Diwali Sales 🛍️ Analysis

Total Orders
23K

Total Sales
88.26M

PreviousDay Sales
--

Next Day Sales
17.62M

No. of Customers
9309

Date

10/11/2022 📅   10/15/2022 📅

Gender
☐ Female
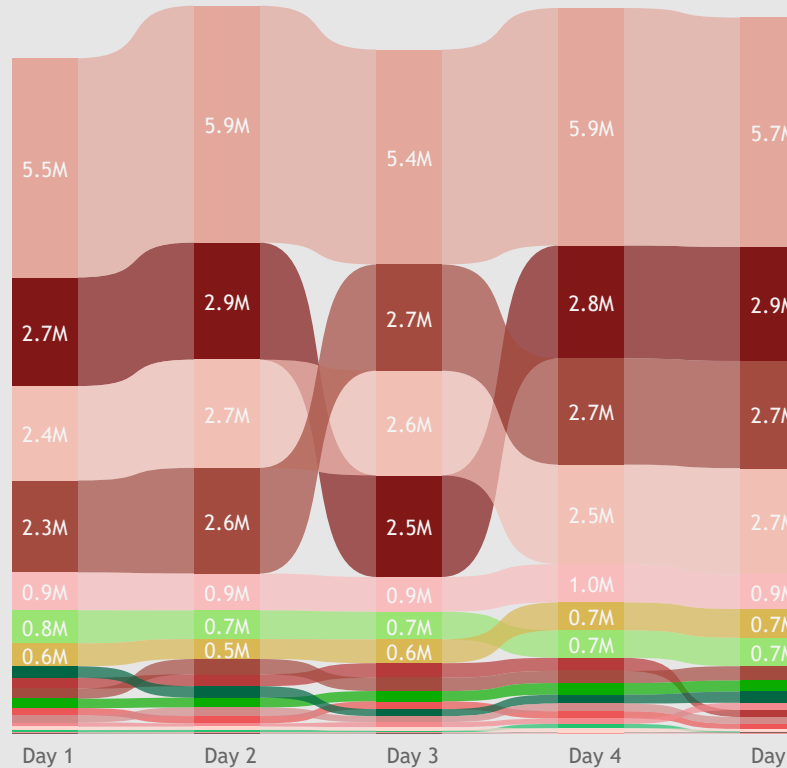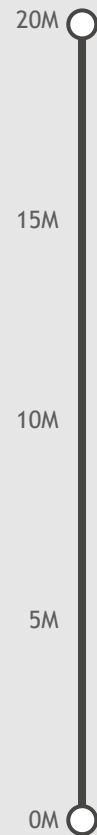☐ Male

Parameter
◉ Total Sales
○ Total Orders
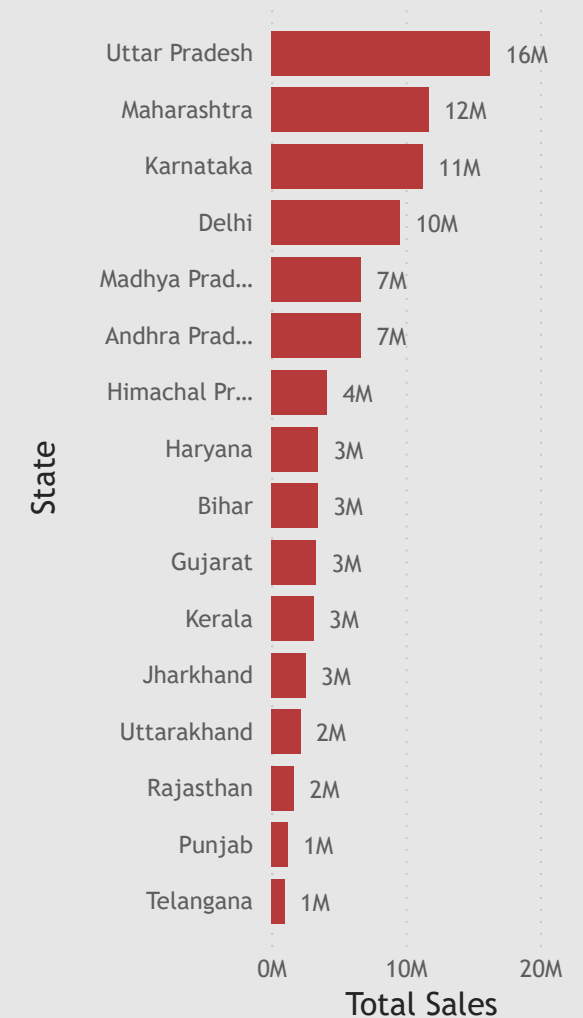○ Number of Customers

High Performing Categories

Product_Category
- 🔴 Auto
- 🔴 Beauty
- 🔴 Books
- 🔴 Clothing & Apparel
- 🔴 Decor
- 🔴 Electronics & Gadgets
- 🔴 Food
- 🔴 Footwear & Shoes
- 🔴 Furniture
- 🟢 Games & Toys
- 🟢 Hand & Power Tools
- 🟢 Household items
- ⚫ Office
- 🔴 Pet Care
- 🟡 Sports Products
- 🟢 Stationery

