

Diwali Sales Analysis

Data Description:

User_ID: Unique identifier for each user.

Cust_name: Name of the customer.

Product_ID: Unique identifier for each product.

Gender: Gender of the customer. (F for Female, M for Male)

Age Group: Age group of the customer, categorized as 0-17, 18-25, 26-35, 36-45, 46-50, 51-55, 55+.

Age: Exact age of the customer.

Shaadi (Marital_Status): Marital status of the customer. (0 for single, 1 for married)

State: State where the customer is located.

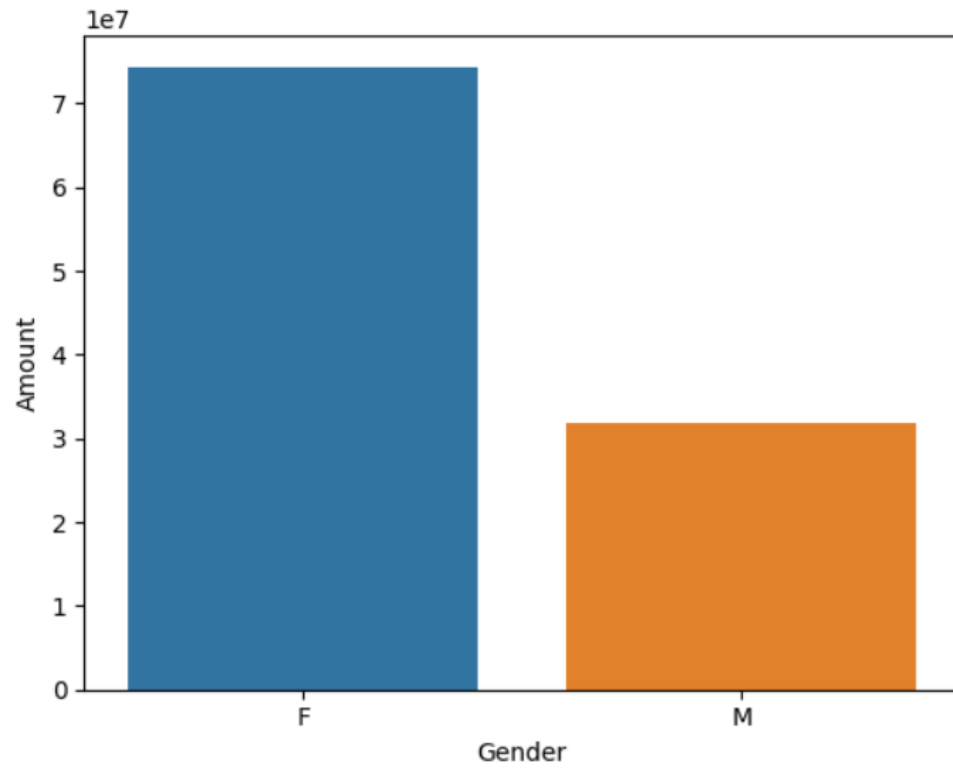
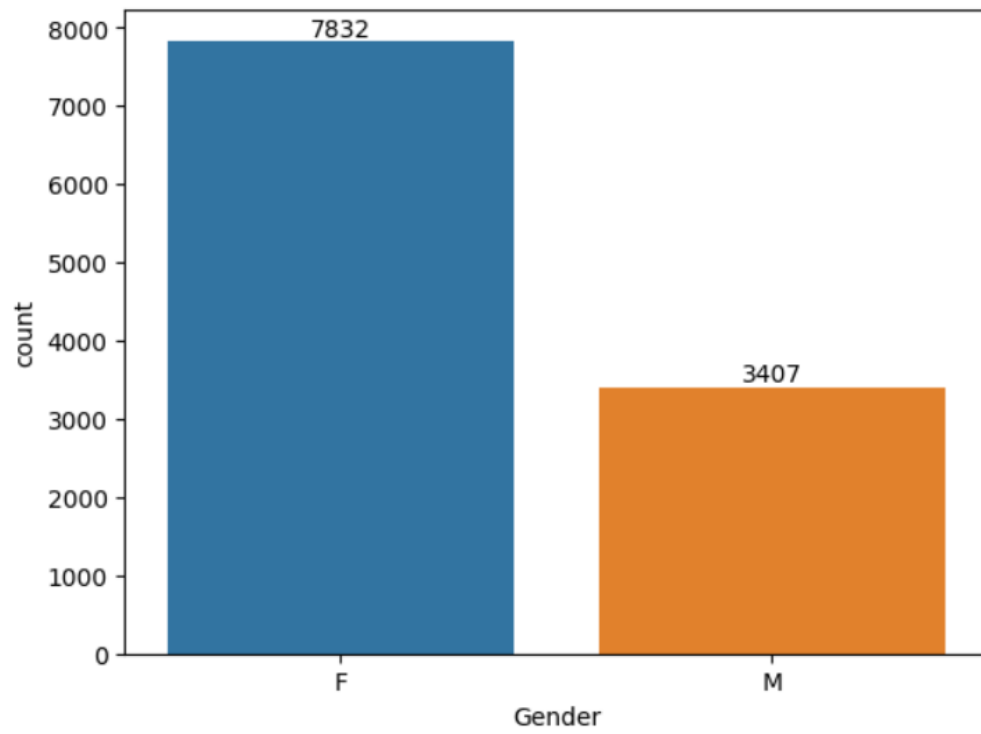
Zone: Zone where the customer is located (e.g., Northern, Southern, Western, Central).

