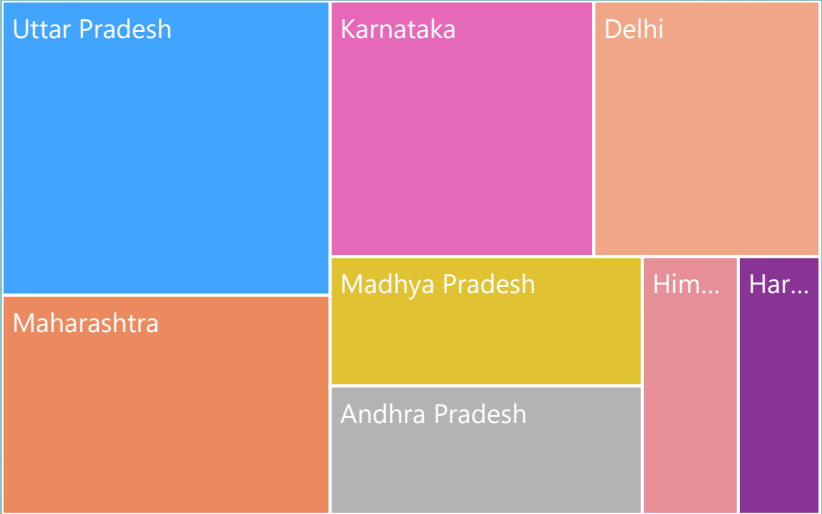# Diwali Sales Analysis

2351
Number of Products
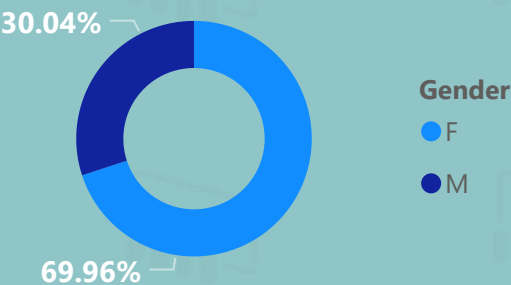
106M
Total Sales

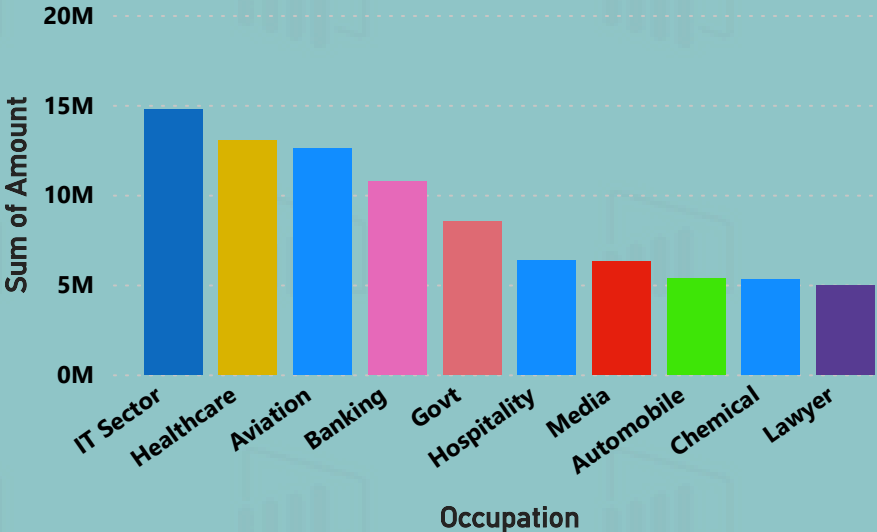**3755**
Customers

Top 8 State By Amount

- Uttar Pradesh
- Karnataka
- Delhi
- Maharashtra
- Madhya Pradesh
- Him...
- Har...
- Andhra Pradesh

Total Purchase by Gender

30.04%

69.96%

Gender
- F
- M

Top 10 Purchase Per Occupation

Sum of Amount (20M, 15M, 10M, 5M, 0M)

