

Black Friday Sales Analysis Report

Introduction:

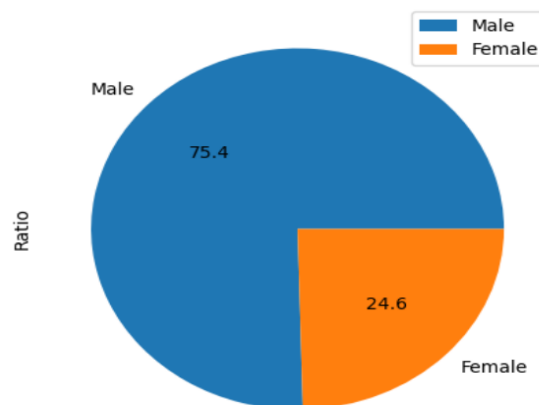
Black Friday is a shopper's delight. It is a day full of special shopping deals and big discounts and is considered the beginning of the holiday shopping season. On the flipside, businesses look at this day as an opportunity to win new customers, boost sales, and increase profits.

To make the most of the Black Friday sale, business owners can look at past data. That way, they can decide which products to offer at high discounts, which demographics to market to, and more. To cater to the needs, the dataset was analysed to find a solution to following questions.

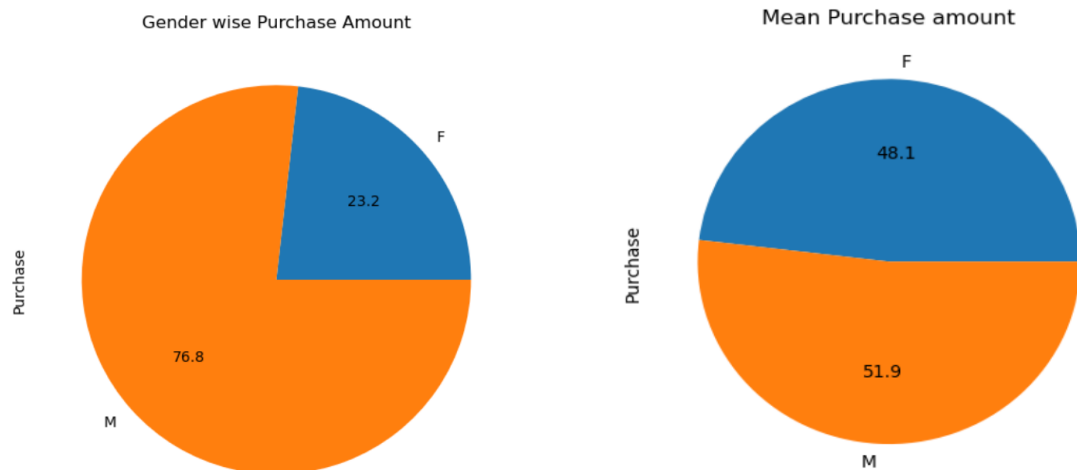
Questionnaire:

1. Percentage of purchase amount on gender basis.
2. Purchase distribution, unique products, average amount and gender on the basis of Age.
3. Percentage of stay in current years with respect to gender, city category
4. Top 10 products in terms of purchase sum and mean.
5. Sales amount of product category1 on the basis of marital gender

Analysis and Findings:

