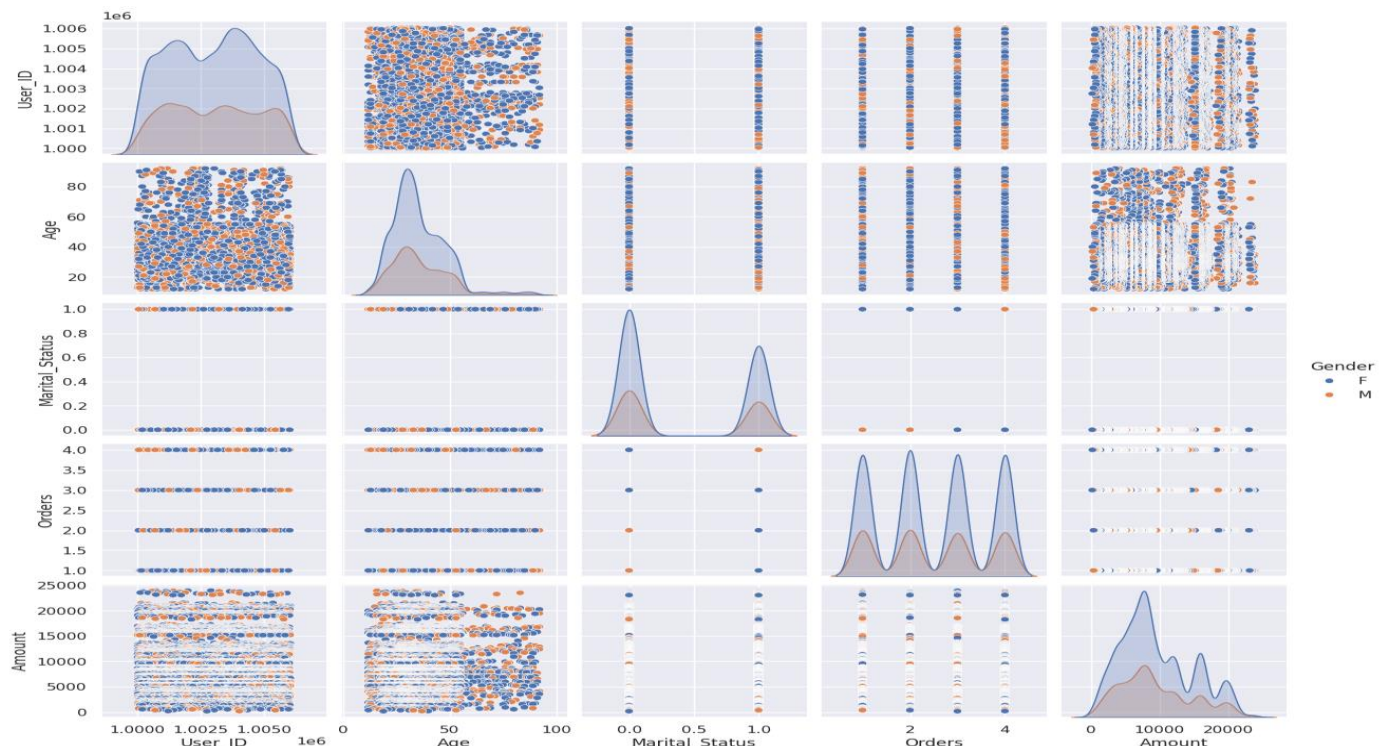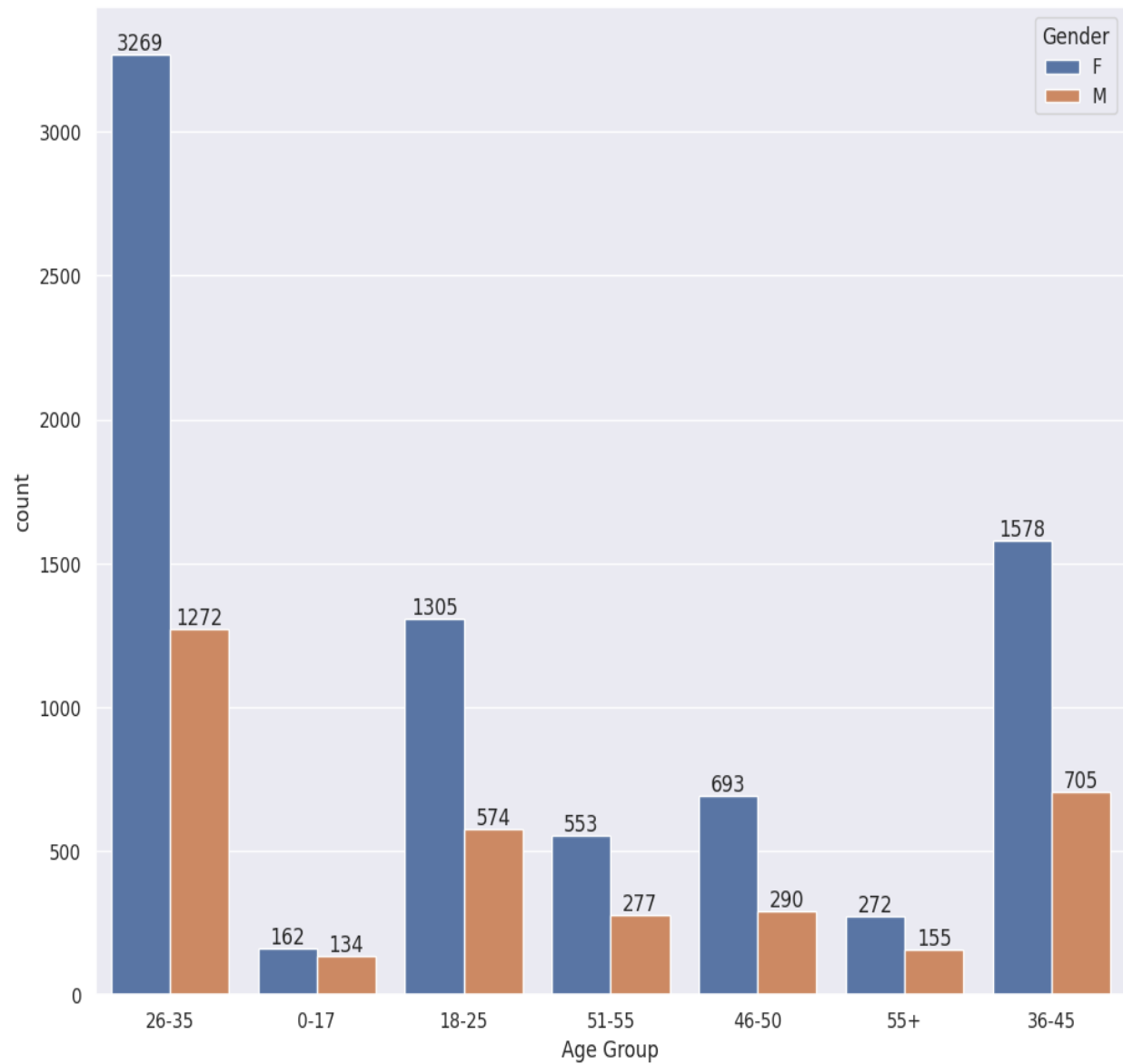# Diwali Sales Analysis Using Python

Data Analysis or sometimes referred to as exploratory data analysis (EDA) is one of the core components of data science. It is also the part on the majority of the time which makes it extremely important in the field of data science. This repository demonstrates Exploratory Data Analysis methods