Occupation: IT Sector, Healthcare, Aviation, Banking, Govt, Hospitality, Media, Automobile, Chemical, Lawyer

Sales by Marital Status

Gender ● F ● M

Sum of Amount (40M, 20M, 0M)

Marital_Status: 0, 1, 1
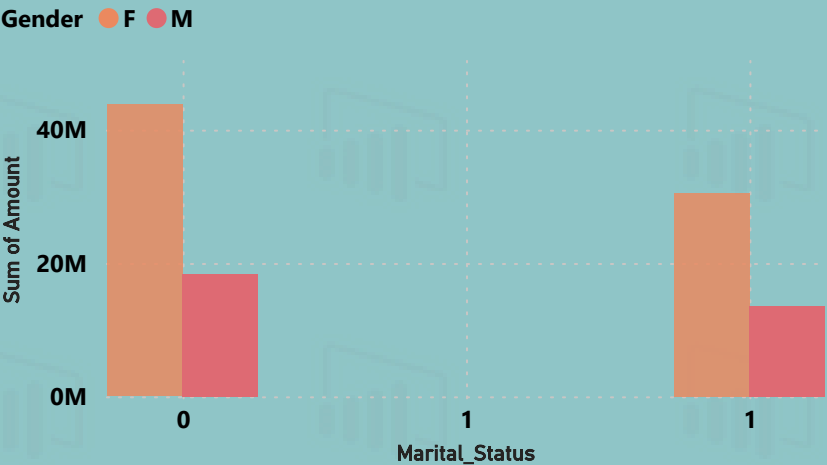
Sum of Amount by Product Category

Product_Category:
- Food
- Clothing & ...
- Electronics ...
- Footwear ...
- Furniture
- Games & T...
- Sports Pro...
- Beauty

Sum of Amount (0M, 20M, 40M)
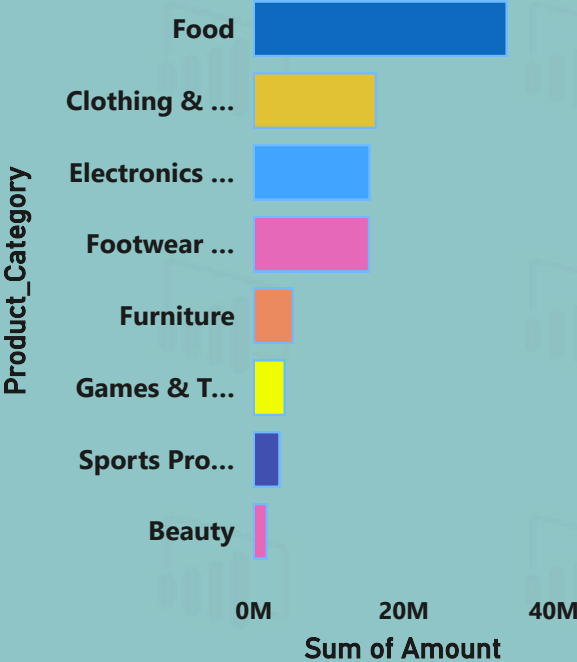
Amount By Gender and Age Group

Gender ● F ● M

Sum of Amount (30M, 20M, 10M, 0M)