Occupation: Occupation of the customer.

Product_Category: Category of the product purchased (e.g., Electronics, Clothing, Food).

Orders: Number of orders placed by the customer.

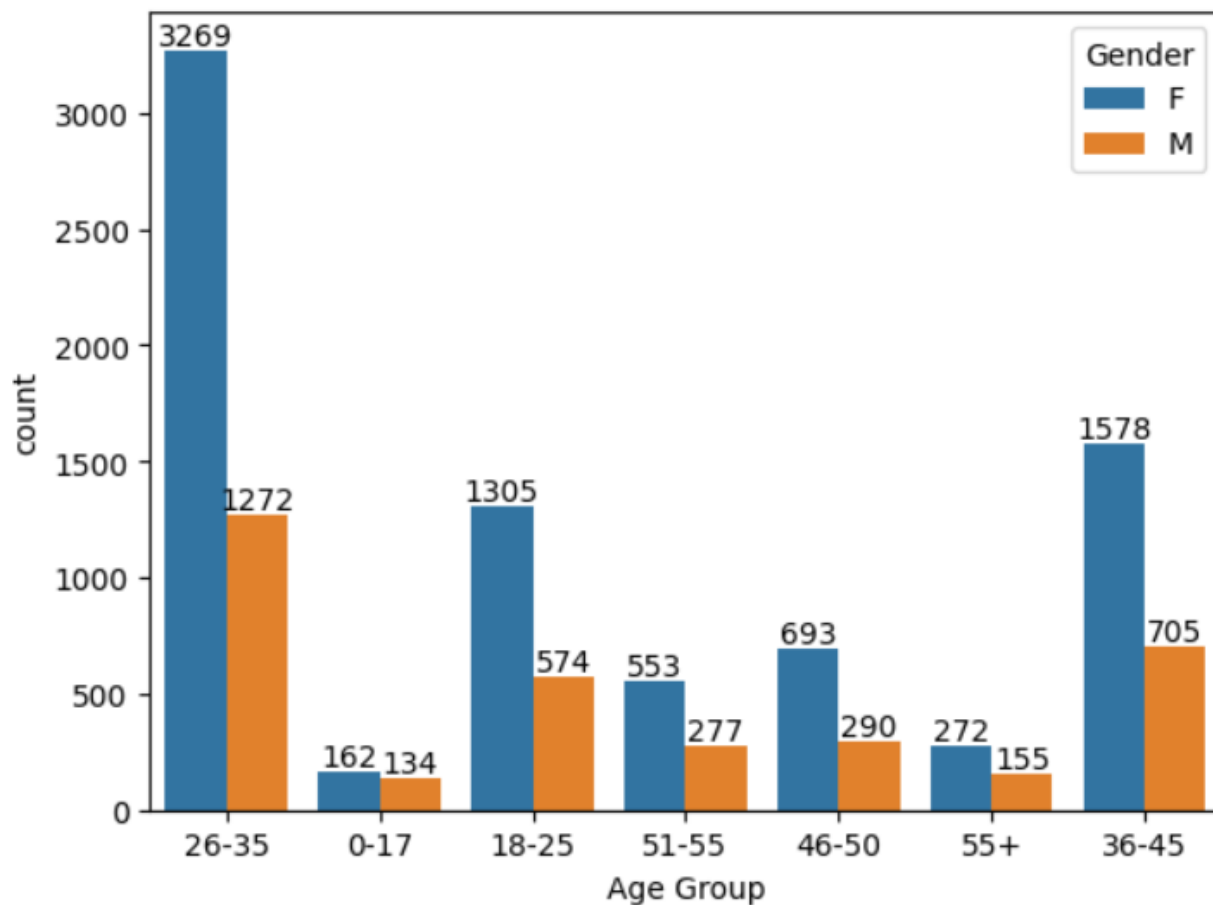
Amount: Total amount spent by the customer.

