



# Data Visualization

Presented by Wildan Zakaria



**Wildanzakariaa@gmail.com**

**<https://www.linkedin.com/in/wildanzakaria>**

# OVERVIEW

This data contains shopping information for 10 different shopping malls between 2021 and 2023 in Istanbul. This data is disaggregated by different age and gender groups to provide a comprehensive view of shopping habits. This data includes important information such as the invoice numbers, customer IDs, age, gender, payment methods, product categories, quantity, price, order dates, and shopping mall locations. This data will be visualized using tools from Looker Studio and Google Sheets.

**customer\_shopping\_data** ☆ 📎 ☁️  
File Edit Tampilan Sisipkan Format Data Alat Ekstensi Bantuan

🔍 100% ▾ Rp % .0 ← .00 → 123 | Default... ▾ - 10 + B I ↺ A 🔗 🏠 ⚙️ ▾ ≡ ▾ ↓ ▾ |▮ ▾ A ▾ : ^

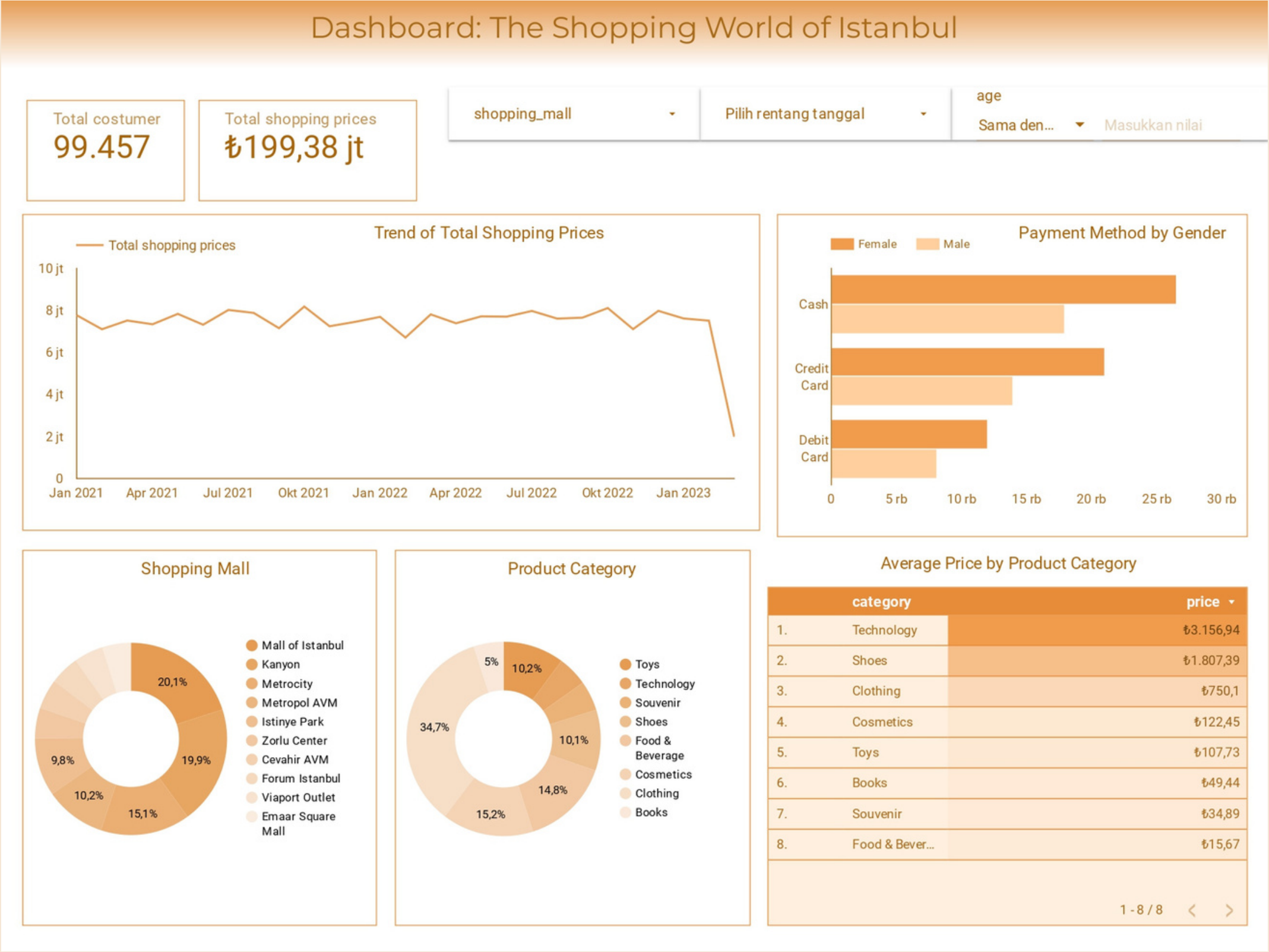
	A	B	C	D	E	F	G	H	I	J	K	L
1	invoice_no	customer_id	gender	age	category	quantity	price	payment_method	invoice_date	shopping_mall		
2	I138884	C241288	Female	28	Clothing	5	1500.4	Credit Card	5/8/2022	Kanyon		
3	I317333	C111565	Male	21	Shoes	3	1800.51	Debit Card	12/12/2021	Forum Istanbul		
4	I127801	C266599	Male	20	Clothing	1	300.08	Cash	9/11/2021	Metrocity		
5	I173702	C988172	Female	66	Shoes	5	3000.85	Credit Card	16/05/2021	Metropol AVM		
6	I337046	C189076	Female	53	Books	4	60.6	Cash	24/10/2021	Kanyon		
7	I227836	C657758	Female	28	Clothing	5	1500.4	Credit Card	24/05/2022	Forum Istanbul		
8	I121056	C151197	Female	49	Cosmetics	1	40.66	Cash	13/03/2022	Istinye Park		
9	I293112	C176086	Female	32	Clothing	2	600.16	Credit Card	13/01/2021	Mall of Istanbul		
10	I293455	C159642	Male	69	Clothing	3	900.24	Credit Card	4/11/2021	Metrocity		
11	I326945	C283361	Female	60	Clothing	2	600.16	Credit Card	22/08/2021	Kanyon		
12	I306368	C240286	Female	36	Food & Beverage	2	10.46	Cash	25/12/2022	Metrocity		
13	I139207	C191708	Female	29	Books	1	15.15	Credit Card	28/10/2022	Emaar Square Mall		
14	I640508	C225330	Female	67	Toys	4	143.36	Debit Card	31/07/2022	Metrocity		
15	I179802	C312861	Male	25	Clothing	2	600.16	Cash	17/11/2022	Cevahir AVM		
16	I336189	C555402	Female	67	Clothing	2	600.16	Credit Card	3/6/2022	Kanyon		
17	I688768	C362288	Male	24	Shoes	5	3000.85	Credit Card	7/11/2021	Viaport Outlet		
18	I294687	C300786	Male	65	Books	2	30.3	Debit Card	16/01/2021	Metrocity		