Age Group: 26-35, 36-45, 18-25, 46-50, 51-55, 55+, 0-17

Dashboard
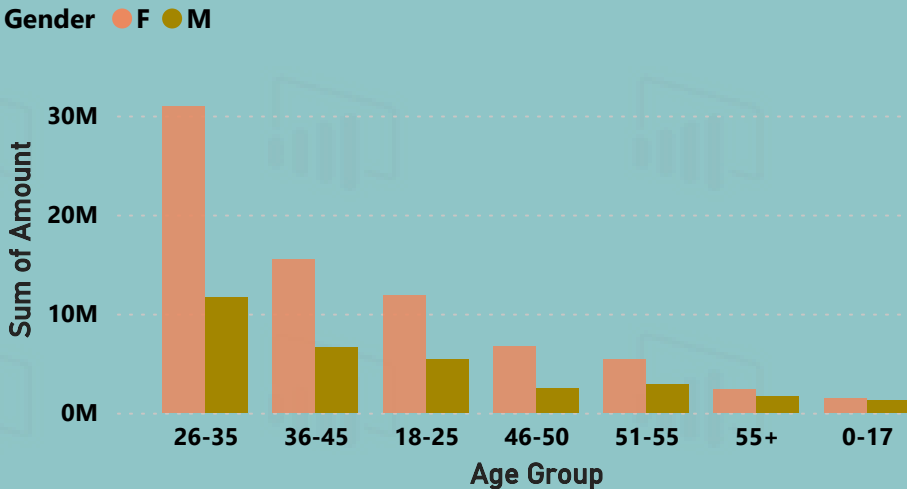
35 — Average Age

18 — Unique Products

28K — Total Orders

15 — Occupation

State: All

Total Orders by State

States (descending): Uttar Pradesh, Maharashtra, Karnataka, Delhi, Madhya Prad..., Andhra Prad..., Himachal Pra..., Kerala
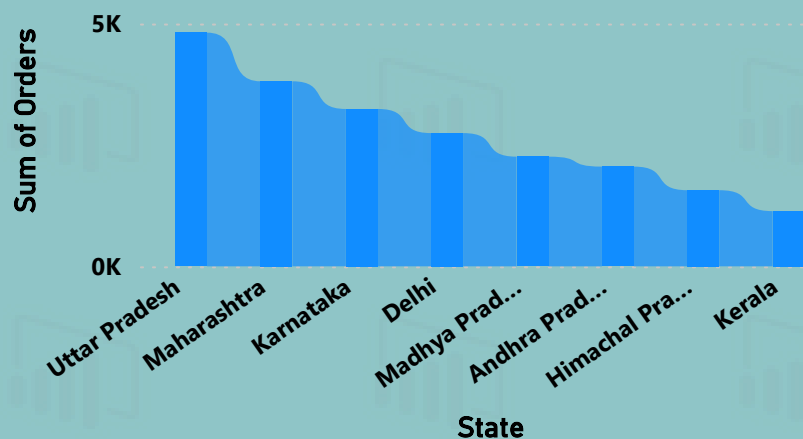
User_ID	Total Orders	Total Amount	Total Purchase Count
1001680	58	281,034.00	24
1001941	52	239,147.00	22
1003476	57	220,435.00	19
1002665	50	201,104.00	19
1003808	55	197,660.00	23
1004425	48	194,343.00	20
1003618	39	189,921.00	16
Total	**359**	**1,523,644.00**	**143**

