



# Diwali Sales Data Analysis

Uncovering customer purchasing behavior, sales trends, and key factors driving festive season performance — to power smarter, data-driven marketing strategies.

# Problem Statement & Objectives

Analyze Diwali sales data to identify purchasing behavior, sales trends, and key contributing factors — enabling businesses to improve festive season marketing strategies.



## Data Cleaning

Preprocessing for accurate analysis



## Demographics

Analyze customer profiles



## High-Value Segments

Identify top customer groups



## Top Performers

States & product categories



## Business Insights

Actionable recommendations

# Dataset Overview



The dataset contains customer purchase information during Diwali festival sales, including:

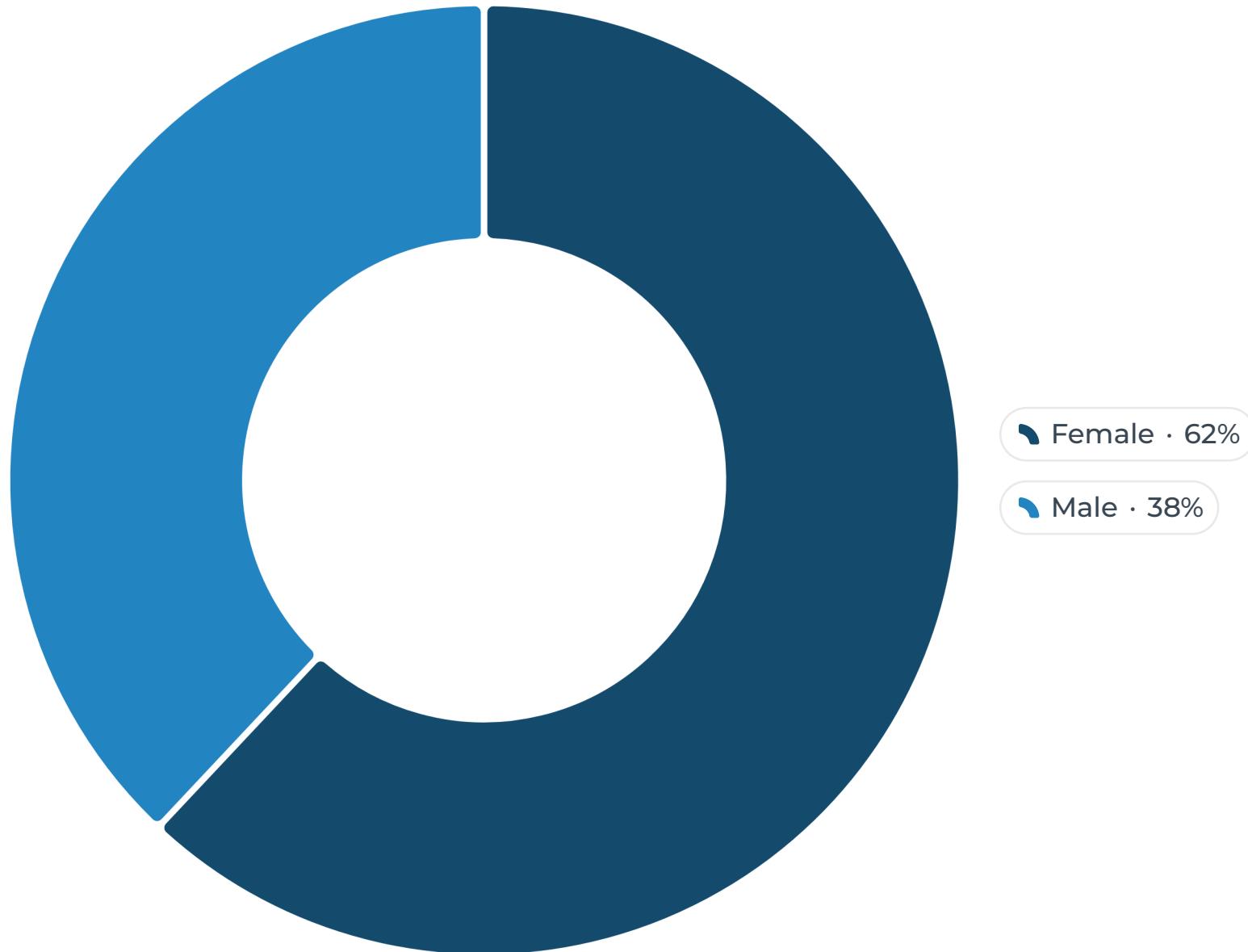
- Gender & Age Group
- State & Marital Status
- Occupation
- Product Category
- Orders & Purchase Amount