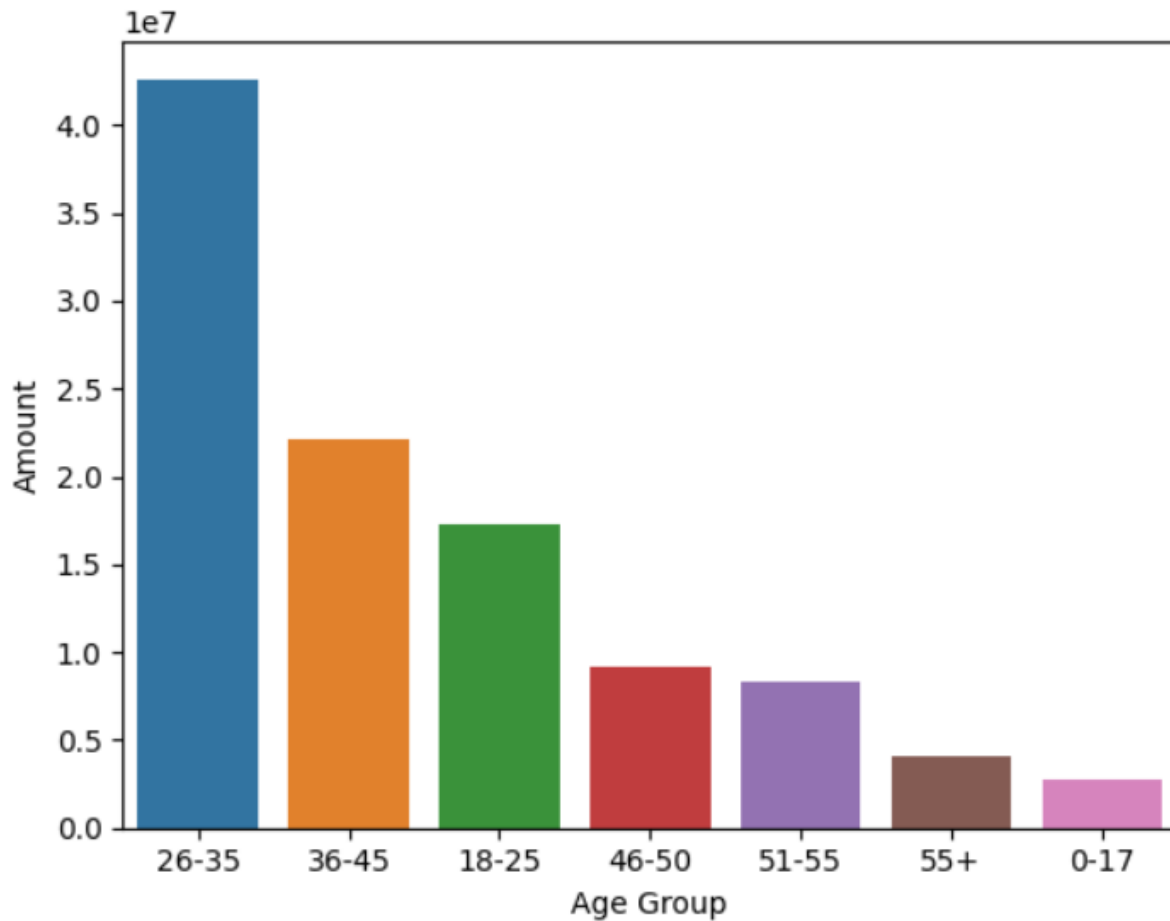


Gender Analysis:

Distribution: The analysis reveals that the majority of buyers are female. This indicates a higher engagement of female customers in the Diwali sales.