	Day 1	Day 2	Day 3	Day 4	Day 5
	5.5M	5.9M	5.4M	5.9M	5.7M
	2.7M	2.9M	2.7M	2.8M	2.9M
	2.4M	2.7M	2.6M	2.7M	2.7M
	2.3M	2.6M	2.5M	2.5M	2.7M
	0.9M	0.9M	0.9M	1.0M	0.9M
	0.8M	0.7M	0.7M	0.7M	0.7M
	0.6M	0.5M	0.6M	0.7M	0.7M

Total Sales
by State

State	Total Sales
Uttar Pradesh	16M
Maharashtra	12M
Karnataka	11M
Delhi	10M
Madhya Prad...	7M
Andhra Prad...	7M
Himachal Pr...	4M
Haryana	3M
Bihar	3M
Gujarat	3M
Kerala	3M
Jharkhand	3M
Uttarakhand	2M
Rajasthan	2M
Punjab	1M
Telangana	1M

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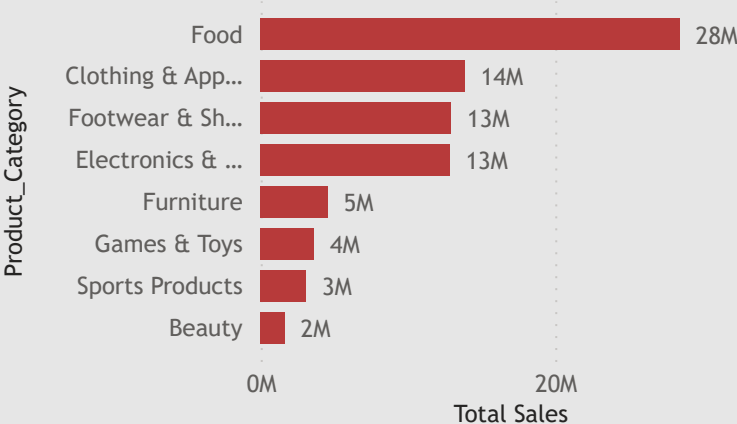
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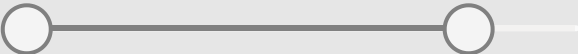
Andhra Pradesh	7.55%	Southern
State	Sales Contribution %	Zone
Bihar	3.90%	Eastern
State	Sales Contribution %	Zone

Total Sales by Product_Category

Product_Category	Total Sales
Food	28M
Clothing & App...	14M
Footwear & Sh...	13M
Electronics & ...	13M
Furniture	5M
Games & Toys	4M
Sports Products	3M
Beauty	2M

0M　　20M
Total Sales

Total Sales of States by Age Group

State	0-17	18-25	26-35	36-45	46-50	51-55	55+
Andhra Pradesh	155.01K	1,184.69K	2,676.12K	1,374.72K	469.23K	531.03K	273.45K
Bihar	117.23K	519.23K	1,343.14K	737.84K	350.99K	277.15K	93.59K
Delhi	111.46K	1,153.94K	4,037.98K	2,526.33K	941.58K	588.26K	204.81K
Gujarat	93.36K	475.91K	1,311.52K	649.24K	207.01K	403.16K	190.91K
Haryana	44.53K	674.72K	1,337.43K	607.25K	358.39K	316.62K	128.49K
Himachal Pradesh	113.21K	669.71K	1,676.00K	838.20K	254.35K	411.80K	176.55K
Jharkhand	93.66K	401.37K	1,053.24K	475.70K	249.70K	191.67K	67.83K
Karnataka	169.97K	1,486.00K	4,672.48K	2,551.12K	1,230.98K	805.97K	341.70K
Kerala	148.77K	607.85K	1,363.46K	522.49K	209.38K	90.89K	195.32K
Total	2,286.78K	14,242.90K	35,328.21K	18,168.33K	7,755.09K	6,977.64K	3,499.67K

Diwali Sales Analysis 🛍️

Total Orders
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Total Sales
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PreviousDay Sales
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17.62M

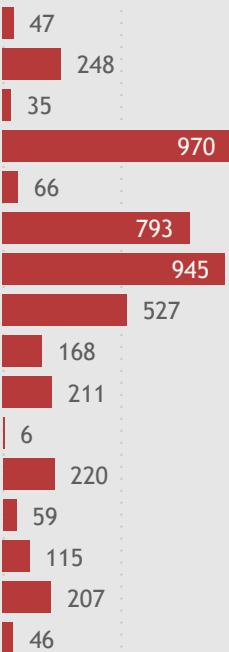**No. of Customers**
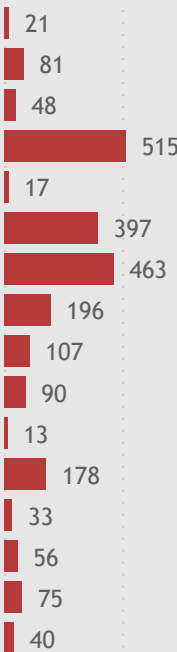9309

