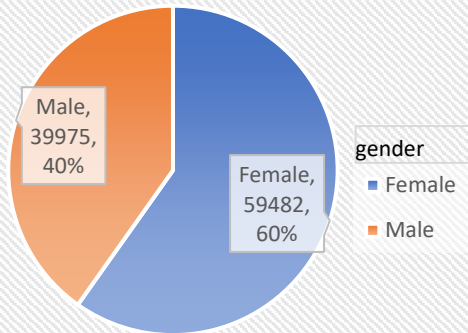
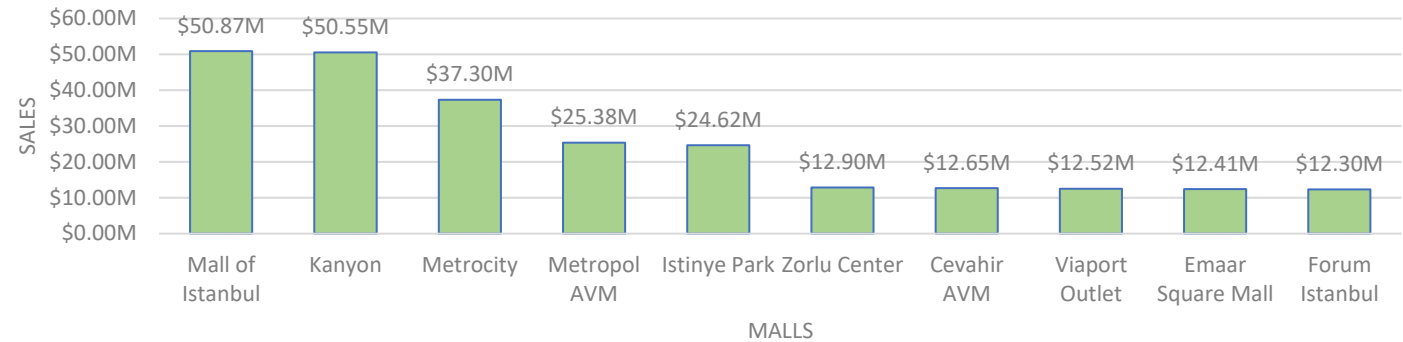