and techniques using Python. The purpose of the used Diwali Sales dataset has been taken from Kaggle since it is one of the ideal dataset for performing EDA and taking a step towards the most amazing and interesting field of data science. Good luck with your EDA on the used Diwali Sales dataset
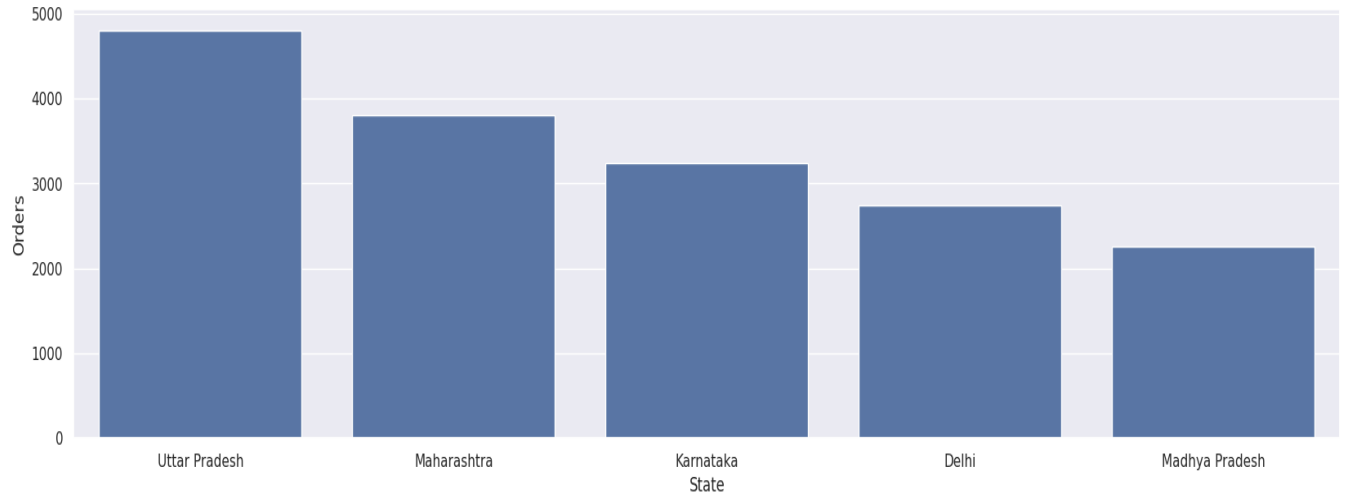
Project Description :-

- Performed Data Cleaning and Data Manipulation.