Total Purchase by Age Group

Age Group: 26-35, 36-45, 18-25, 46-50, 51-55, 55+, 0-17
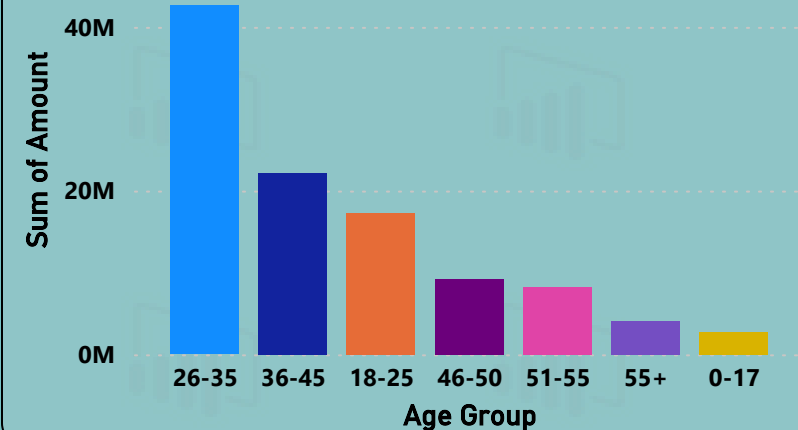
Sum of Amount by Marital_Status
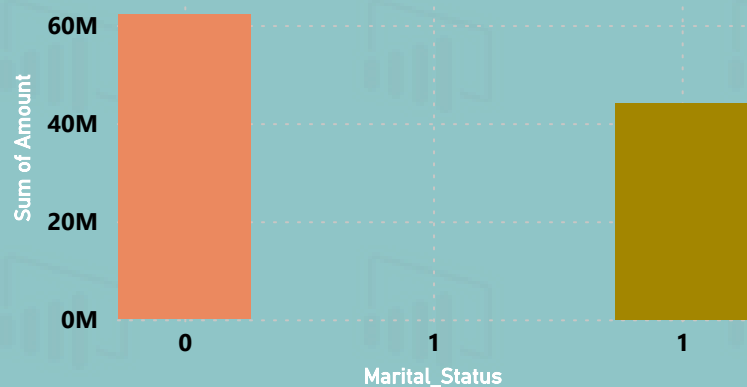
Total Orders by Product_Category

28.8%, 26.5%, 22.7%, 11.5%, 5.8%, 4.7%

Most Purchased Item

● Orders ● Sum of Amount

Product_ID: P00265..., P00110..., P00237..., P00184..., P00025..., P00114..., P00117..., P00145...
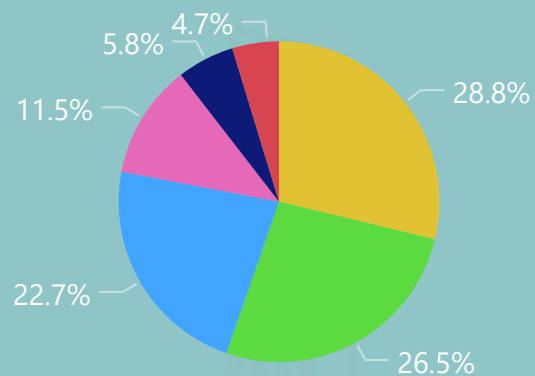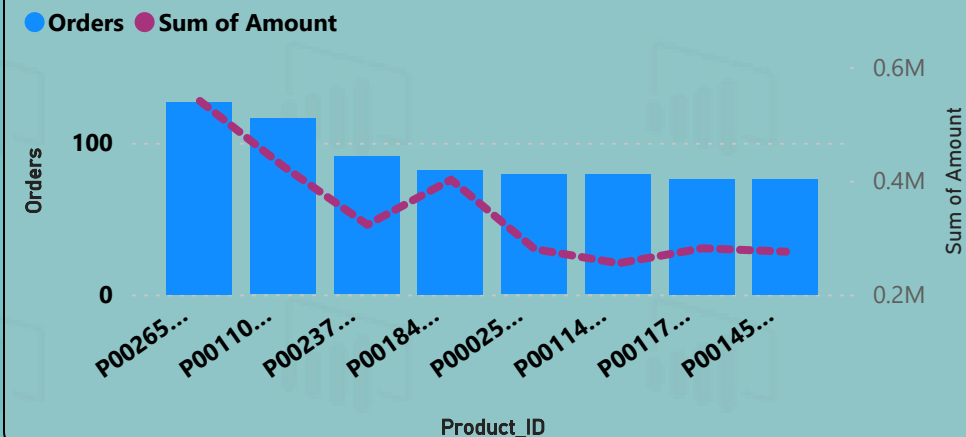
Diwali Sales Dashboard

