Python - Diwali Sales Analysis Project

In [1]:
```
# import python libraries

import numpy as np
import pandas as pd
import matplotlib.pyplot as plt # visualizing data
%matplotlib inline
import seaborn as sns
```

In [2]:
```
# import csv file
df = pd.read_csv('Diwali Sales Data.csv', encoding= 'unicode_escape')
```

In [3]:
```
df.shape
```

Out[3]:
```
(11251, 15)
```

In [4]:
```
#return top(N) 5 rows of data frame of series by default, here N=10
df.head(10)
```

Out[4]:

	User_ID	Cust_name	Product_ID	Gender	Age Group	Age	Marital_Status	State	Zone	Occupation	Product_Category
0	1002903	Sanskriti	P00125942	F	26-35	28	0	Maharashtra	Western	Healthcare	Auto
1	1000732	Kartik	P00110942	F	26-35	35	1	Andhra Pradesh	Southern	Govt	Auto
2	1001990	Bindu	P00118542	F	26-35	35	1	Uttar Pradesh	Central	Automobile	Auto
3	1001425	Sudevi	P00237842	M	0-17	16	0	Karnataka	Southern	Construction	Auto
4	1000588	Joni	P00057942	M	26-35	28	1	Gujarat	Western	Food Processing	Auto
5	1000588	Joni	P00057942	M	26-35	28	1	Himachal Pradesh	Northern	Food Processing	Auto
6	1001132	Balk	P00018042	F	18-25	25	1	Uttar Pradesh	Central	Lawyer	Auto
7	1002092	Shivangi	P00273442	F	55+	61	0	Maharashtra	Western	IT Sector	Auto
8	1003224	Kushal	P00205642	M	26-35	35	0	Uttar Pradesh	Central	Govt	Auto
9	1003650	Ginny	P00031142	F	26-35	26	1	Andhra Pradesh	Southern	Media	Auto

In [5]:
```
df.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 11251 entries, 0 to 11250
Data columns (total 15 columns):
 #   Column            Non-Null Count  Dtype  
---  ------            --------------  -----  
 0   User_ID           11251 non-null  int64  
 1   Cust_name         11251 non-null  object 
 2   Product_ID        11251 non-null  object 
 3   Gender            11251 non-null  object 
 4   Age Group         11251 non-null  object 
 5   Age               11251 non-null  int64  
 6   Marital_Status    11251 non-null  int64  
 7   State             11251 non-null  object 
 8   Zone              11251 non-null  object 
 9   Occupation        11251 non-null  object 
 10  Product_Category  11251 non-null  object 
 11  Orders            11251 non-null  int64  
 12  Amount            11239 non-null  float64
 13  Status            0 non-null      float64
 14  unnamed1          0 non-null      float64
dtypes: float64(3), int64(4), object(8)
memory usage: 1.3+ MB
```

In [6]:
```
#drop unrelated/blank columns, inplace=True signifies simply save the change(change is permanent) or simply equ
#axis=1 referring to vertical rows
df.drop(['Status', 'unnamed1'], axis=1, inplace=True)
```

In [7]:
```
df.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 11251 entries, 0 to 11250
Data columns (total 13 columns):
 #   Column            Non-Null Count  Dtype  
---  ------            --------------  -----  
 0   User_ID           11251 non-null  int64  
 1   Cust_name         11251 non-null  object 
 2   Product_ID        11251 non-null  object 
 3   Gender            11251 non-null  object 
 4   Age Group         11251 non-null  object 
 5   Age               11251 non-null  int64  
 6   Marital_Status    11251 non-null  int64  
 7   State             11251 non-null  object 
 8   Zone              11251 non-null  object 
 9   Occupation        11251 non-null  object 
 10  Product_Category  11251 non-null  object 
 11  Orders            11251 non-null  int64  
 12  Amount            11239 non-null  float64
dtypes: float64(1), int64(4), object(8)
memory usage: 1.1+ MB
```

In [8]:
```
df.isnull()
```

Out[8]:

	User_ID	Cust_name	Product_ID	Gender	Age Group	Age	Marital_Status	State	Zone	Occupation	Product_Category	Orders
0	False	False	False	False	False	False	False	False	False	False	False	Fals
1	False	False	False	False	False	False	False	False	False	False	False	Fals
2	False	False	False	False	False	False	False	False	False	False	False	Fals
3	False	False	False	False	False	False	False	False	False	False	False	Fals
4	False	False	False	False	False	False	False	False	False	False	False	Fals
...	...	...	...	...	...	...	...	...	...	...	...	.
11246	False	False	False	False	False	False	False	False	False	False	False	Fals
11247	False	False	False	False	False	False	False	False	False	False	False	Fals
11248	False	False	False	False	False	False	False	False	False	False	False	Fals
11249	False	False	False	False	False	False	False	False	False	False	False	Fals
11250	False	False	False	False	False	False	False	False	False	False	False	Fals

11251 rows × 13 columns

In [9]:
```
#check for null values
pd.isnull(df).sum()
```

Out[9]:
```
User_ID             0
Cust_name           0
Product_ID          0
Gender              0
Age Group           0
Age                 0
Marital_Status      0
State               0
Zone                0
Occupation          0
Product_Category    0
Orders              0
Amount             12
dtype: int64
```

In [10]:
```
#checking again the rows and cols
df.shape
```

Out[10]:
```
(11251, 13)
```

In [11]:
```
# drop null values and inplace=True signifies simply save the change(change is permanent) or simply equivalent 
df.dropna(inplace=True)
```

In [12]:
```
#checking again rows and cols and now 12 null rows from Amount has been deleted.
df.shape
```

Out[12]:
```
(11239, 13)
```

In [13]:
```
#again verifying, no null rows exist in Amount column.
pd.isnull(df).sum()
```