## Customer Shopping Analysis

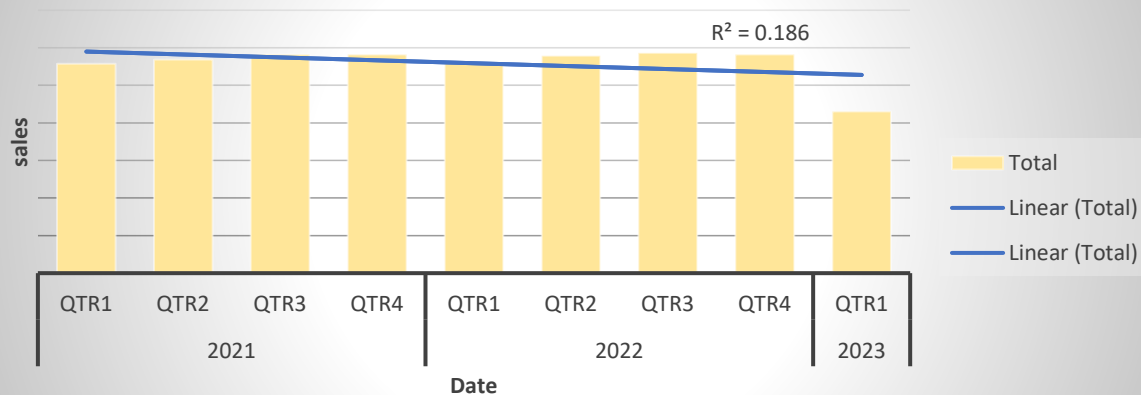
### Gender Vs. sales



### Most earning Malls

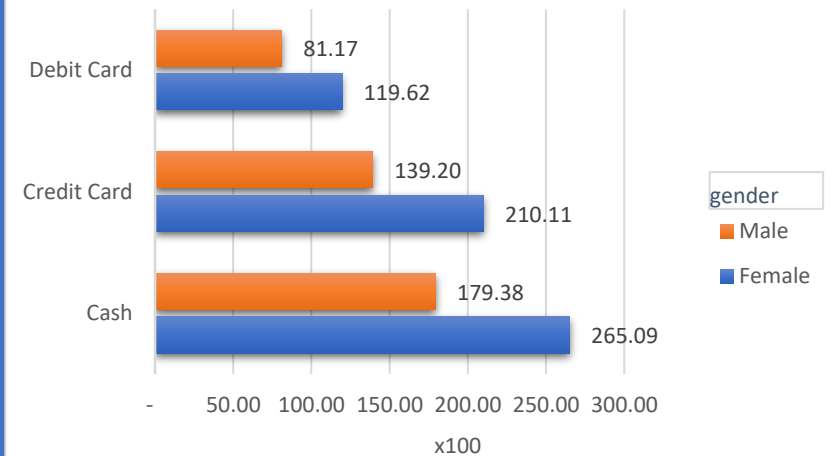


### Date vs. sales

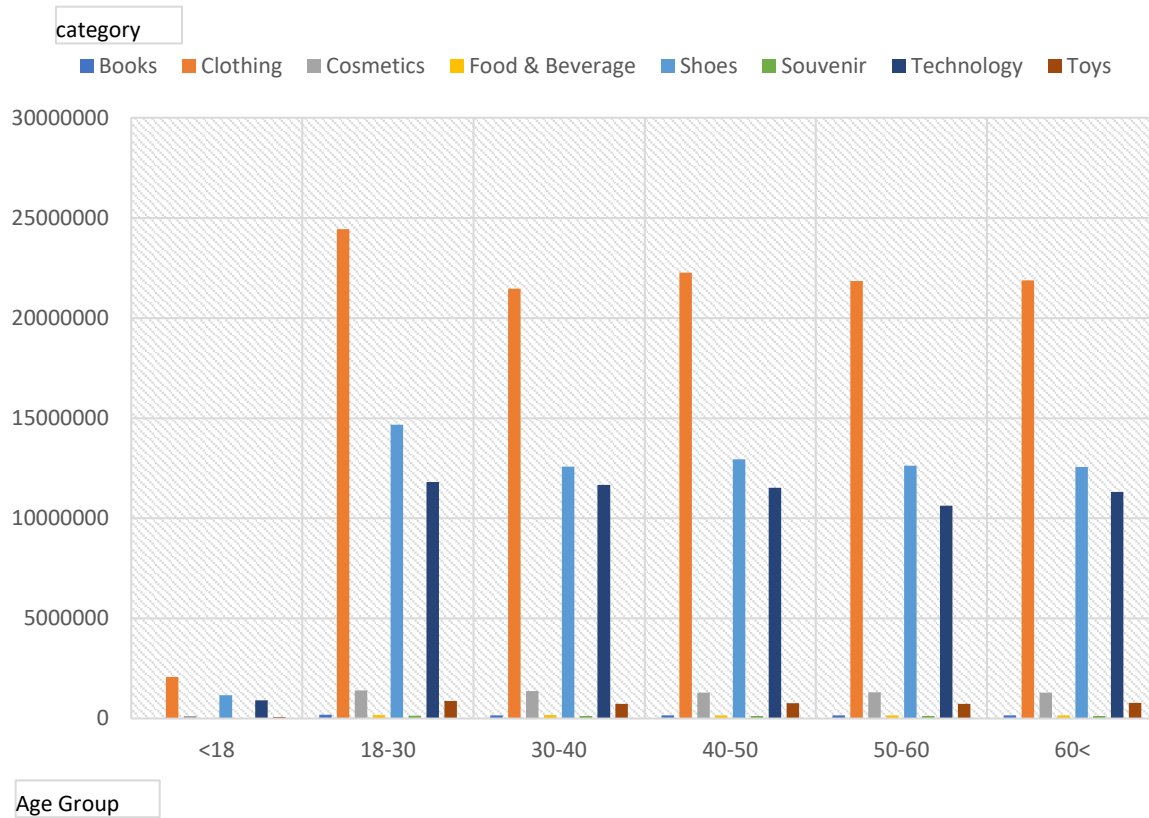


Years    Quarters    invoice\_date

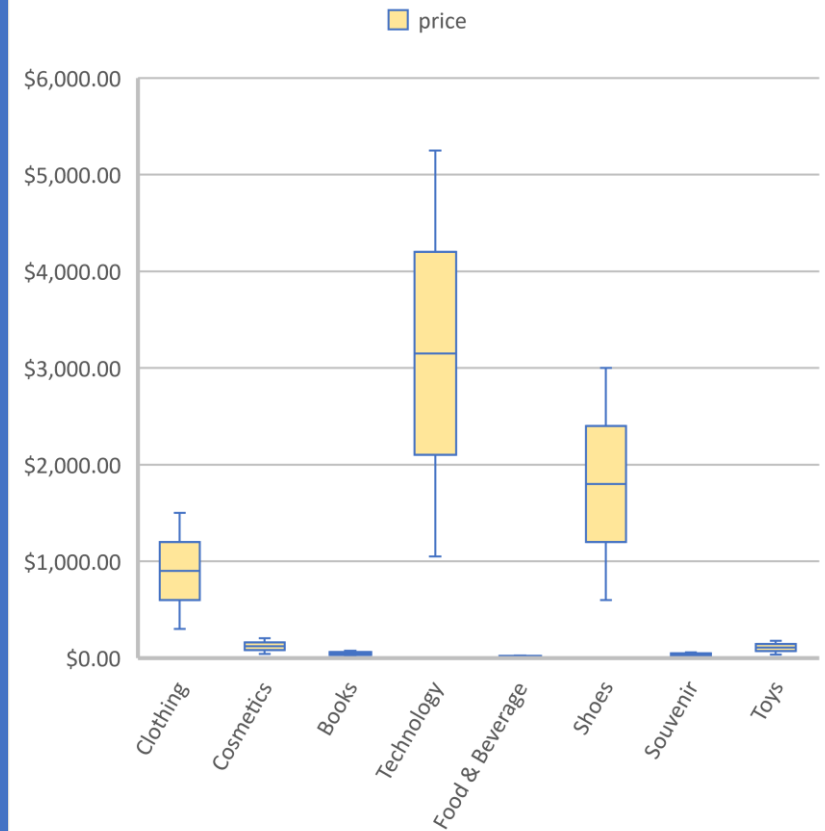
### Payment method's choice



## Category by sales of genders



## CATEGORY DETAILS



- The above graph reveals that female spends 20% more on shopping than man.
- The Mall of Istanbul and Kanyon generates highest revenue of \$50 Million and the least generated by Forum Istanbul.
- The year 2022 earning were same as the year 2021 depicted from Date Vs. Sales column chart.
- The graph of Category details reveals the statistical information about the product prices in different category. The higher prices in tech products followed by shoes and clothing. The average prices of tech product is \$3150, \$1800.51 for Shoes and \$900.24 for Clothing category. 25% of tech product prices are between \$1050 and \$2100.
- Young adult (aged 18-30) likely to spend more on cloth and shoes shopping compare to other age groups.
- Data reveals that customer prefer to shop by cash followed by credit card.