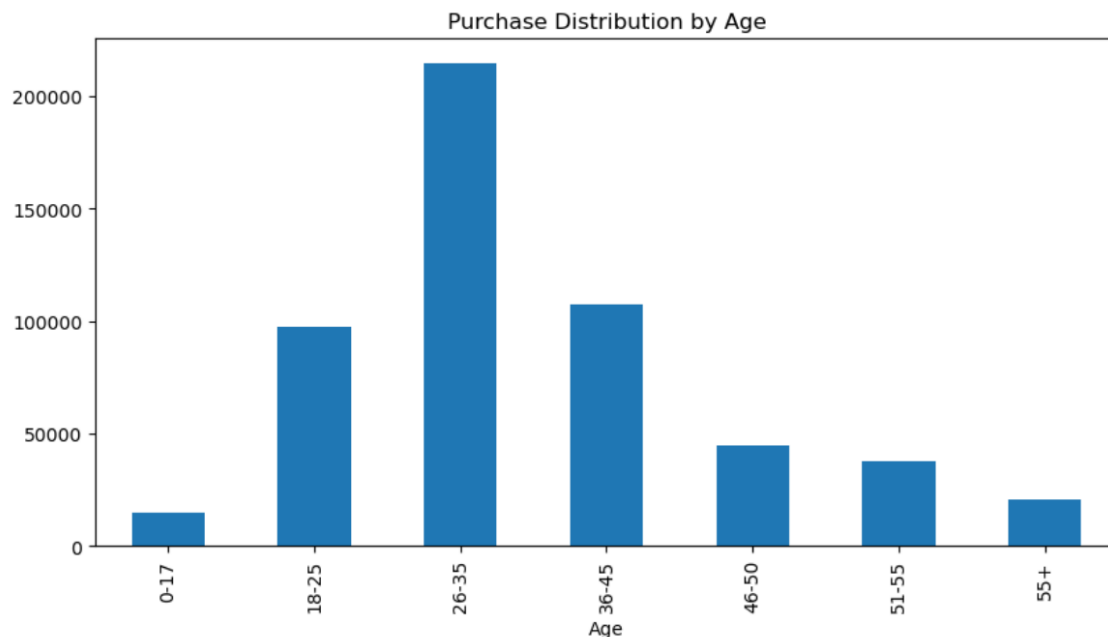


Starting with gender ratio, the piechart above depicts that with 75.4% as majority percentage of buyers in black Friday sale was men. Also, if we compare the sum of purchase amount on gender basis then men hold the majority with around 77% of total purchase amount.

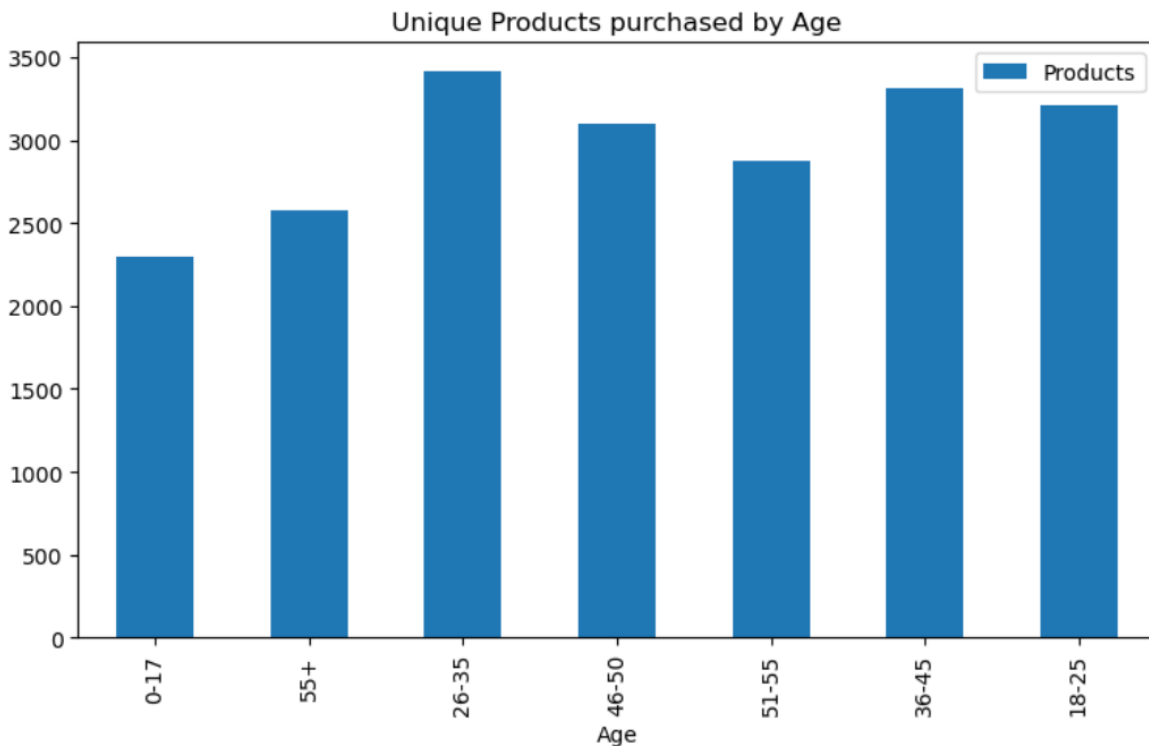


But, in case of mean purchase amount women are in par with men having around 52% and women around 48%.

