PROJECT:- DIWALI SALES ANALYSIS USING PYTHON

In this project, I utilized the power of Python and various libraries such as Pandas, NumPy, Matplotlib, and Seaborn to conduct an in-depth analysis of Diwali sales data.

OBJECTIVE:- The main objective of this project is to analyze the data on Diwali sales and provide valuable insights from it.

TOOLS USED:- Jupyter Notebook

PROCEDURE FOLLOWED:-

- Import required libraries
- Import the CSV format data
- Load data & Read the Data
- Removed unnecessary columns
- Data Cleaning
- Conducted Exploratory Data Analysis (EDA)
- Data Analysis
- Final Conclusion

INSIGHTS:-

- Most of the buyers are females and also females purchase more than men.
- Mostly the buyers are coming from the age group 26-35 years.
- Maximum orders & total sales/amount are from Uttar Pradesh, Maharashtra, and Karnataka respectively.
- Most buyers are married (women) and they have high purchasing power.
- Maximum buyers are working in the IT, Healthcare, and Aviation sector.
- Highest number of sold products are from Food, Clothing, and Electronics categories.