Out[13]:
```
User_ID             0
Cust_name           0
Product_ID          0
Gender              0
Age Group           0
Age                 0
Marital_Status      0
State               0
Zone                0
Occupation          0
Product_Category    0
Orders              0
Amount              0
dtype: int64
```

In [14]:
```
# change data type
df['Amount'] = df['Amount'].astype('int')
```

In [15]:
```
df['Amount'].dtypes
```

Out[15]:
```
dtype('int32')
```

In [16]:
```
df.columns
```

Out[16]:
```
Index(['User_ID', 'Cust_name', 'Product_ID', 'Gender', 'Age Group', 'Age',
       'Marital_Status', 'State', 'Zone', 'Occupation', 'Product_Category',
       'Orders', 'Amount'],
      dtype='object')
```

In [17]:
```
#rename column
df.rename(columns= {'Marital_Status':'Shaadi'})
```

Out[17]:

	User_ID	Cust_name	Product_ID	Gender	Age Group	Age	Shaadi	State	Zone	Occupation	Product_Category
0	1002903	Sanskriti	P00125942	F	26-35	28	0	Maharashtra	Western	Healthcare	Auto
1	1000732	Kartik	P00110942	F	26-35	35	1	Andhra Pradesh	Southern	Govt	Auto
2	1001990	Bindu	P00118542	F	26-35	35	1	Uttar Pradesh	Central	Automobile	Auto
3	1001425	Sudevi	P00237842	M	0-17	16	0	Karnataka	Southern	Construction	Auto
4	1000588	Joni	P00057942	M	26-35	28	1	Gujarat	Western	Food Processing	Auto
...	...	...	...	...	...	...	...	...	...	...	...
11246	1000695	Manning	P00296942	M	18-25	19	1	Maharashtra	Western	Chemical	Office
11247	1004089	Reichenbach	P00171342	M	26-35	33	0	Haryana	Northern	Healthcare	Veterinary
11248	1001209	Oshin	P00201342	F	36-45	40	0	Madhya Pradesh	Central	Textile	Office
11249	1004023	Noonan	P00059442	M	36-45	37	0	Karnataka	Southern	Agriculture	Office
11250	1002744	Brumley	P00281742	F	18-25	19	0	Maharashtra	Western	Healthcare	Office

11239 rows × 13 columns

In [18]:
```
# describe() method returns description of the data in the DataFrame (i.e. count, mean, std, etc)
df.describe()
```

Out[18]:

	User_ID	Age	Marital_Status	Orders	Amount
count	1.123900e+04	11239.000000	11239.000000	11239.000000	11239.000000
mean	1.003004e+06	35.410357	0.420055	2.489634	9453.610553
std	1.716039e+03	12.753866	0.493589	1.114967	5222.355168
min	1.000001e+06	12.000000	0.000000	1.000000	188.000000
25%	1.001492e+06	27.000000	0.000000	2.000000	5443.000000
50%	1.003064e+06	33.000000	0.000000	2.000000	8109.000000
75%	1.004426e+06	43.000000	1.000000	3.000000	12675.000000
max	1.006040e+06	92.000000	1.000000	4.000000	23952.000000

In [19]:
```
# use describe() for specific columns
df[['Age', 'Orders', 'Amount']].describe()
```

Out[19]:

	Age	Orders	Amount
count	11239.000000	11239.000000	11239.000000
mean	35.410357	2.489634	9453.610553
std	12.753866	1.114967	5222.355168
min	12.000000	1.000000	188.000000
25%	27.000000	2.000000	5443.000000
50%	33.000000	2.000000	8109.000000
75%	43.000000	3.000000	12675.000000
max	92.000000	4.000000	23952.000000