- Performed Exploratory Data Analysis (EDA) using Pandas, NumPy, Matplotlib, Seaborn Libraries.
- Improved Customer experience by identifying potential customers across different states, occupation, gender and age groups.
- Improved sales by identifying most selling product categories and products, which can help to plan inventory and hence meet the demands.
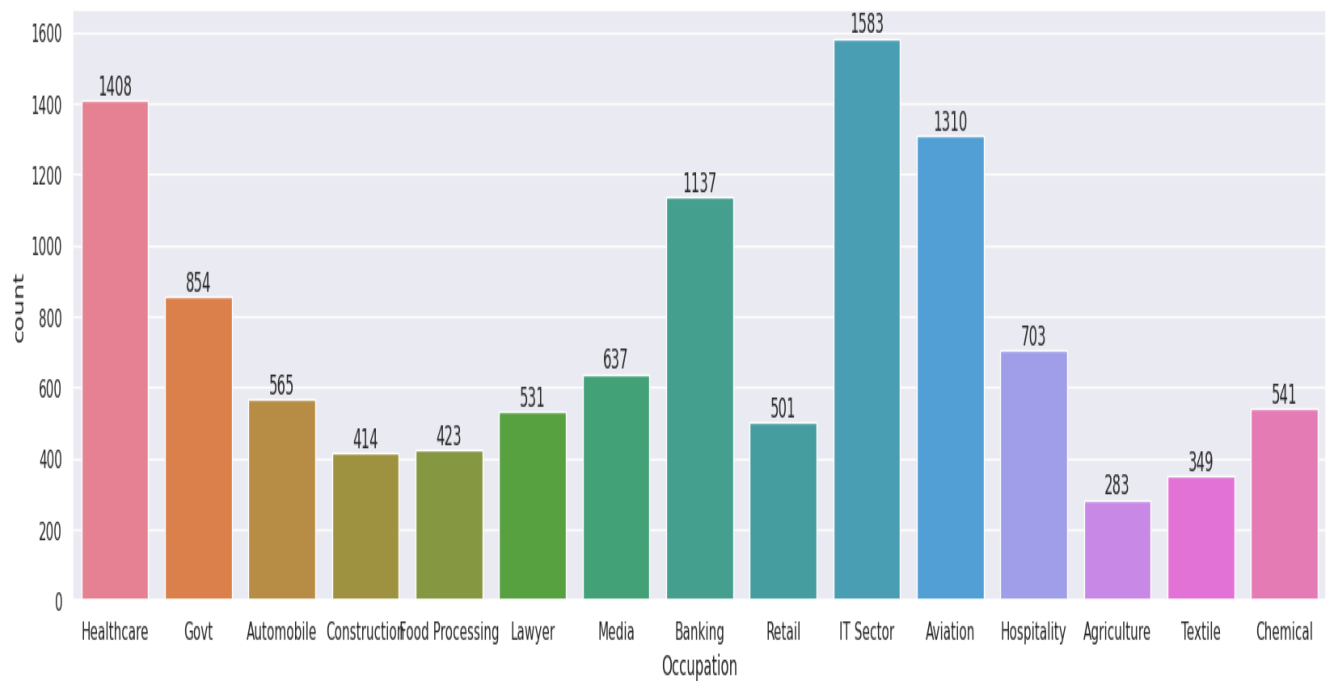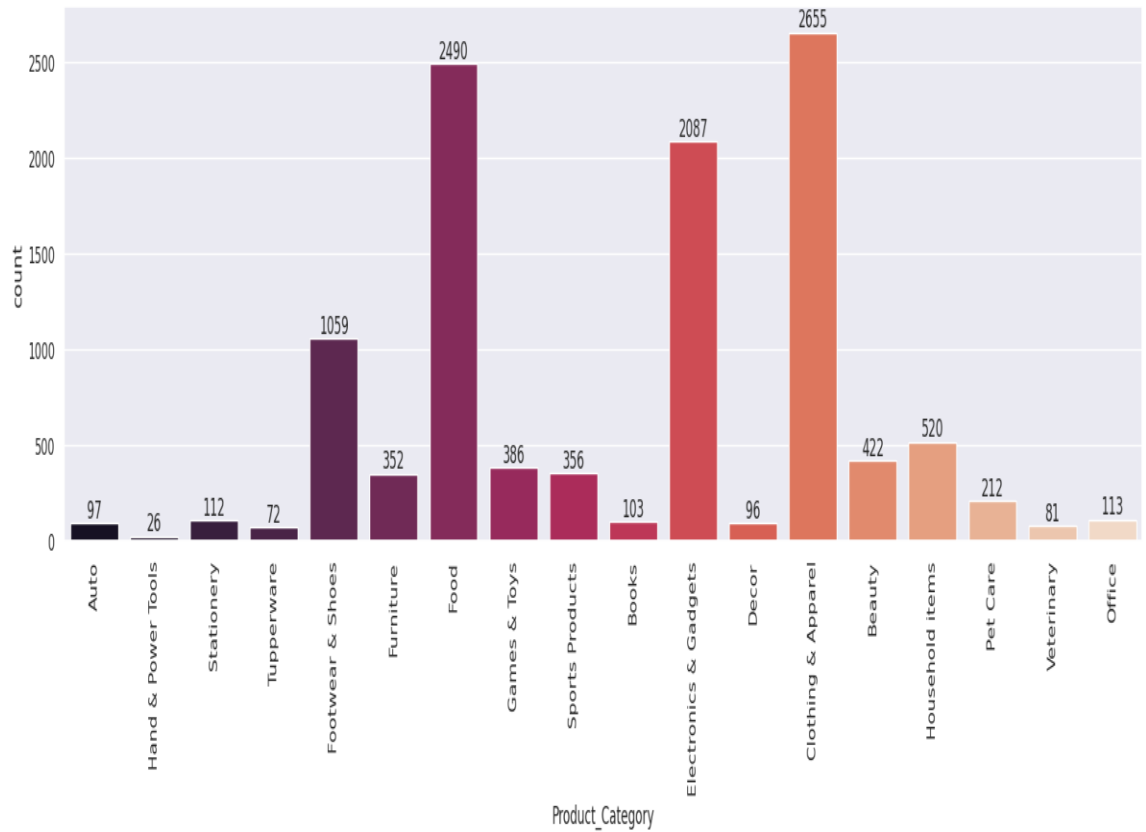
From above graphs we can see that most of the buyers are of age group between 26-35 yrs female

From above graphs we can see that most of the orders & total sales/amount are from Uttar Pradesh, Maharashtra and Karnataka

Healthcare and Aviation are more likely to buy products from Food,

Married women age group 26-35 yrs from UP, Buying product Clothing and Electronics category