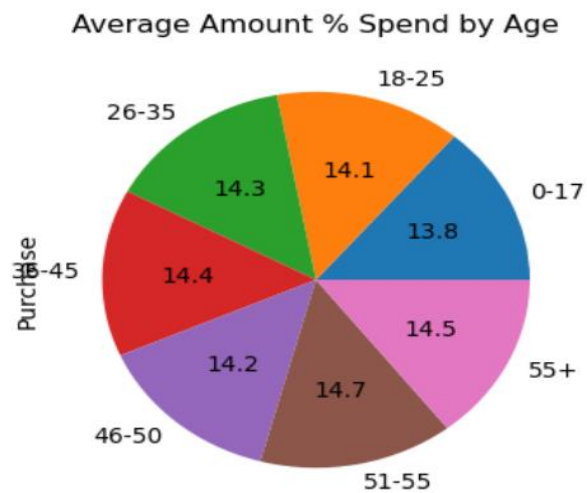
Now if the purchase scenario is analysed age wise then it is seen that age group 26-35 are the majority buyers followed by 36-45 and 18-25 group



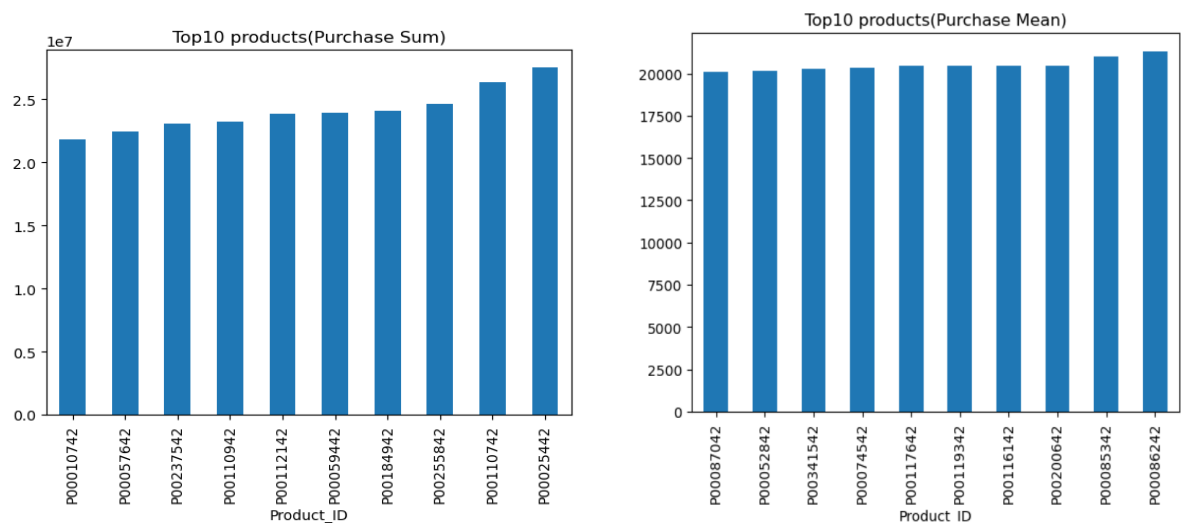
The age group 26-35 also tops terms of purchasing unique products followed by 36-45 and 18-25 group.



On the other hand in case of average amount spend by different age groups, 36-45 group has the highest percentage of 14.4 followed by 26-35(14.3) and 18-25(14.1).