Exploratory Data Analysis

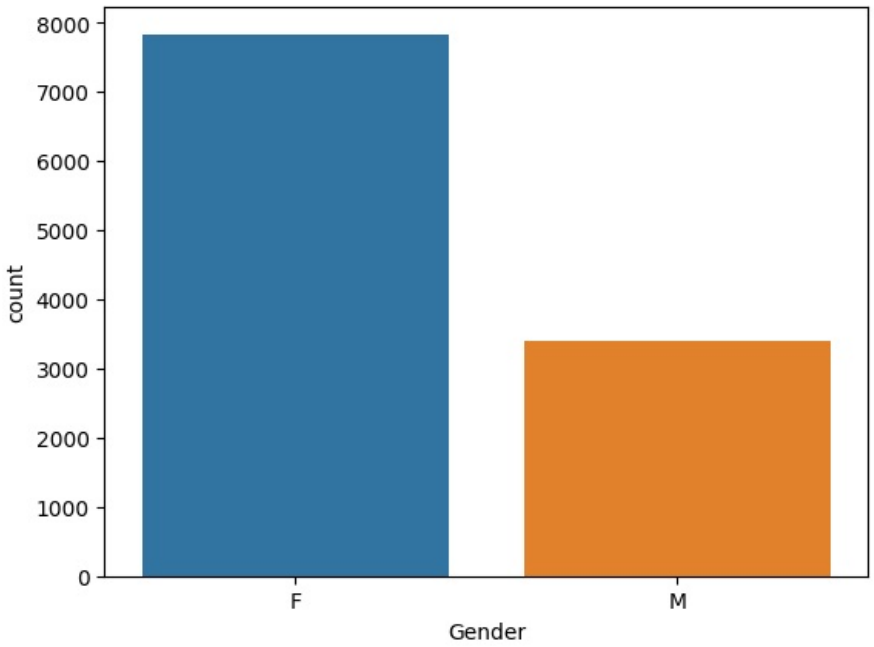
Gender

In [20]:
```
df.columns
```

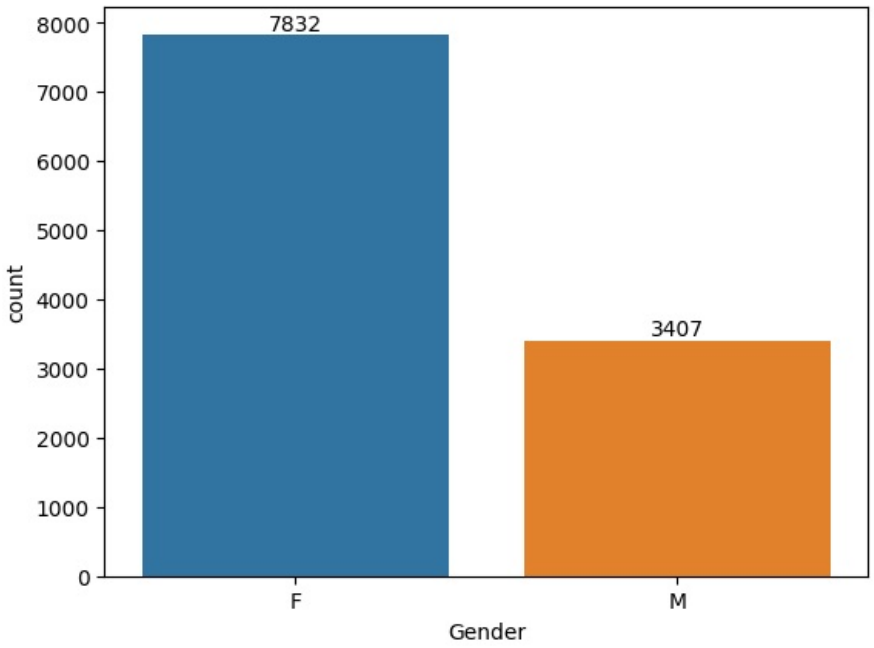
Out[20]:
```
Index(['User_ID', 'Cust_name', 'Product_ID', 'Gender', 'Age Group', 'Age',
       'Marital_Status', 'State', 'Zone', 'Occupation', 'Product_Category',
       'Orders', 'Amount'],
      dtype='object')
```

In [21]:
```
sns.countplot(x = 'Gender',data = df)
```

Out[21]:
```
<Axes: xlabel='Gender', ylabel='count'>
```



In [22]:
```
# plotting a bar chart for Gender and it's count

ax = sns.countplot(x = 'Gender',data = df)

for bars in ax.containers:
    ax.bar_label(bars)
```



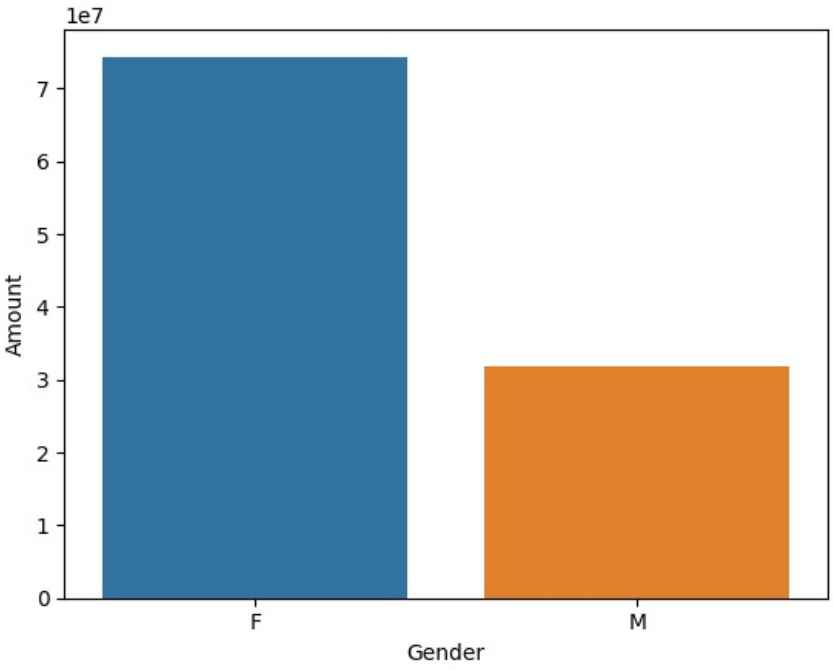
In [23]:
```
df.groupby(['Gender'], as_index=False)['Amount'].sum().sort_values(by='Amount', ascending=False)
```

Out[23]:

	Gender	Amount
0	F	74335853
1	M	31913276

In [24]:
```
# plotting a bar chart for gender vs total amount

sales_gen = df.groupby(['Gender'], as_index=False)['Amount'].sum().sort_values(by='Amount', ascending=False)

sns.barplot(x = 'Gender',y= 'Amount' ,data = sales_gen)
```

Out[24]:
```
<Axes: xlabel='Gender', ylabel='Amount'>
```



From above graphs we can see that most of the buyers are females and even the purchasing power of females are greater than men

