# PROJECT REPORT

EDA on Diwali Sales Dataset

Objective: The goal of this minor project is to perform an in-depth Exploratory Data Analysis (EDA) on a Diwali Sales dataset to gain insights into consumer behavior, product performance, and regional sales trends.

Tools and Libraries Used: Python(Jupyter Notebook or Google Colab), Pandas, Numpy, Matplotlib and Seaborn

Key Visualizations:
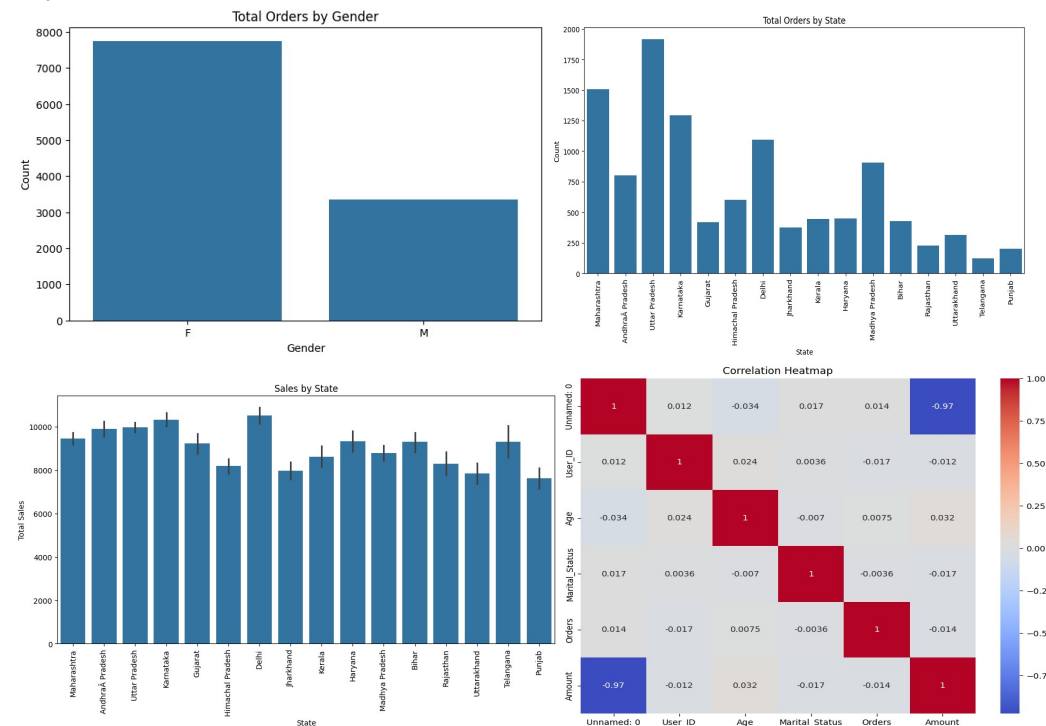
Summary of Insights:

· Most purchases are made by customers aged 26–35.

· Married males from Tier 1 cities contribute the most to sales.

· Electronics and clothing are top-selling categories.

· Higher purchase values are concentrated in metros.

Challenges Faced and Solutions:

· Missing values: Handled using dropna() and fillna() methods.

· Data types: Converted columns like Amount to numeric.

· Categorical encoding: Label encoded certain fields when needed for analysis.