RETAIL PERFORMANCE REVIEW 2022

A Data-Driven Analysis & Insights Report

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Introduction

Provides an overview of the report's purpose and objectives.

2
Methodology

Describes the process of data collection, ETL operations, and how the data was analyzed and visualized.

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Analysis & Insights

Examines financial performance and category sales alongside customer demographics and spending behaviors.

4
Recommendations

Provides recommendations based on sales and customer data to drive growth, improve performance, and optimize strategies.

1

Introduction

As we enter 2023, this report serves as a comprehensive wrap-up of the Mall of Istanbul's retail performance for the year 2022. It offers an in-depth review of financial metrics and customer dynamics, providing crucial insights into the mall's performance over the past year.

This analysis is specifically designed to inform strategic decision-making and guide planning efforts for future growth, using the lessons learned from 2022 to shape a successful path forward in 2023.

2

Methodology

Data Collection:
- Data was sourced from Kaggle as a CSV file, which included various retail performance metrics and customer information for Mall of Istanbul.

Data Processing:
- **ETL Process**: The data underwent an Extract, Transform, Load (ETL) process using Python. This included importing, cleaning, and transforming the data to filter, remove inconsistencies and standardize formats before saving it into a new CSV file.

Data Analysis:
- **Dashboards**: Interactive dashboards were created using the cleaned data. These dashboards focused on two main areas: sales and financial performance, and customer insights.
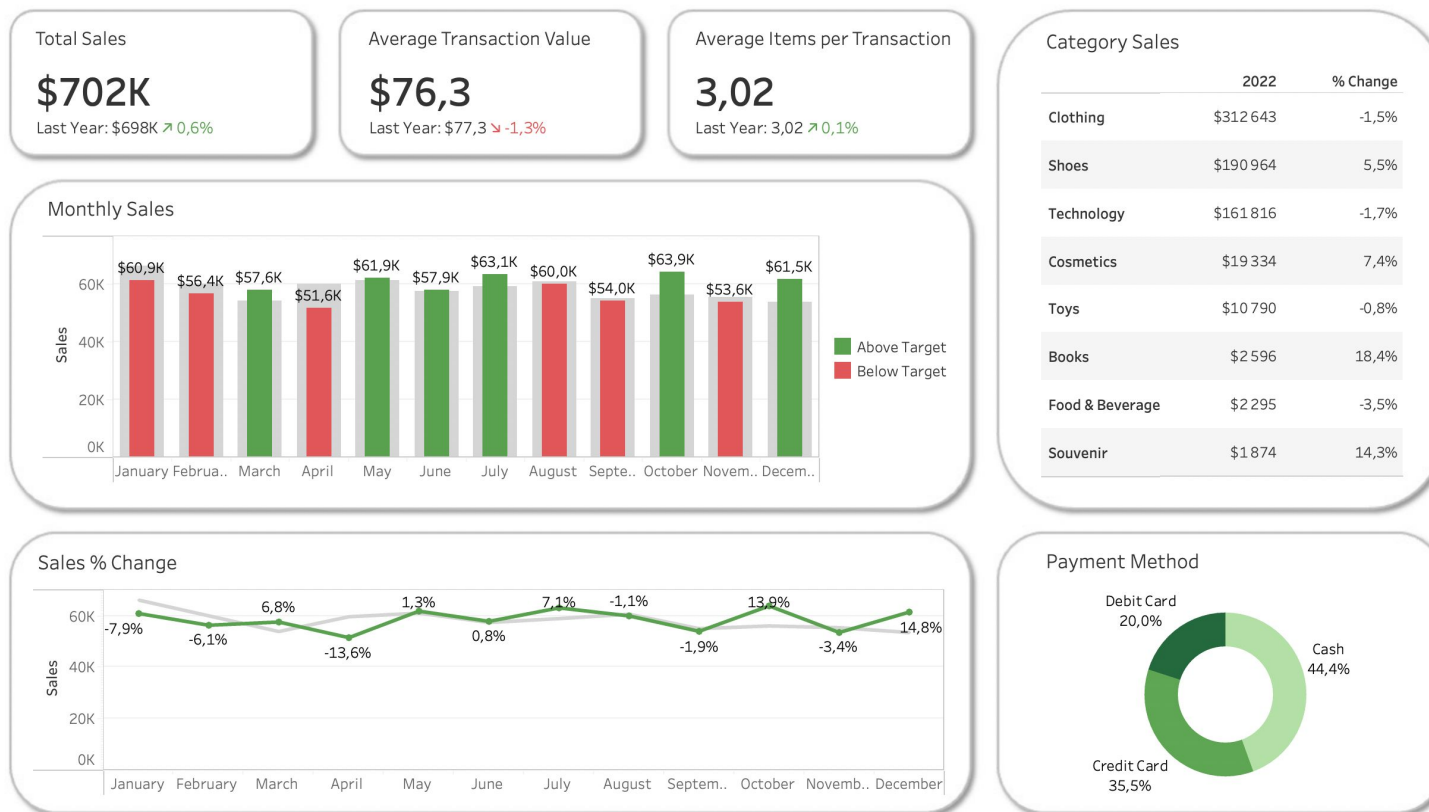
Visualization Tools:
- **Tableau**: Used for building and visualizing dashboards to gain insights into the mall's financial performance and customer behavior.