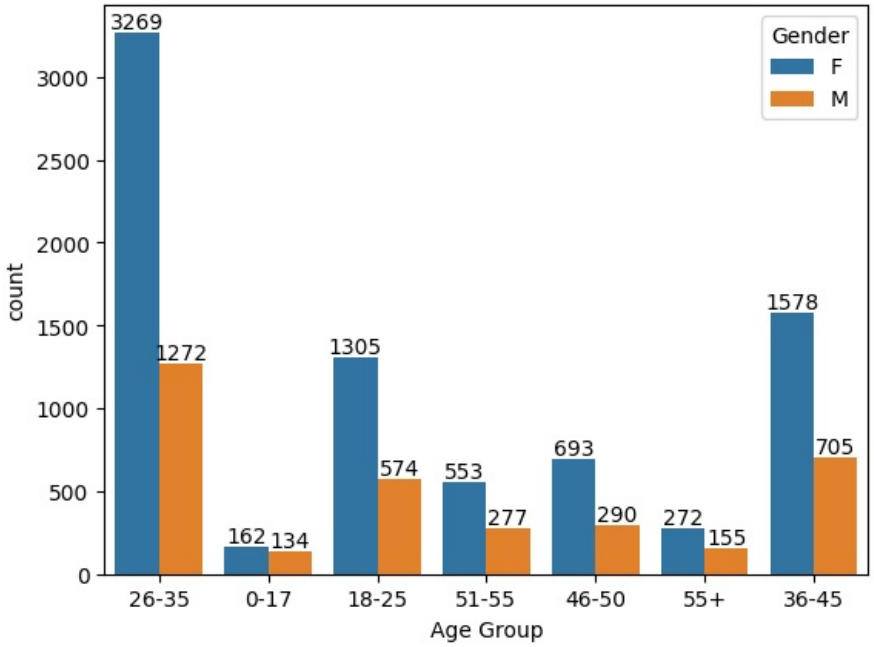
Age

In [25]:
```
df.columns
```

Out[25]:
```
Index(['User_ID', 'Cust_name', 'Product_ID', 'Gender', 'Age Group', 'Age',
       'Marital_Status', 'State', 'Zone', 'Occupation', 'Product_Category',
       'Orders', 'Amount'],
      dtype='object')
```

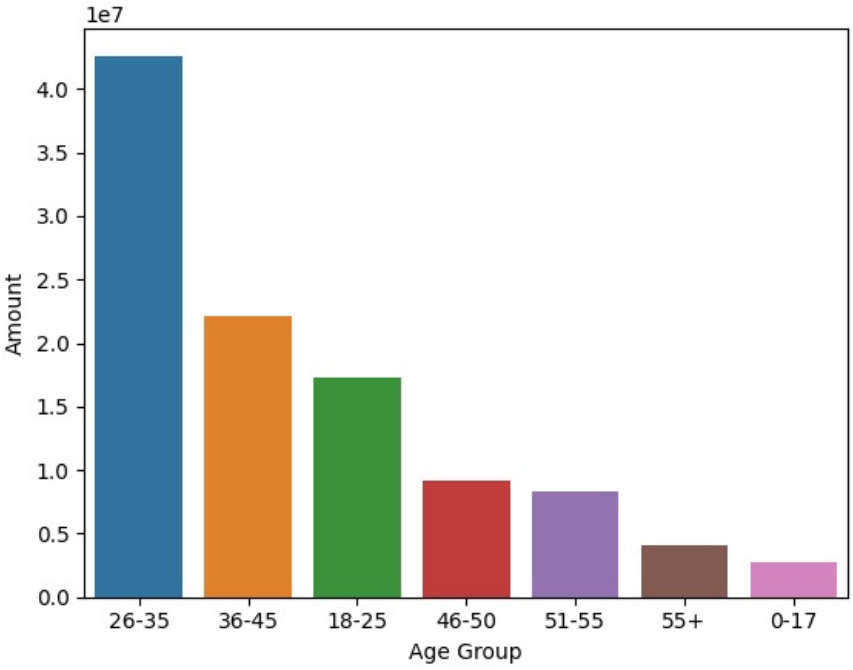
In [26]:
```
ax = sns.countplot(data = df, x = 'Age Group', hue = 'Gender')
```

```
for bars in ax.containers:
    ax.bar_label(bars)
```



In [27]:
```
# Total Amount vs Age Group
sales_age = df.groupby(['Age Group'], as_index=False)['Amount'].sum().sort_values(by='Amount', ascending=False)

sns.barplot(x = 'Age Group',y= 'Amount' ,data = sales_age)
```

Out[27]:
```
<Axes: xlabel='Age Group', ylabel='Amount'>
```



From above graphs we can see that most of the buyers are of age group between 26-35 yrs female

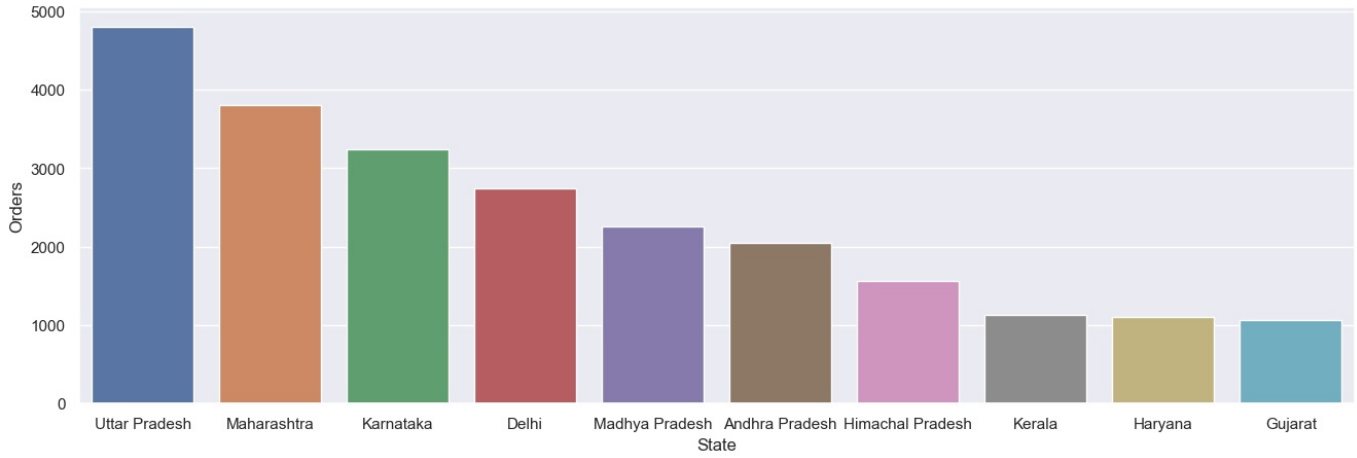
State

In [28]:
```
df.columns
```

Out[28]:
```
Index(['User_ID', 'Cust_name', 'Product_ID', 'Gender', 'Age Group', 'Age',
       'Marital_Status', 'State', 'Zone', 'Occupation', 'Product_Category',
       'Orders', 'Amount'],
      dtype='object')
```