Purchasing Power: Females not only constitute the majority of buyers but also have a higher total purchase amount compared to their male counterparts. This suggests that female customers tend to spend more on purchases during the Diwali sales period.

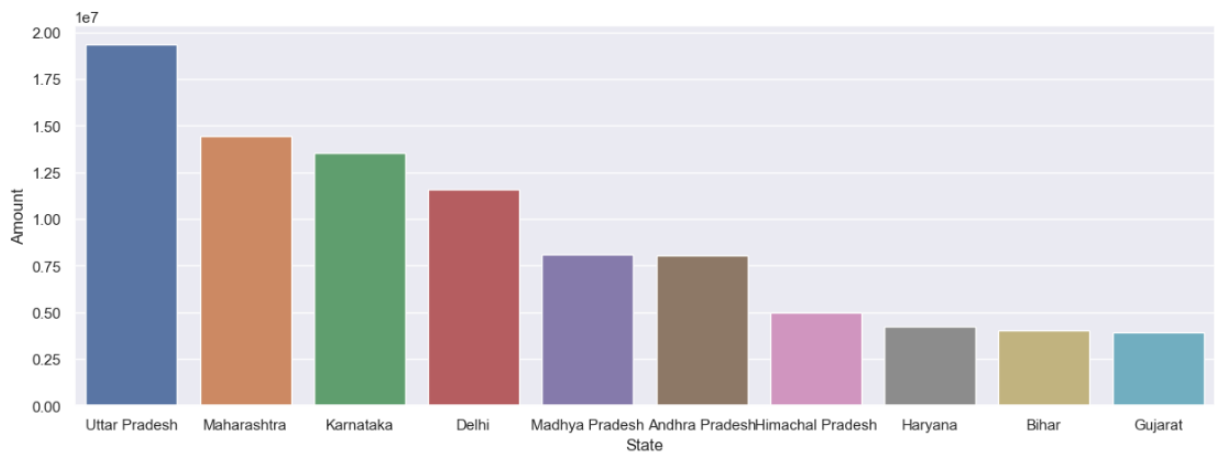
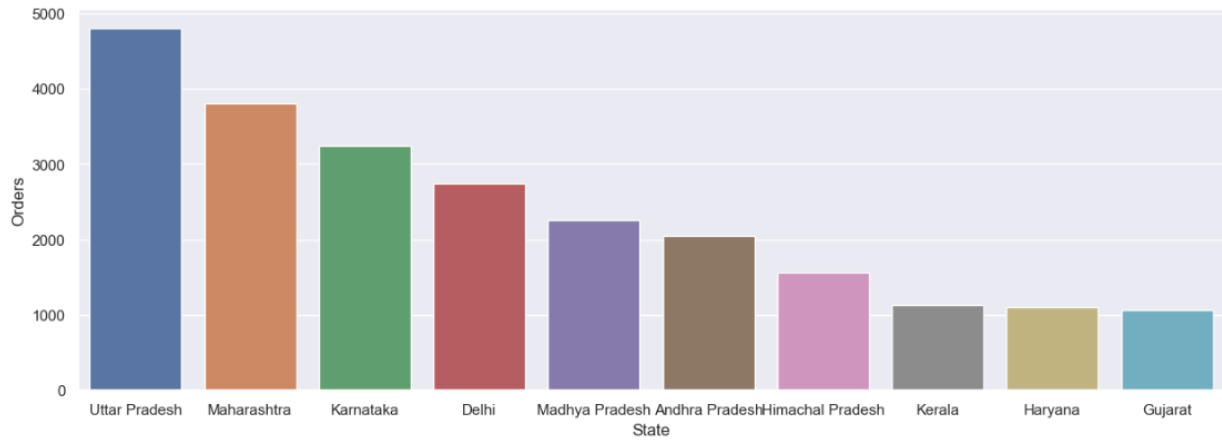




Age Group Analysis:

Distribution: The age group distribution shows that most buyers fall within the 26-35 years age range. This age group represents a significant portion of the customer base.