CHAPTER 2

# Key Findings

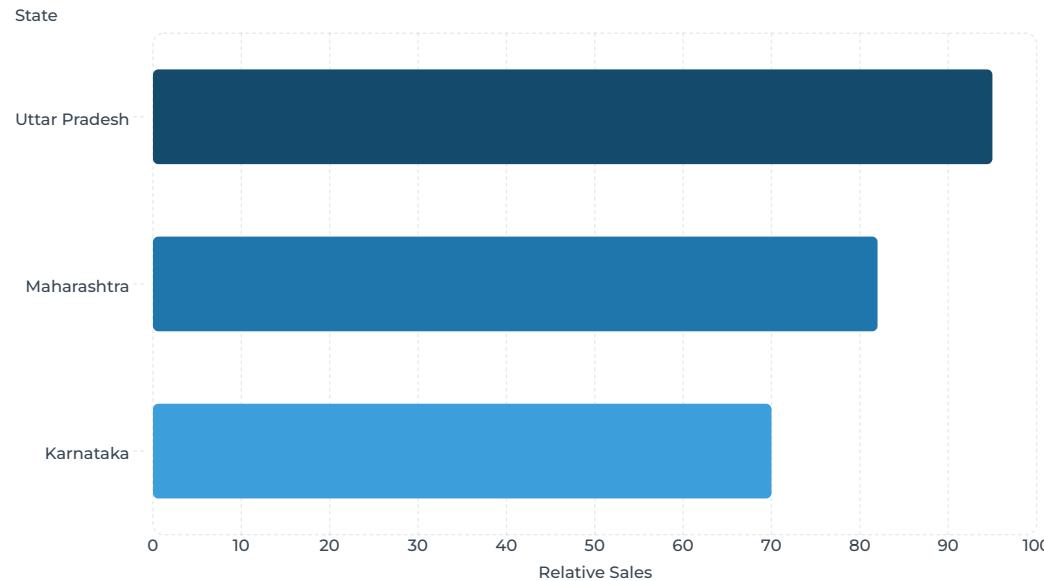


# Gender & Age Insights



**Females contributed more to total sales** compared to males. The **26–35 age group** generated the highest revenue, and **married women** emerged as the most valuable customer segment overall.

# Top Performing States



## Regional Dominance

**Uttar Pradesh, Maharashtra, and Karnataka** led in sales performance. These states represent the highest concentration of Diwali purchasing activity and should be priority markets for festive campaigns.

# Top Occupations & Product Categories



## IT Professionals

Leading contributor to Diwali purchases



## Healthcare Workers

High-spending segment during festive season



## Aviation Sector

Significant purchasing power in sales data



Clothing

Top-selling category



Electronics

Second highest category

# Business Recommendations

## 1 Target Females Aged 26–35

Focus marketing campaigns on this highest-revenue demographic.

## 2 Special Offers for Married Women

Create personalized festive deals for the most valuable customer segment.

## 3 Boost Inventory in Top Categories

Increase stock in Clothing and Electronics ahead of festive season.

## 4 Prioritize Top States

Concentrate marketing spend in UP, Maharashtra, and Karnataka.

## 5 Engage Working Professionals

Provide personalized offers for IT, Healthcare, and Aviation professionals.