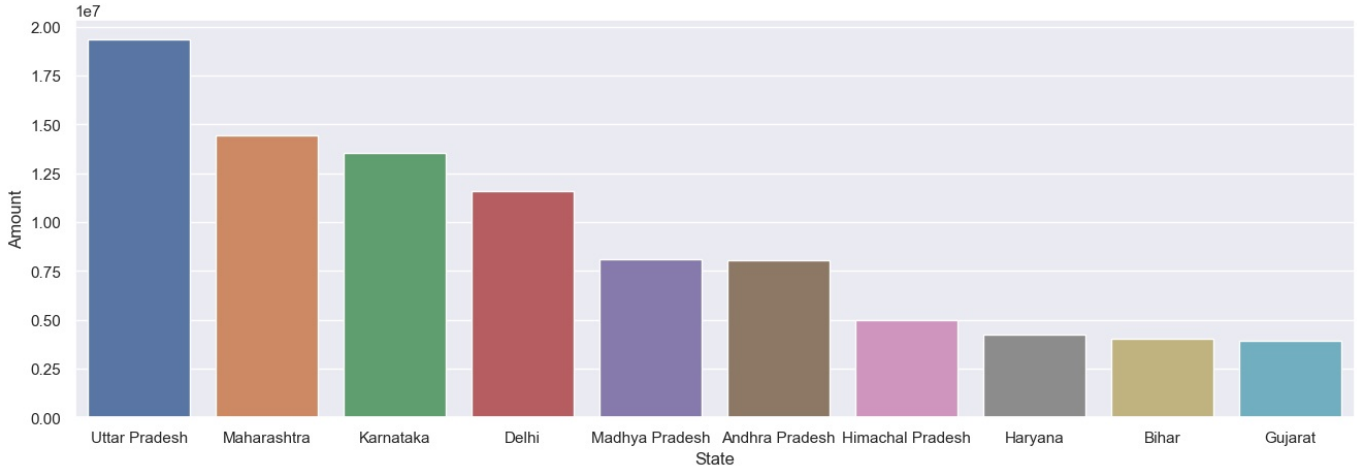
In [29]:
```
# total number of orders from top 10 states

sales_state = df.groupby(['State'], as_index=False)['Orders'].sum().sort_values(by='Orders', ascending=False).h

sns.set(rc={'figure.figsize':(16,5)})
sns.barplot(data = sales_state, x = 'State',y= 'Orders')
```

Out[29]: <Axes: xlabel='State', ylabel='Orders'>



In [30]:
```
# total amount/sales from top 10 states

sales_state = df.groupby(['State'], as_index=False)['Amount'].sum().sort_values(by='Amount', ascending=False).h

sns.set(rc={'figure.figsize':(16,5)})
sns.barplot(data = sales_state, x = 'State',y= 'Amount')
```

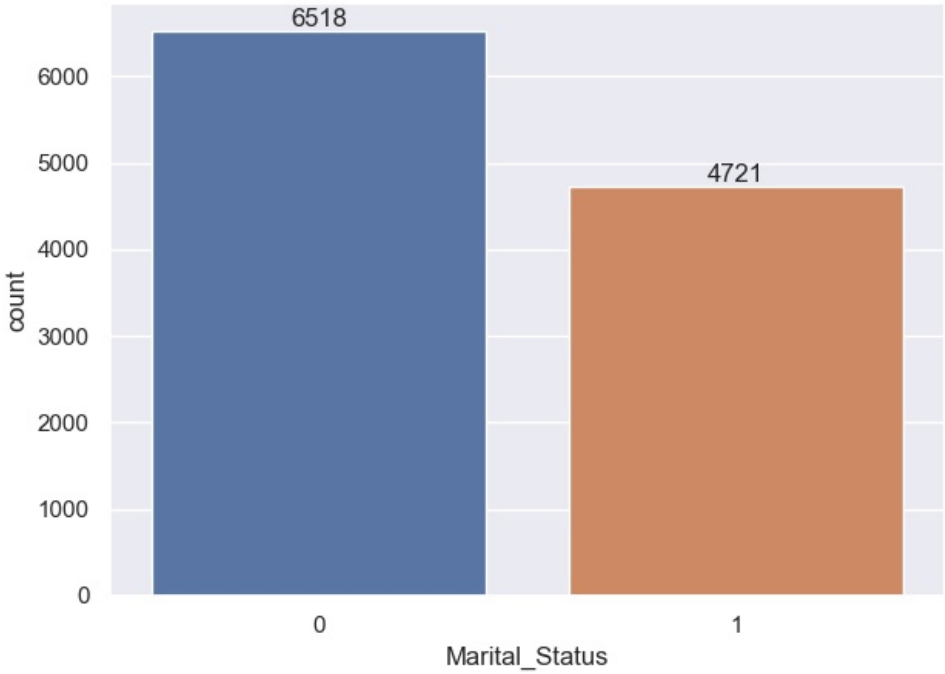
Out[30]: <Axes: xlabel='State', ylabel='Amount'>



From above graphs we can see that most of the orders & total sales/amount are from Uttar Pradesh, Maharashtra and Karnataka respectively

