

# Eyewear Sales and Customer Trends at Specsavers

Analyzing eyewear purchases by age, insurance status, and buying patterns across Australia for 2023.

Total Sales

1.50M

Total Customers

1K

Insured Customers (%)

53.50

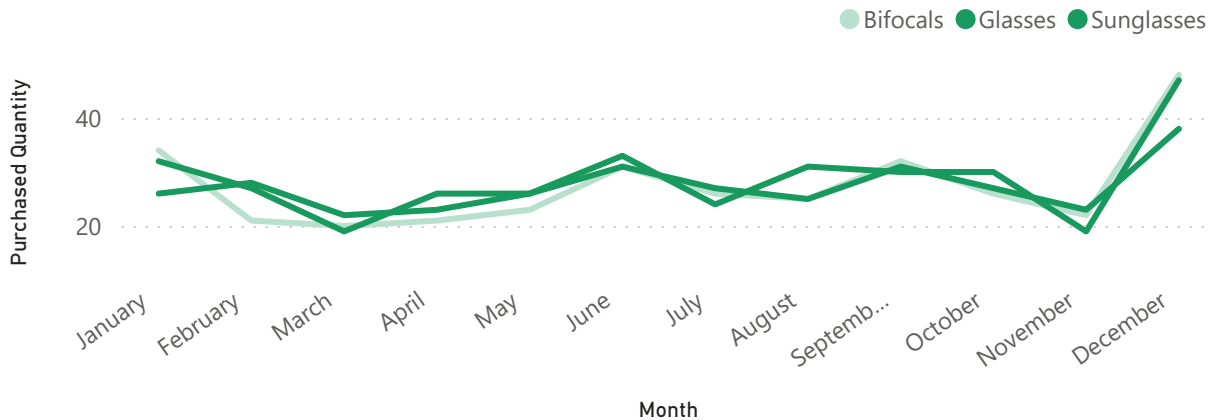
Avg Purchase Value

1.50K

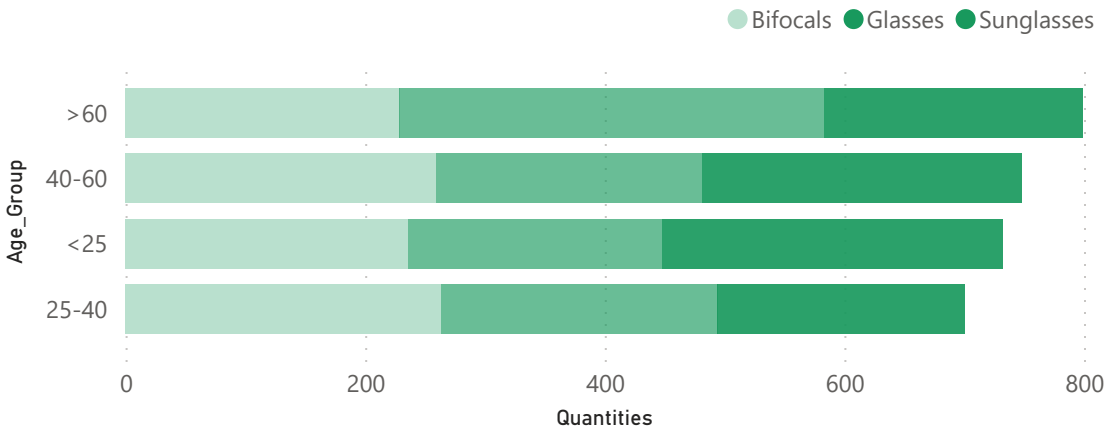
Most Popular Product

Glasses

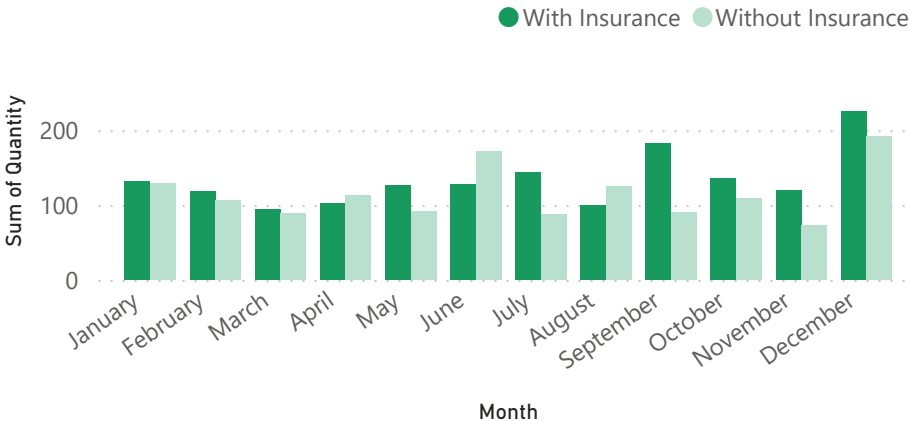
Monthwise Distribution of Products



Product Count by Age Group and Type



Monthly Distribution of Quantity by Health Insurance



Count of Quantities by Location



Distribution of Eyesight Condition

