

BUSINESS PROBLEM :



Identify the key factors driving sales performance during the Diwali season to optimize marketing strategies, product placement, and customer targeting. This includes analyzing demographic trends, regional sales variations, and product category preferences to enhance profitability and customer satisfaction.

Key Focus Areas:

1. **Demographics:** Determine how age groups, marital status, and gender influence sales.
2. **Product Performance:** Analyze the performance of various product categories to identify best-sellers and underperformers.
3. **Regional Trends:** Understand regional sales distribution to allocate resources effectively.
4. **Customer Segmentation:** Explore how customer occupation impacts purchasing patterns.



Diwali Sales Insights

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Sales Performance Overview

Regional Contributions

The Central region leads with 39.17% of total sales, while the Eastern region contributes just 6.63%. Strong regional variances in performance are evident.

Category Sales Analysis

The apparel sector comprises the majority of sales with 34M, prioritizing clothing. Categories like veterinary products lag significantly behind.

Customer Spending Insights

IT sector customers exhibit high spending, totaling 14.8 million, while the agricultural sector shows the least, at 2.6 million.

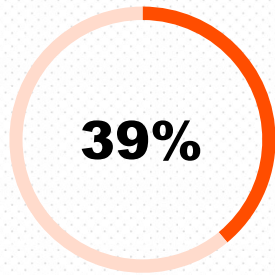


Customer Demographics

This table highlights key customer statistics from the Diwali sales, indicating gender, marital status, and age group significance, showcasing their impact on sales.

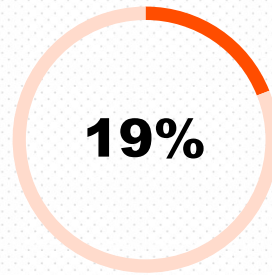
CUSTOMER SEGMENT	SALES (IN MILLION)	NOTES
Females	74	Purchased more during Diwali
Males	32	Less spending noted
Single	62	Highest spending category
Married	44	Solid contributions observed
Age 36-35 years	43	Most active age group

Regional Sales Breakdown



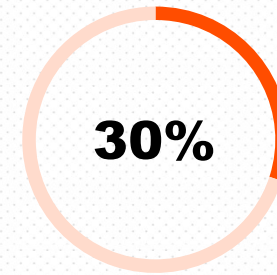
Central Region

Dominating sales with the highest contribution, showcasing strong consumer demand.



Uttar Pradesh

Ranked second, highlighting significant market potential.



Other Regions

Combined, these regions capture the remaining sales, indicating diverse market dynamics.