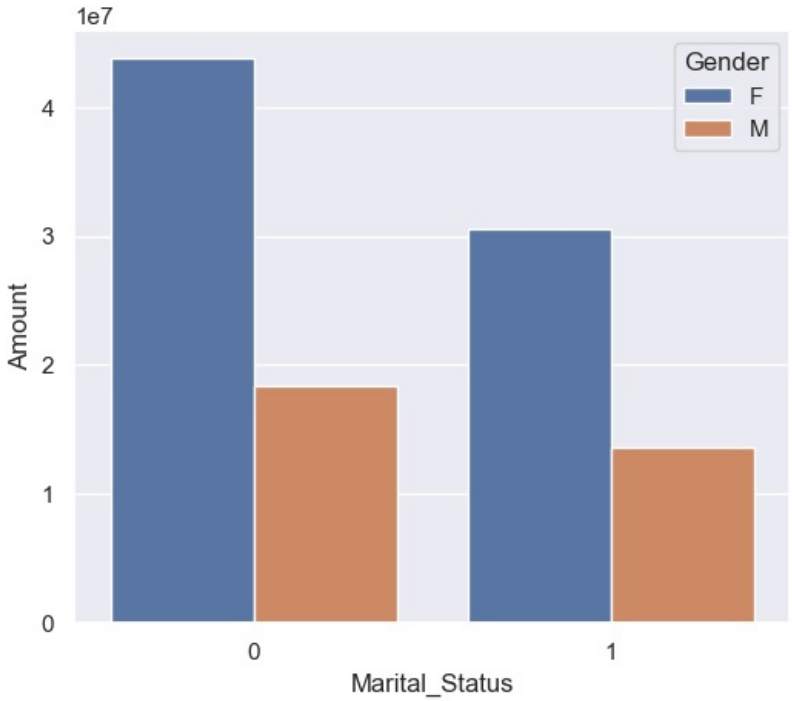
Marital Status

In [40]:
```
ax = sns.countplot(data = df, x = 'Marital_Status')

sns.set(rc={'figure.figsize':(6,5)})
for bars in ax.containers:
    ax.bar_label(bars)
```



In [32]:
```
sales_state = df.groupby(['Marital_Status', 'Gender'], as_index=False)['Amount'].sum().sort_values(by='Amount',

sns.set(rc={'figure.figsize':(6,5)})
sns.barplot(data = sales_state, x = 'Marital_Status',y= 'Amount', hue='Gender')
```

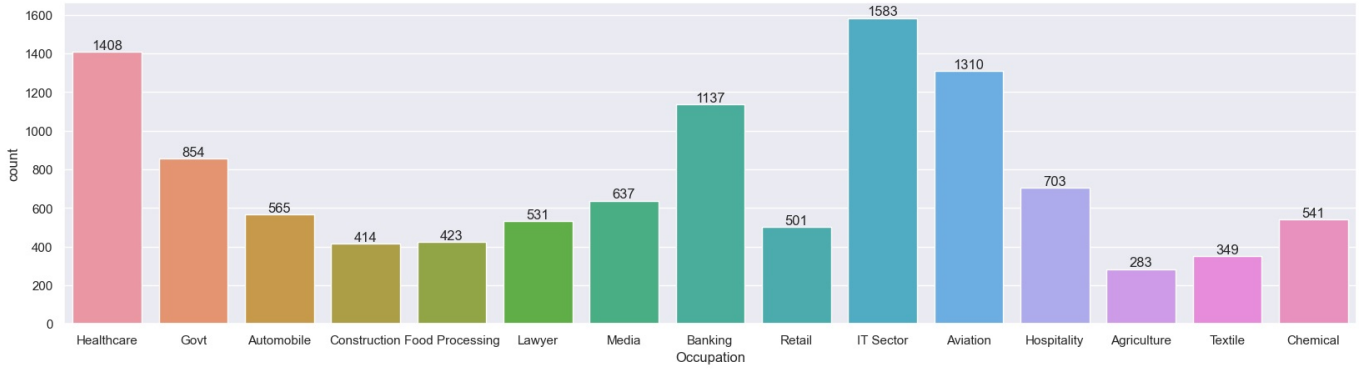
Out[32]:
```
<Axes: xlabel='Marital_Status', ylabel='Amount'>
```



From above graphs we can see that most of the buyers are married (women) and they have high purchasing power

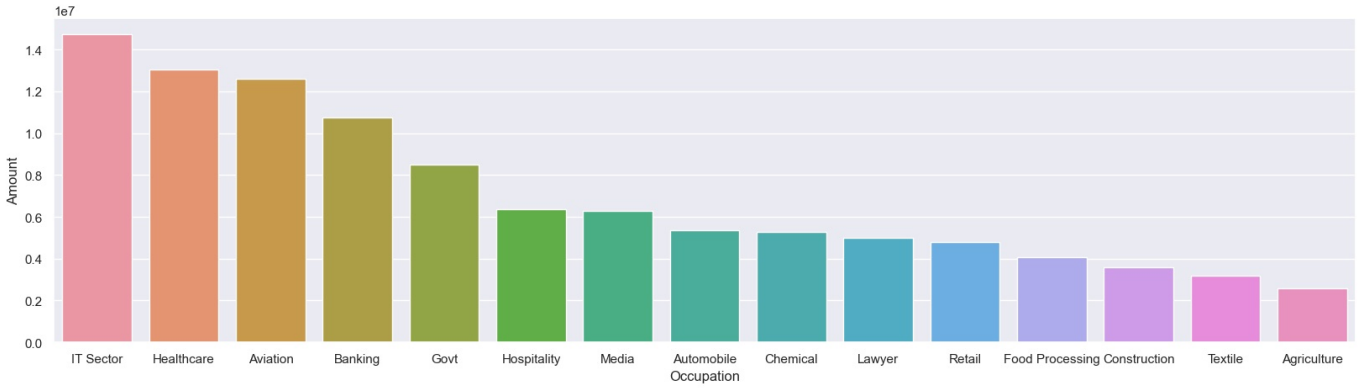
Occupation

In [33]:
```
sns.set(rc={'figure.figsize':(20,5)})
ax = sns.countplot(data = df, x = 'Occupation')

for bars in ax.containers:
    ax.bar_label(bars)
```