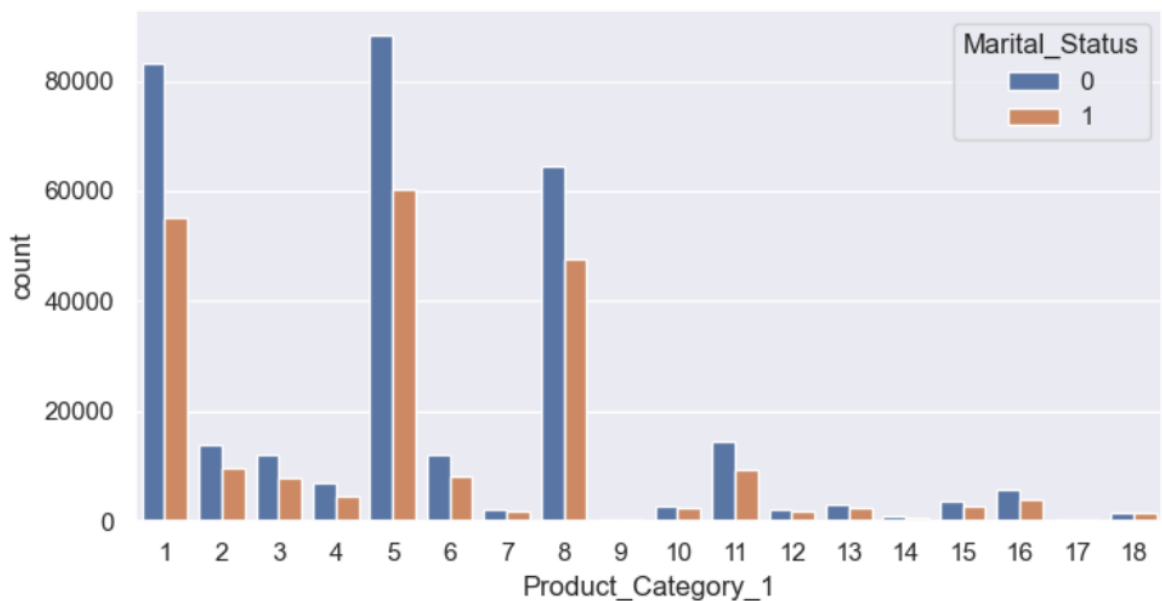


Now, let us see the top 10 products which were sold in the Black Friday sale.

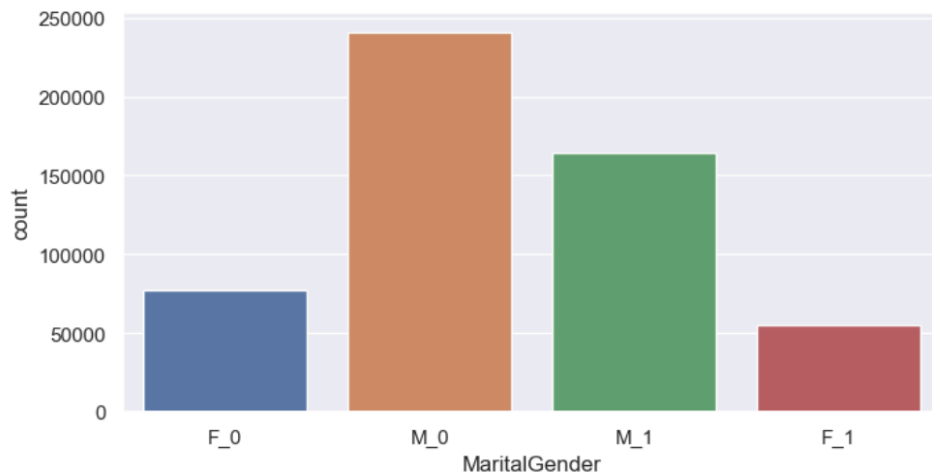


Product_ID P00025442 is the highest among all the products with total purchase value greater than 25 million USD. All the other products in top 10 have purchase value greater than 2 million USD. On the other hand, on the basis of average purchase amount product_ID P00086242 holds the top position with an average purchase amount exceeding 20 thousand USD.

Now, coming to product category 1, it is seen that majority of the purchases has been done by the unmarried customers.



Among the unmarried customers, a significant and majority proportion is hold by males.



Also, it is seen that married and unmarried males stay in same city for longer duration of time than women. But, in average most of the cases the stay is of 1 year.

