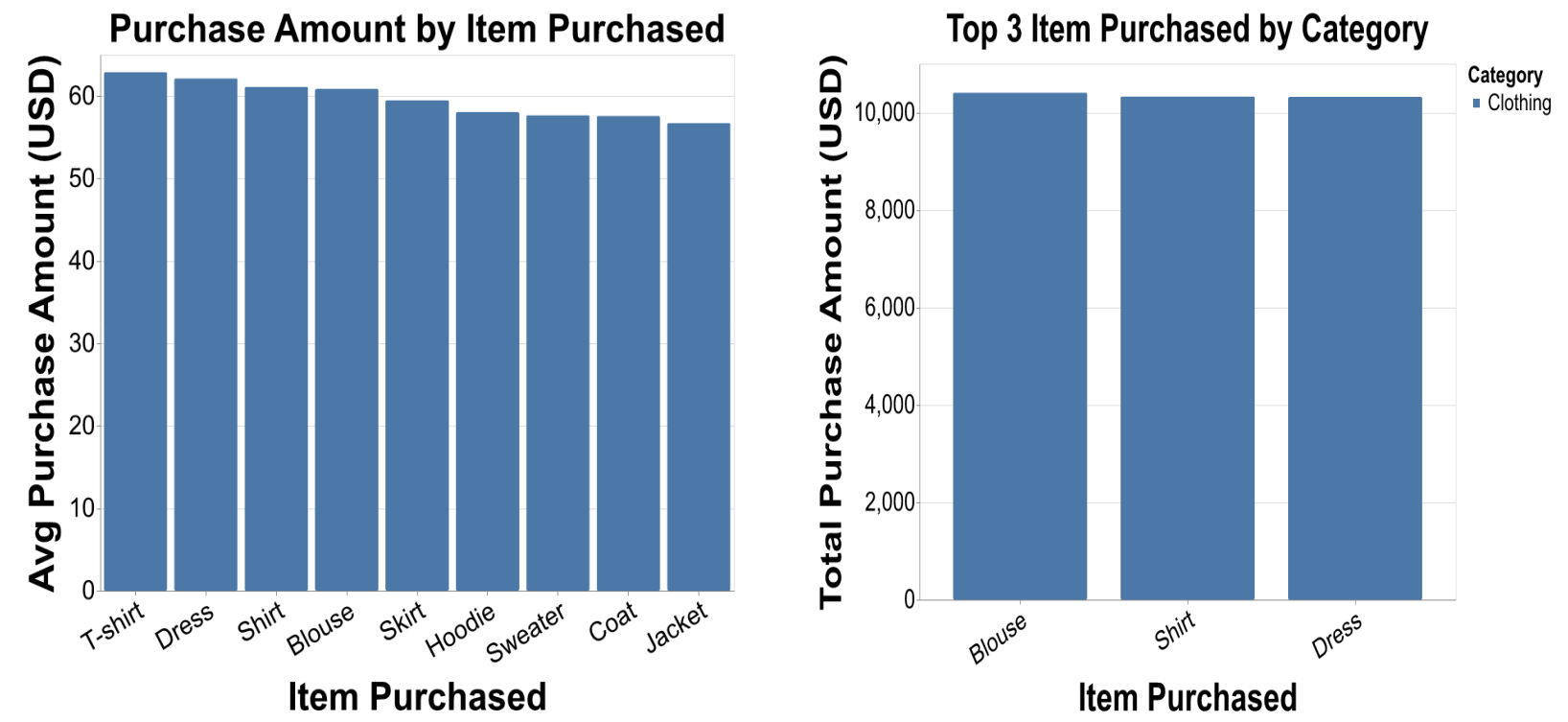


# Which Clothing Items Reveal the Biggest Gender Differences in Purchases?

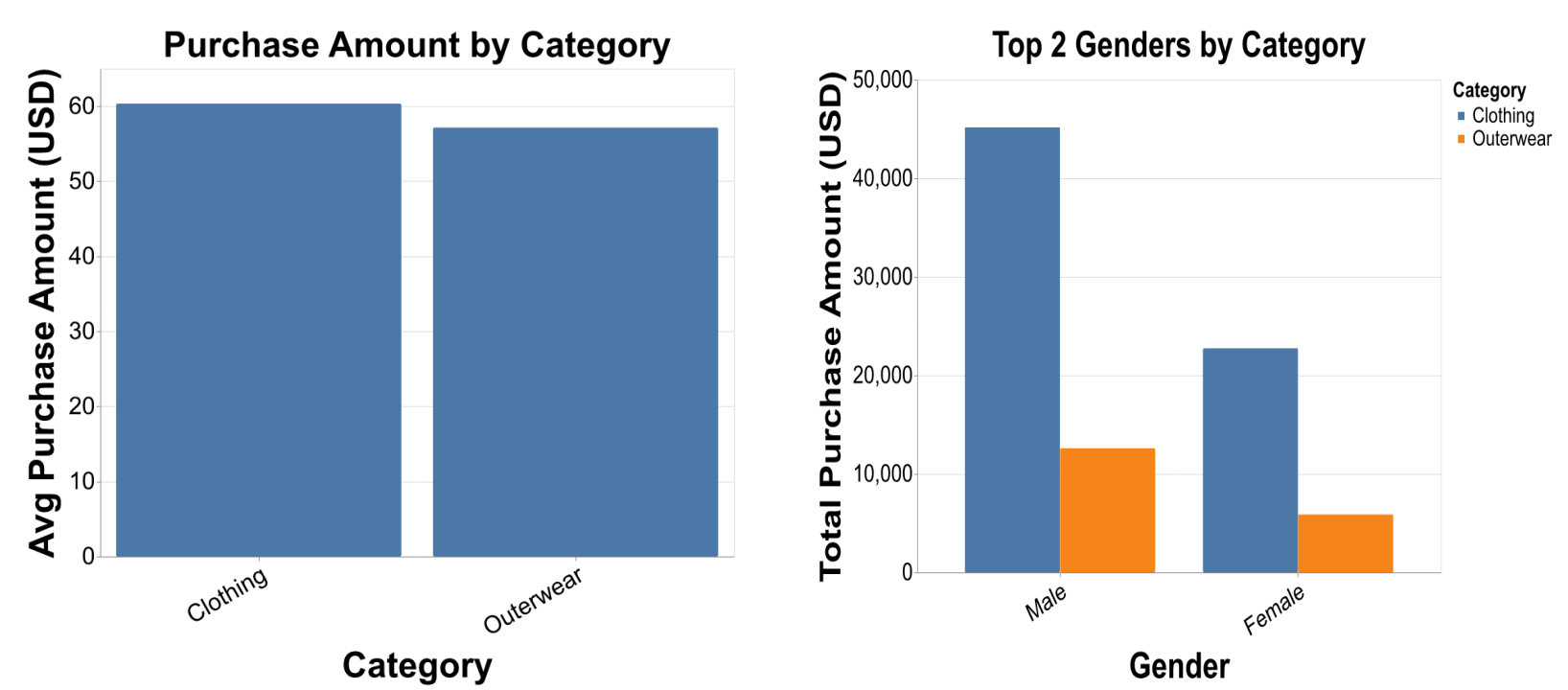
## INTRODUCTION

Clothing items like blouse, shirt, and dress have the highest total purchases. This poster analyzes purchase amounts by item, category, and gender. Data reveals gender differences in spending on specific clothing items.

**01** Item-level purchases show top items driving overall sales.



**02** Category sales vary by gender, highlighting key demographic differences.



**03** Gender preferences differ significantly between highest and lowest selling items.



## CONCLUSION

Blouse, shirt, and dress lead in total clothing purchases. Sales differ notably between male and female customers. Top-selling items show distinct gender preferences. Understanding these trends can guide targeted marketing strategies.