In [34]:
```
sales_state = df.groupby(['Occupation'], as_index=False)['Amount'].sum().sort_values(by='Amount', ascending=Fal

sns.set(rc={'figure.figsize':(20,5)})
sns.barplot(data = sales_state, x = 'Occupation',y= 'Amount')
```

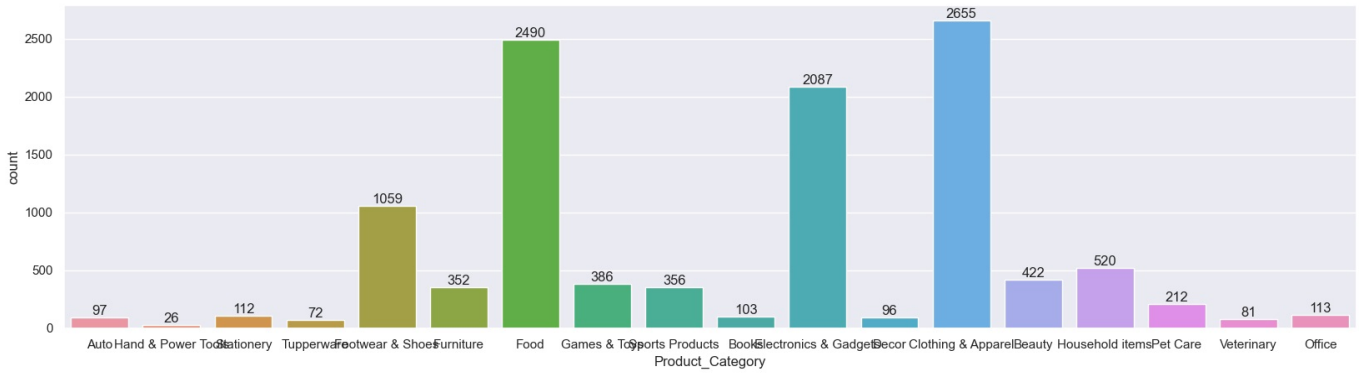
Out[34]:
```
<Axes: xlabel='Occupation', ylabel='Amount'>
```



From above graphs we can see that most of the buyers are working in IT, Healthcare and Aviation sector

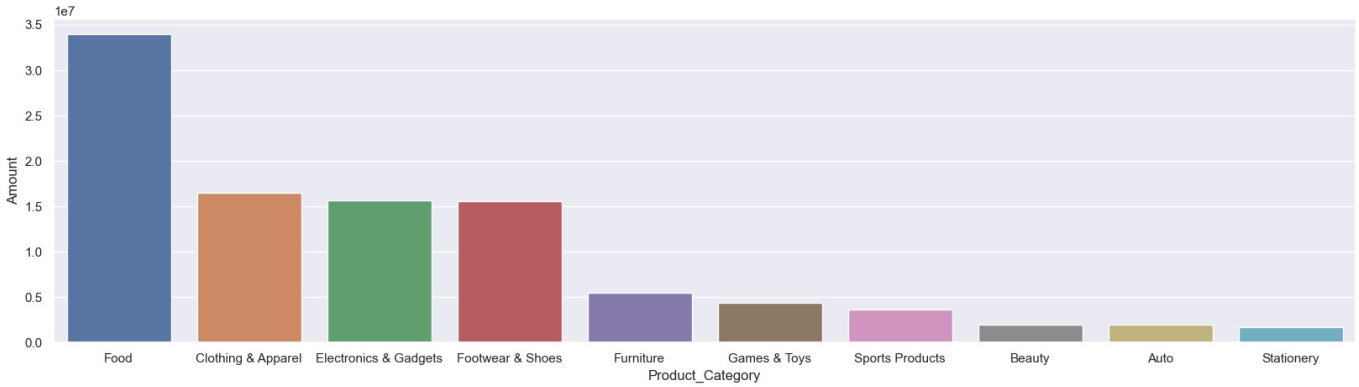
Product Category

In [35]:
```
sns.set(rc={'figure.figsize':(20,5)})
ax = sns.countplot(data = df, x = 'Product_Category')

for bars in ax.containers:
    ax.bar_label(bars)
```



In [36]:
```
sales_state = df.groupby(['Product_Category'], as_index=False)['Amount'].sum().sort_values(by='Amount', ascendi

sns.set(rc={'figure.figsize':(20,5)})
sns.barplot(data = sales_state, x = 'Product_Category',y= 'Amount')
```