Unique Products
2351

Unique Customers
3755
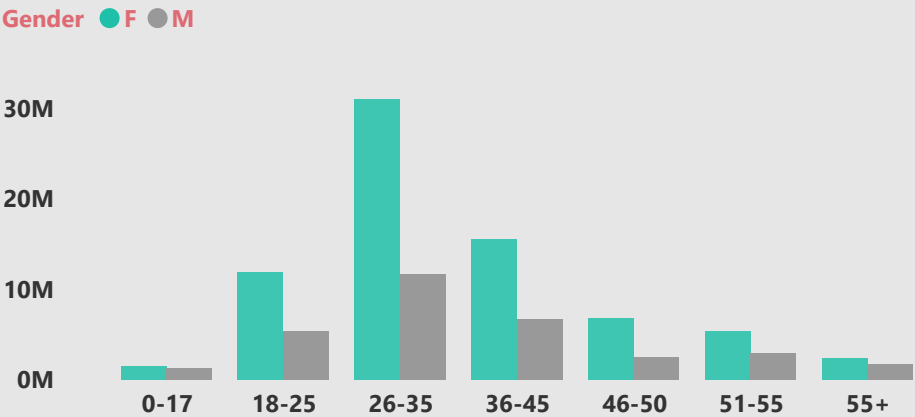
Total Sales
$106M
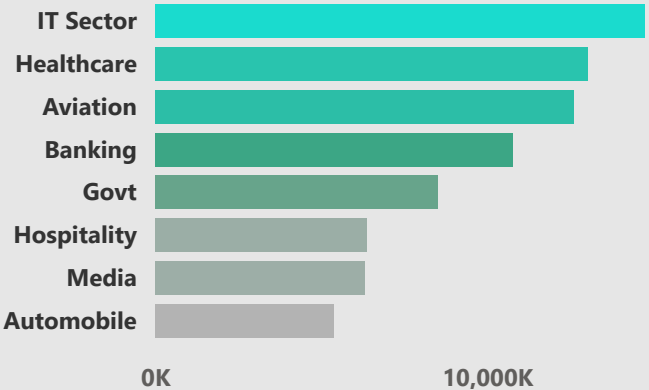
Male 30%
3409

Female 70%
7842

Product Category
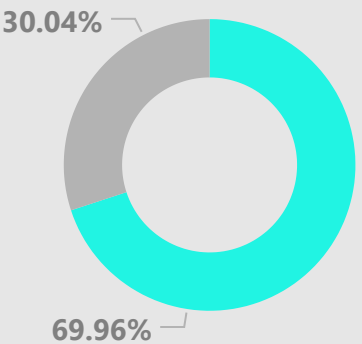
- Food
- Clothing & Apparel
- Electronics & Gadgets
- Footwear & Shoes
- Furniture
- Games & Toys
- Sports Products
- Beauty

0K | 20,000K | 40,000K

Total Purchase by Gender

30.04%

69.96%

Total Purchase by Age Group

Gender ● F ● M

30M
20M
10M
0M

0-17 | 18-25 | 26-35 | 36-45 | 46-50 | 51-55 | 55+

Customer's Occupation

- IT Sector
- Healthcare
- Aviation
- Banking
- Govt
- Hospitality
- Media
- Automobile

0K | 10,000K

Sales by Marital Status

40M — 44M
20M — 18M
0M

0 | 1 | 1

31M
14M
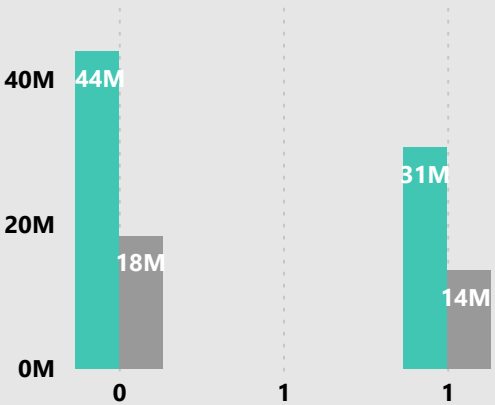
Esteemed Buyers
The Top 5 Customers

5

- Vishakha
- Sudevi
- Vasudev
- Neola
- Alejandro

0K | 200K | 400K