+ ≡ customer\_shopping\_data ▾

# Dataset

- `invoice_no`: Invoice number. Nominal. A combination of the letter 'I' and a 6-digit integer uniquely assigned to each operation.
- `customer_id`: Customer number. Nominal. A combination of the letter 'C' and a 6-digit integer uniquely assigned to each operation.
- `gender`: String variable of the customer's gender.
- `age`: Positive Integer variable of the customers age.
- `category`: String variable of the category of the purchased product.
- `quantity`: The quantities of each product (item) per transaction. Numeric.
- `price`: Unit price. Numeric. Product price per unit in Turkish Liras (TL).
- `payment_method`: String variable of the payment method (cash, credit card or debit card) used for the transaction.
- `invoice_date`: Invoice date. The day when a transaction was generated.
- `shopping_mall`: String variable of the name of the shopping mall where the transaction was made.

# Visualization



# Insight

- The trend for the highest total shopping price level in Istanbul was in October 2021 with a total spending of ₺8.18 million.
- Customers in Istanbul prefer the payment method of using cash, and this method is dominated by female.
- Most customers in Istanbul prefer shopping mall location in the Mall of Istanbul and the product category chosen is clothing.
- The highest average price per product category was for technology at ₺3,156.94, followed by shoes at ₺1,807.39 and clothing at ₺750.1.

Two decorative circles on the left side of the slide: a large light beige circle at the top and a smaller dark brown circle below it.

# **THANK YOU!**

**Wildanzakariaa@gmail.com**  
**<https://www.linkedin.com/in/wildanzakaria>**