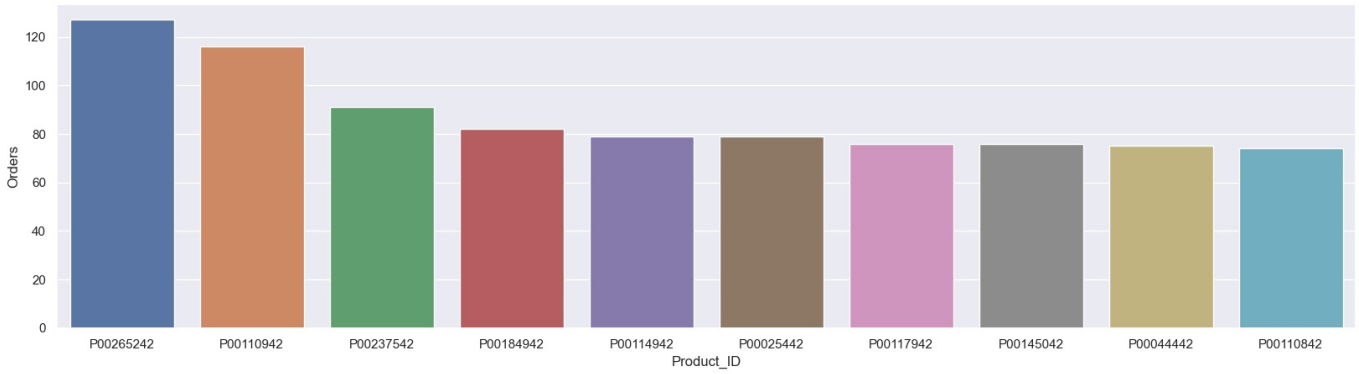
Out[36]:
```
<Axes: xlabel='Product_Category', ylabel='Amount'>
```



From above graphs we can see that most of the sold products are from Food, Clothing and Electronics category

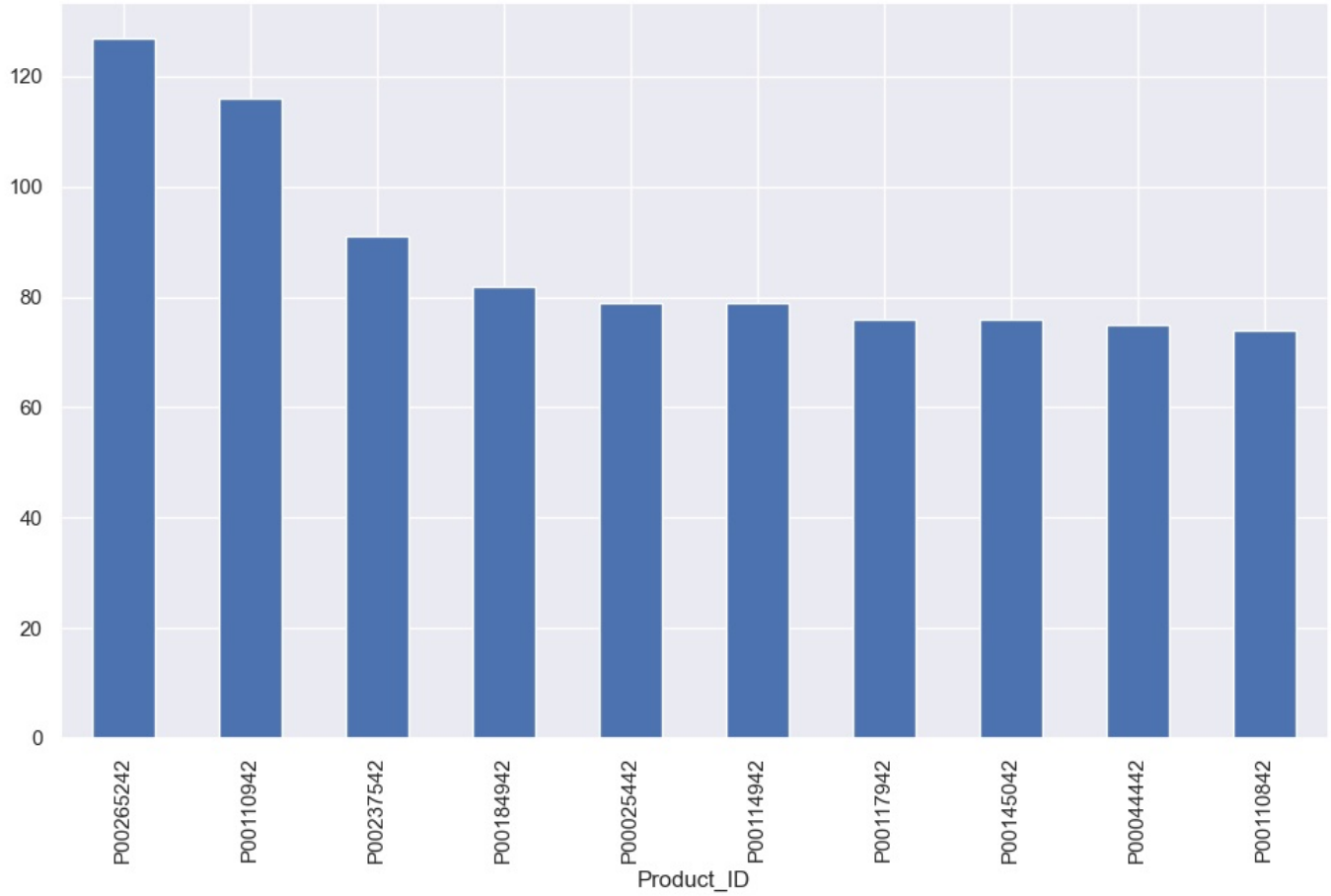
In [37]:
```
sales_state = df.groupby(['Product_ID'], as_index=False)['Orders'].sum().sort_values(by='Orders', ascending=Fals

sns.set(rc={'figure.figsize':(20,5)})
sns.barplot(data = sales_state, x = 'Product_ID',y= 'Orders')
```

Out[37]:
```
<Axes: xlabel='Product_ID', ylabel='Orders'>
```



In [38]:
```
# top 10 most sold products (same thing as above)

fig1, ax1 = plt.subplots(figsize=(12,7))
df.groupby('Product_ID')['Orders'].sum().nlargest(10).sort_values(ascending=False).plot(kind='bar')
```

Out[38]:
```
<Axes: xlabel='Product_ID'>
```



Conclusion:

Married women age group 26-35 yrs from UP, Maharastra and Karnataka working in IT, Healthcare and Aviation are more likely to buy products from Food, Clothing and Electronics category