Date

10/11/2022   10/15/2022

Gender
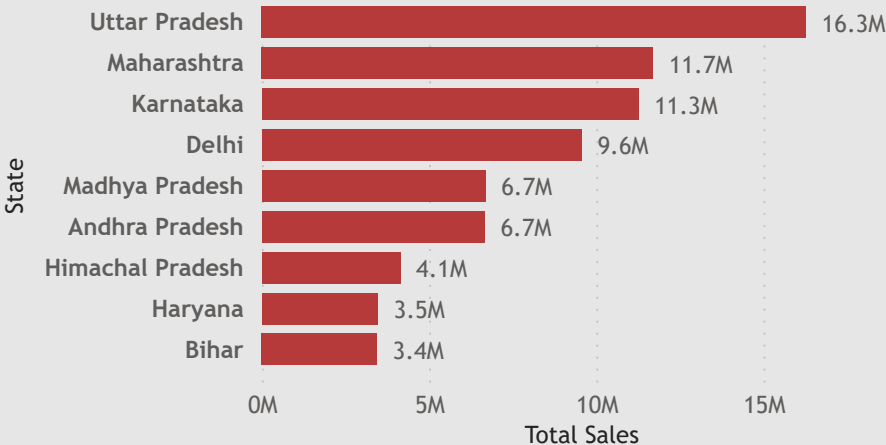- ☐ Female
- ☐ Male

Number of Products under each Category

Female

Products	Category
47	Auto
248	Beauty
35	Books
970	Clothing & Apparel
66	Decor
793	Electronics & Gadgets
945	Food
527	Footwear & Shoes
168	Furniture
211	Games & Toys
6	Hand & Power Tools
220	Household items
59	Office
115	Pet Care
207	Sports Products
46	Stationery

Male

Products	Category
21	Auto
81	Beauty
48	Books
515	Clothing & Apparel
17	Decor
397	Electronics & Gadgets
463	Food
196	Footwear & Shoes
107	Furniture
90	Games & Toys
13	Hand & Power Tools
178	Household items
33	Office
56	Pet Care
75	Sports Products
40	Stationery

Finding the Favorite Product

Product_ID	Product_Category	Total Sales	Sales Contribution %
P00265242	Food	209,915.00	0.24%
P00216342	Food	131,243.00	0.15%
P00270942	Food	121,102.00	0.14%
P00110942	Food	117,417.00	0.13%
P00073842	Food	117,225.00	0.13%
P00112142	Food	116,574.00	0.13%
Total		88,258,620.98	100.00%

Total Sales by State

State	Total Sales
Uttar Pradesh	16.3M
Maharashtra	11.7M
Karnataka	11.3M
Delhi	9.6M
Madhya Pradesh	6.7M
Andhra Pradesh	6.7M
Himachal Pradesh	4.1M
Haryana	3.5M
Bihar	3.4M

--Click on State to find the favorite Category and Products of a Particular State
----Select Category to find the top performing state and the products

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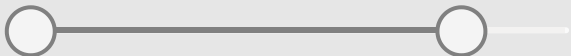**PreviousDay Sales**
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Next Day Sales
17.62M

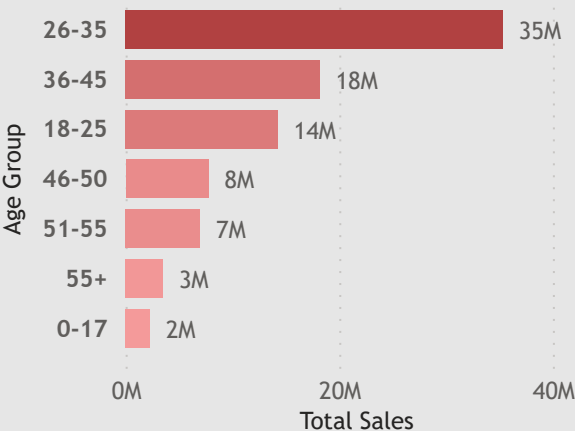**No. of Customers**
9309

Date

10/11/2022 📅   10/15/2022 📅

Gender ⌄
☐ Female
☐ Male

Minimum Age
12

Maximum Age
92

Total Sales by Age_Group

Age Group	Total Sales
26-35	35M
36-45	18M
18-25	14M
46-50	8M
51-55	7M
55+	3M
0-17	2M

This tree map shows information about top 50 high-value customers.,

More than half of the high-value customers are from Andhra Pradesh

Filter the Customer info and the states with Age group -- UP, Maharashtra has the most elderly and the youngest customers.

Top 50 High-value Customers

Andhra Pradesh: 2, 16, 10, 18, 27, 28, 29, 30, 34, 12, 20, 39, 44, 45, 46, 13, 22, 42, 48, 14, 25, 43, 49, 50

Uttar Pradesh: 3, 7, 23, 41

Karnataka: 4, 24, 55

Himach...: 6, 38

Mahara...: 33, 60

Kerala: 40, 68

Delhi: 36, 52, 54, 58, 47, 53, 57, 63, 65, 66

Gujarat: 5, 47

Jharkha...: 35

Haryana: 51