3

Analysis & Insights

SALES & FINANCIAL DASHBOARD

Total Sales
$702K
Last Year: $698K ↗ 0,6%

Average Transaction Value
$76,3
Last Year: $77,3 ↘ -1,3%

Average Items per Transaction
3,02
Last Year: 3,02 ↗ 0,1%

Category Sales

	2022	% Change
Clothing	$312 643	-1,5%
Shoes	$190 964	5,5%
Technology	$161 816	-1,7%
Cosmetics	$19 334	7,4%
Toys	$10 790	-0,8%
Books	$2 596	18,4%
Food & Beverage	$2 295	-3,5%
Souvenir	$1 874	14,3%

Monthly Sales

Monthly Sales values: January $60,9K, February $56,4K, March $57,6K, April $51,6K, May $61,9K, June $57,9K, July $63,1K, August $60,0K, September $54,0K, October $63,9K, November $53,6K, December $61,5K — Above Target / Below Target

Sales % Change

Sales % Change: January -7,9%, February -6,1%, March 6,8%, April -13,6%, May 1,3%, June 0,8%, July 7,1%, August -1,1%, September -1,9%, October 13,9%, November -3,4%, December 14,8%

Payment Method

Debit Card 20,0% · Cash 44,4% · Credit Card 35,5%

Financial Performance Overview:
- **Total Revenue**: $702,000
- **ATV**: $76.30
- **AIT**: 3.02

Monthly Revenue Performance:
- **Above Target:** March, May, June, July, October, and December
- **Below target:** January, February, April, August, September, and November.

Sales by Category:
- **Top Categories**: Clothing, Shoes, and Technology.
- **Bottom Categories**: Souvenirs, Food & Beverage, and Books.

Payment Methods Distribution:
- **Cash**: 44.4%
- **Credit Card**: 35.5%
- **Debit Card**: 20%

*Notes

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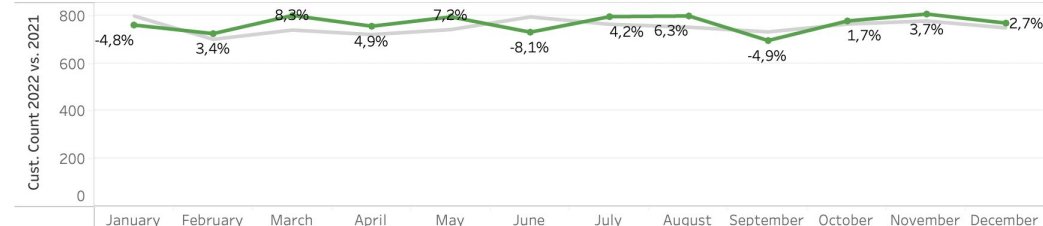
Analysis & Insights

