🔍 1. Gender-wise Analysis

- **Insight**:

    - Count and amount plots show **females are more in number and spend more**.

- **Action**:

    - Increase marketing targeted at **female customers**.

    - Curate female-focused product bundles or discounts during Diwali.

👥 2. Age Group Analysis

- **Insight**:

    - The **26-35 age group** is the most active in terms of purchases and spending.

- **Action**:

    - Target this age group with digital campaigns.

    - Offer EMI options or exclusive deals, as they might be working professionals.

🏠 3. State-wise Sales

- **Insight**:

    - Top spending states include **Uttar Pradesh, Maharashtra, Karnataka**, etc.

- **Action**:

    - Invest in local/regional promotions in these states.

    - Improve delivery networks/logistics for high-sales regions to enhance satisfaction.

💍 4. Marital Status and Gender

- **Insight**:

- ○ **Married individuals**, especially **married women**, contribute more to total spending.

- ● **Action**:

  - ○ Promote products like home decor, family gift bundles, and couple-centric deals during festivals.

💼 5. Occupation

- ● **Insight**:

  - ○ **Working professionals** and **entrepreneurs** contribute the most in terms of amount spent.

- ● **Action**:

  - ○ Offer exclusive premium product lines or memberships.

  - ○ Send targeted email marketing campaigns to professionals via LinkedIn/job-profile-based targeting.

🛍️ 6. Product Category

- ● **Insight**:

  - ○ **Clothing & Apparel**, **Food & Beverage**, and **Electronics** are the highest-selling categories.

- ● **Action**:

  - ○ Optimize inventory for these categories before Diwali.

  - ○ Highlight these categories in advertising banners and product pages.

🆔 7. Product ID / Best Sellers

- ● **Insight**:

  - ○ Specific products are selling the most (top 10 Product_IDs identified).

- ● **Action**:

- ○ Feature these best sellers in promotional emails, "Trending Now" sections, and Diwali gift guides.

- ○ Consider bundling top-selling items with complementary products.

📉 Data Cleaning Done:

- Dropped irrelevant columns (`Status`, `unnamed1`).

- Removed null values.