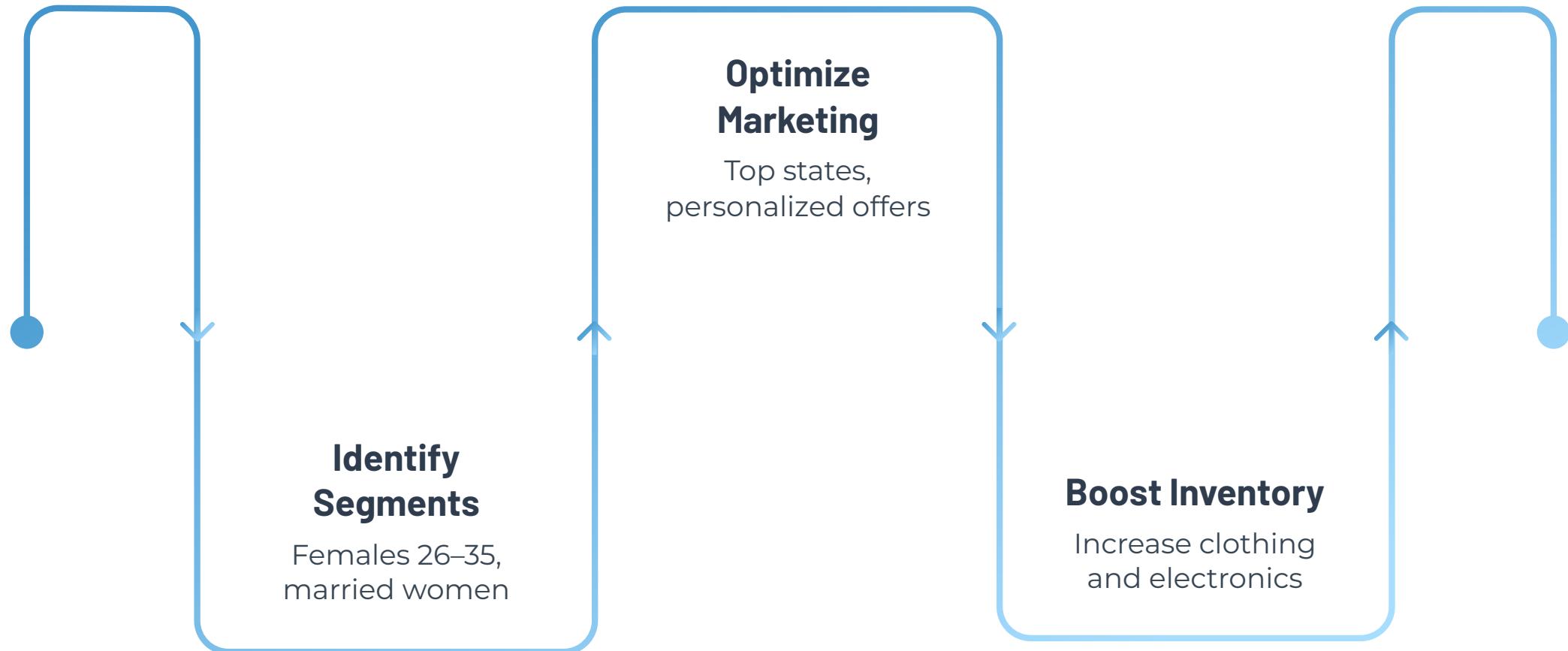
# The Ideal Diwali Customer

- **Primary contributor:** Married women aged 26–35, working in professional sectors like IT, Healthcare, and Aviation — purchasing Clothing and Electronics from top-performing states.

Businesses can **maximize revenue** by targeting these customer segments and optimizing marketing strategies accordingly.

# Thank You

Maximize Diwali revenue with data-driven decisions.



By aligning marketing, inventory, and targeting strategies with these insights, businesses are positioned to capture maximum festive season value.