

Executive Summary: Diwali Sales Analysis

This analysis explores customer purchasing behavior during the Diwali festival, based on a retail dataset. The primary goal was to identify the most valuable customer segments and understand sales trends to inform marketing and sales strategies.

Key Insights:

- **Gender-Based Trends:**
 - A higher number of female customers were observed.
 - Females contributed more to the total purchase amount than males, indicating stronger purchasing power.
- **Age Group Analysis:**
 - The **26–35 age group** showed the highest buying activity, particularly among **females**, making them a key target demographic for Diwali campaigns.
- **Geographical Trends:**
 - The **top contributing states** in terms of orders and revenue were **Uttar Pradesh, Maharashtra, and Karnataka**.
 - These states should be a focus for region-specific promotions and inventory planning.
- **Marital Status Insights:**
 - **Married women** formed the bulk of the customer base and also showed higher spending behavior, making them an influential segment.
- **Occupation-Based Observations:**
 - Customers working in **IT, Healthcare, and Aviation** sectors made the highest number of purchases.
 - These sectors may reflect higher disposable income or more targeted festive spending.
- **Visualizations:**

The analysis was supported by well-crafted bar charts and graphs illustrating:

- Gender vs Total Amount
- Age Group vs Total Sales
- Top 10 States by Orders and Revenue
- Marital Status vs Sales
- Occupation vs Sales