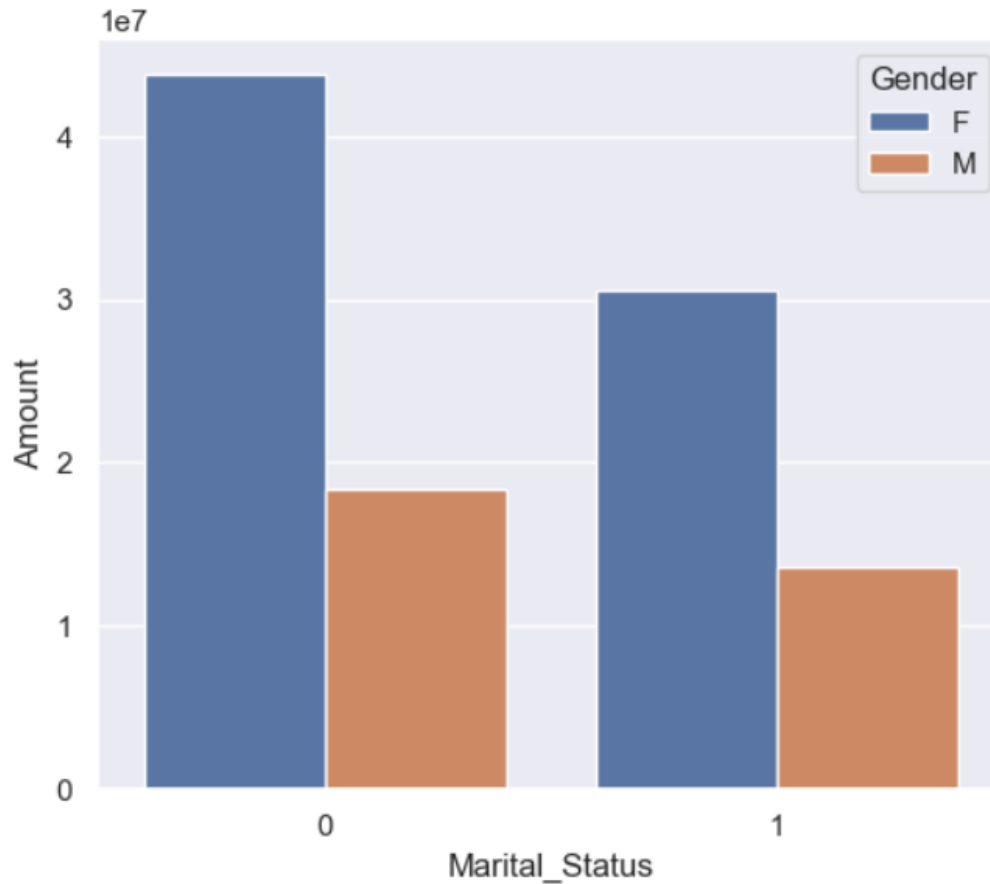
Purchasing Power: Among all age groups, the 26-35 years segment has the highest total purchase amount. This indicates that customers in this age bracket are the most active and have the highest purchasing power during the Diwali sales.



State Analysis:

Top States by Orders: The states with the highest number of orders are Uttar Pradesh, Maharashtra, and Karnataka. These states are leading in terms of customer engagement and order volume.