CUSTOMER INSIGHTS DASHBOARD

Total Customers
9 202
Last Year: 9 026 ↗ 1,9%

AVG Age
43,5 yrs

Customer % Change

-4,8% 3,4% 8,3% 4,9% 7,2% -8,1% 4,2% 6,3% -4,9% 1,7% 3,7% 2,7%

Gender Distribution

Male 40,2%
Female 59,8%

Age Distribution

9,9% 13,5% 19,2% 19,1% 19,2% 19,1%

Age
18-24
25-34
35-44
45-54
55-64
65+

AVG Sales per Age & Gender

Age	Female	Male
18-24	$79,8	$69,9
25-34	$70,3	$87,7
35-44	$78,2	$74,6
45-54	$72,7	$74,1
55-64	$82,9	$81,5
65+	$66,8	$72,1
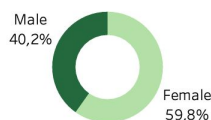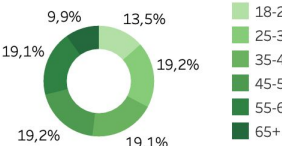
Category Sales per Gender

	Female	Male
Clothing	$180 200 -8,9% ↘	$132 443 10,8% ↗
Shoes	$111 075 4,5% ↗	$79 889 6,9% ↗
Technology	$102 155 9,4% ↗	$59 661 -16,3% ↘
Cosmetics	$11 938 14,3% ↗	$7 396 -2,2% ↘
Toys	$6 566 0,2% ↗	$4 225 -2,5% ↘
Books	$1 499 17,0% ↗	$1 097 20,3% ↗
Food & Beverage	$1 415 4,3% ↗	$880 -13,8% ↘
Souvenir	$1 187 24,5% ↗	$686 0,2% ↗

Category Quantity per Gender

	Female	Male
Clothing	5 459 -8,2% ↘	3 966 8,8% ↗
Cosmetics	2 649 12,2% ↗	1 681 -0,4% ↘
Food & Beverage	2 477 5,7% ↗	1 518 -13,8% ↘
Shoes	1 655 2,4% ↗	1 207 6,6% ↗
Toys	1 698 3,5% ↗	1 085 -1,0% ↘
Books	909 18,8% ↗	647 19,2% ↗
Technology	875 8,8% ↗	532 -12,4% ↘
Souvenir	903 20,1% ↗	522 1,4% ↗

Customer Overview:
- **Total Customers**: 9202
- **Average Age**: 43.5 years
- **Customer Percentage Change**: Stable with minor declines.

Demographic Distribution:
- **Gender Distribution**: 40.2% male vs. 59.8% female.
- **Age Distribution**: Age groups between 25-64 (19.1-19.2%), 18-24 (13.5%), and 65+ (9.9%)

Spending Behavior:
- **Average Sales by Age and Gender**: The highest average spend is in the 55-64 age bracket ($164.40). Generally, females spend more than males.
- **Category Sales by Gender**: Top categories (Clothing, Shoes, Technology)

Category Quantity by Gender:
- Top categories (Clothing, Cosmetics, Food & Beverage).

*Notes

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Recommendations

- **Enhance Female-Centric Offerings**: Female shoppers represent a significant portion of the customer base and tend to spend more. Expanding relevant stores and products, coupled with loyalty programs, can drive higher traffic and sales.

- **Engage Younger Audiences**: Youth are a growing demographic with potential for increased spending, especially in technology. Targeted events and promotions can boost their engagement and spending, addressing underperforming categories.

- **Target High-Spending Older Adults**: The 55-64 age group has the highest average spend. Offering premium and health-focused products can tap into this lucrative segment and drive higher revenue.

- **Address Monthly Sales Fluctuations**: Addressing sales dips in slower months with targeted promotions and events can help smooth out revenue fluctuations, maintaining steady sales throughout the year.

- **Promote Cashless Payments**: Encouraging cashless transactions can streamline operations, enhance customer experience, and provide better data for understanding shopping behavior and improving strategies.