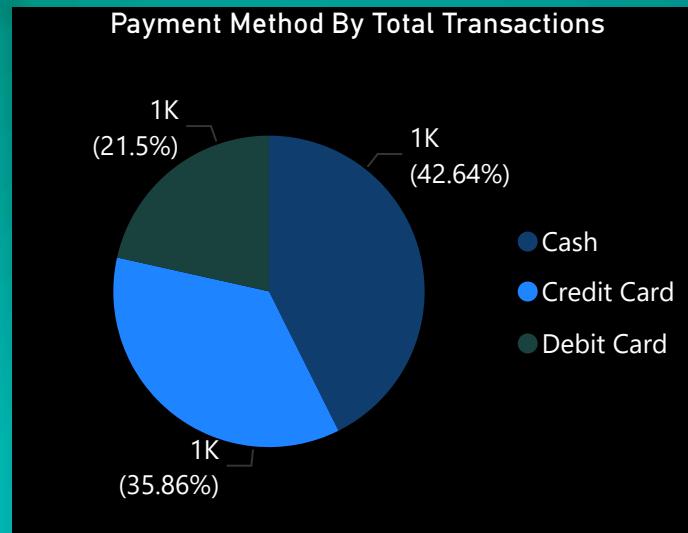
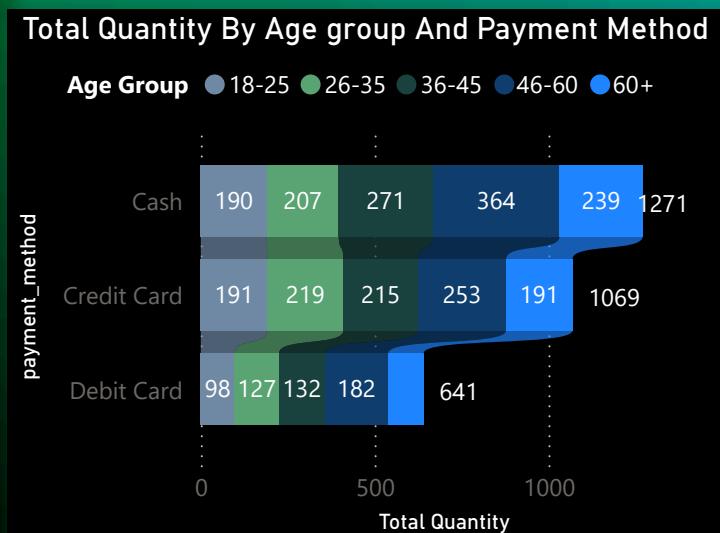
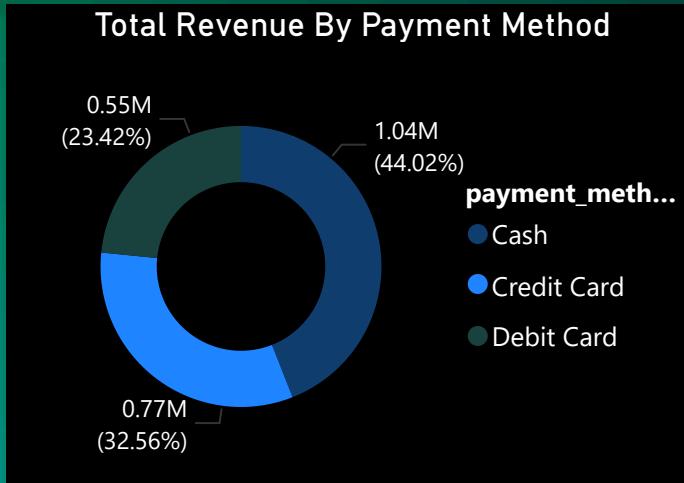
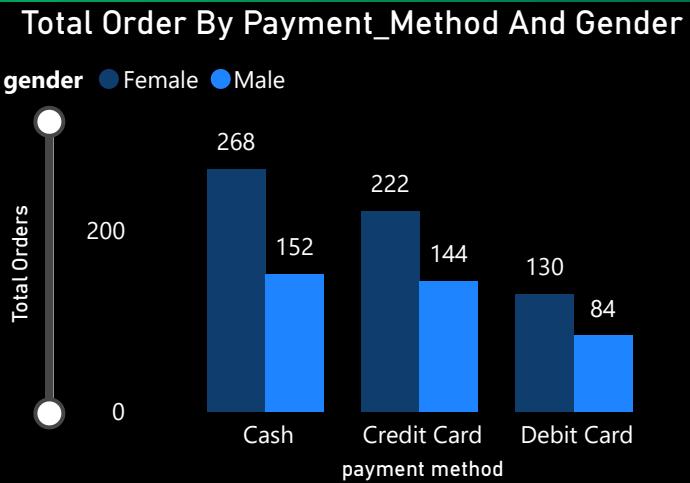
gender

All

Customer Data Analysis



Payment method Insights



shopping_mall

All

Age Group

All

category

All

Year

2021

2023

gender

All

2.37M

1000

Customer Data Analysis



Total Revenue

shopping_mall

All

Total Customers

Age Group

All

Year

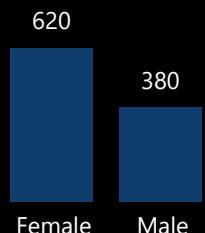
2021

2022

2023

Shopping Distribution by Gender

Count of customer_id



Total Revenue By Gender

1.4M

1.0M

Female

Male

2981

Total Quantity

category

All

payment_method

Cash

gender

All

Avg Price

Revenue By Category and Age

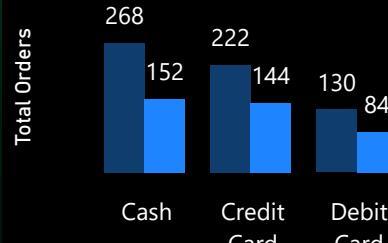
Books Clothing Cosmetics Food & Beverage Shoes

Total Revenue
Sum of revenue

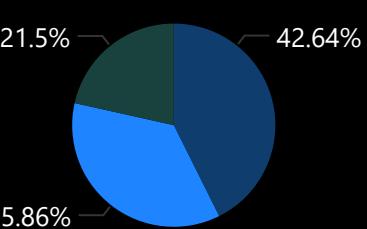
Total Revenue by shopping_mall



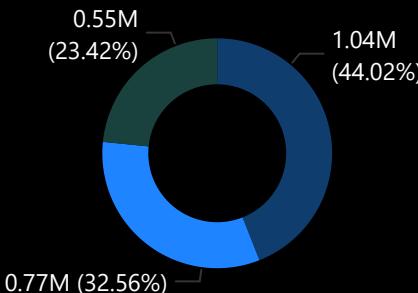
Total Order By Payment_Method And Gender

Female Male


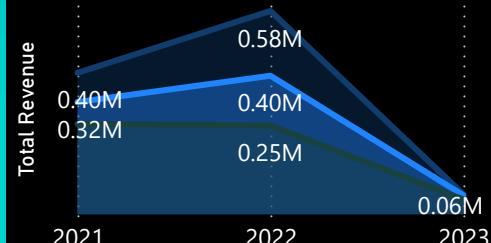
Payment Method By Total Transactions

Cash Credit Card Debit Card


Total Revenue By Payment Method

Cash Credit Card Debit Card


Total Revenue by Year and payment_method

Cash Credit Card Debit Card




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.