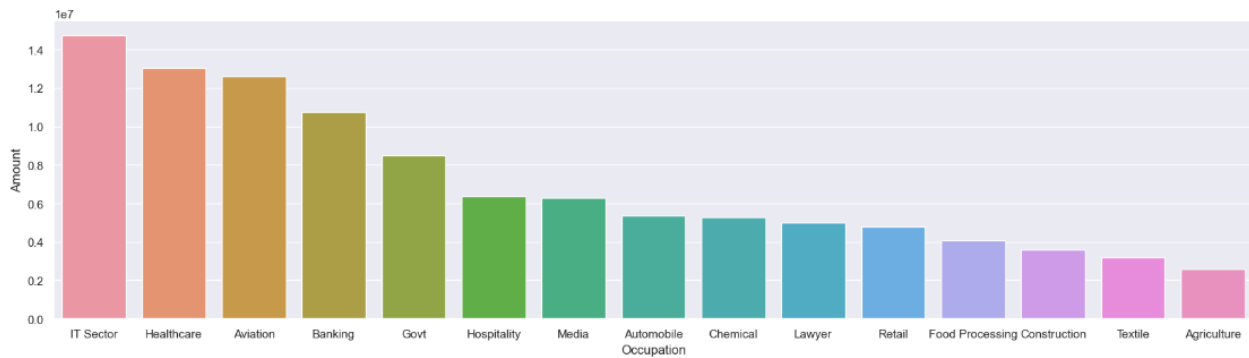
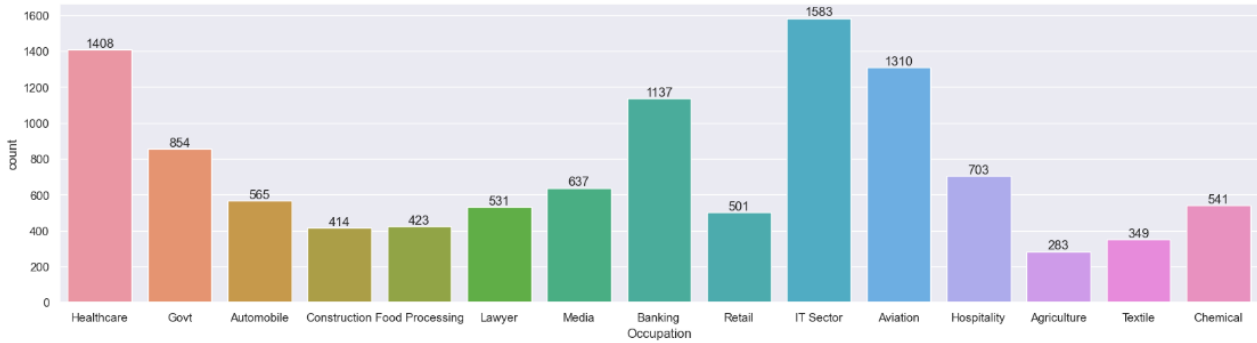
Top States by Sales Amount: Similarly, the highest sales amounts are recorded in Uttar Pradesh, Maharashtra, and Karnataka. These states not only have the highest number of orders but also contribute significantly to the total sales revenue.



Marital Status Analysis:

Distribution: The majority of buyers are married, indicating that marital status influences purchasing behavior during the Diwali sales.

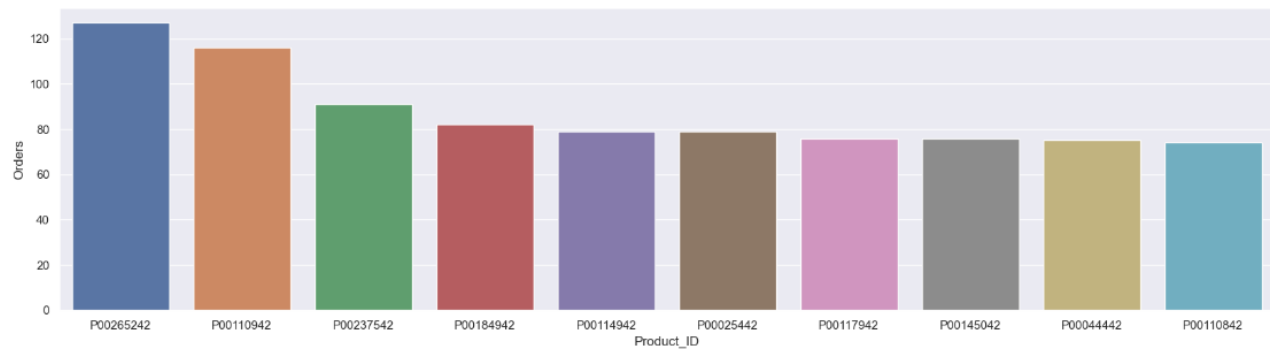
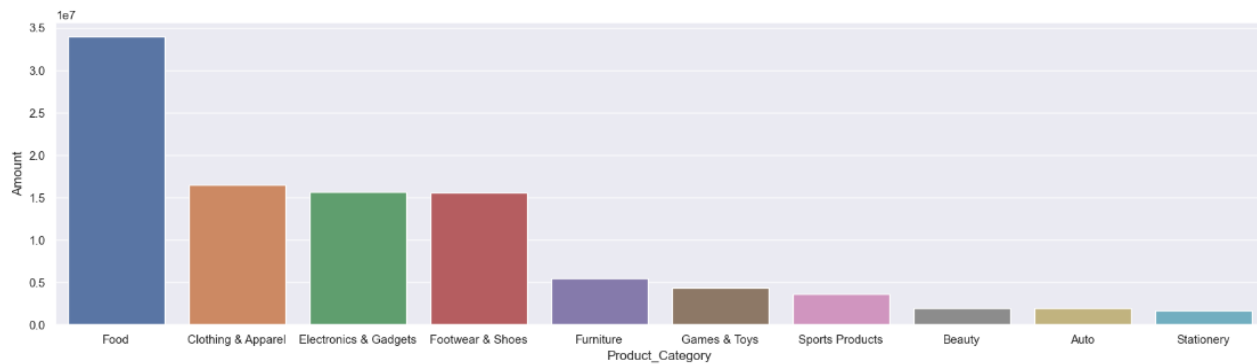
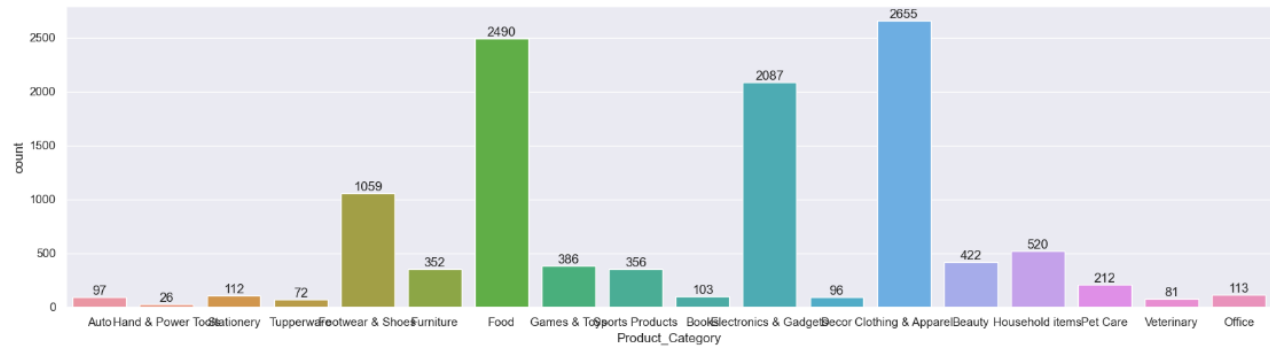
Purchasing Power: Married individuals, particularly women, exhibit higher purchasing power. This demographic tends to spend more, making them a crucial segment for targeted marketing.



Occupation Analysis:

Top Occupations by Count: The top occupations among buyers are IT, Healthcare, and Aviation. These sectors have the highest representation in the customer base.

Top Occupations by Sales Amount: The sales data corroborates that individuals working in IT, Healthcare, and Aviation not only constitute a significant portion of buyers but also contribute substantially to the total sales amount.



Product Category Analysis:

Top Categories by Count: The most popular product categories in terms of the number of items sold are Food, Clothing, and Electronics. These categories attract the most buyers.

Top Categories by Sales Amount: In terms of sales revenue, Food, Clothing, and Electronics also top the list. These categories generate the highest sales amounts, indicating strong consumer demand.

Conclusion:

The analysis indicates that **married women aged 26-35 years from Uttar Pradesh, Maharashtra, and Karnataka, working in IT, Healthcare, and Aviation sectors**, are the primary buyers during the Diwali sales. They are more likely to purchase products from the **Food, Clothing, and Electronics** categories.