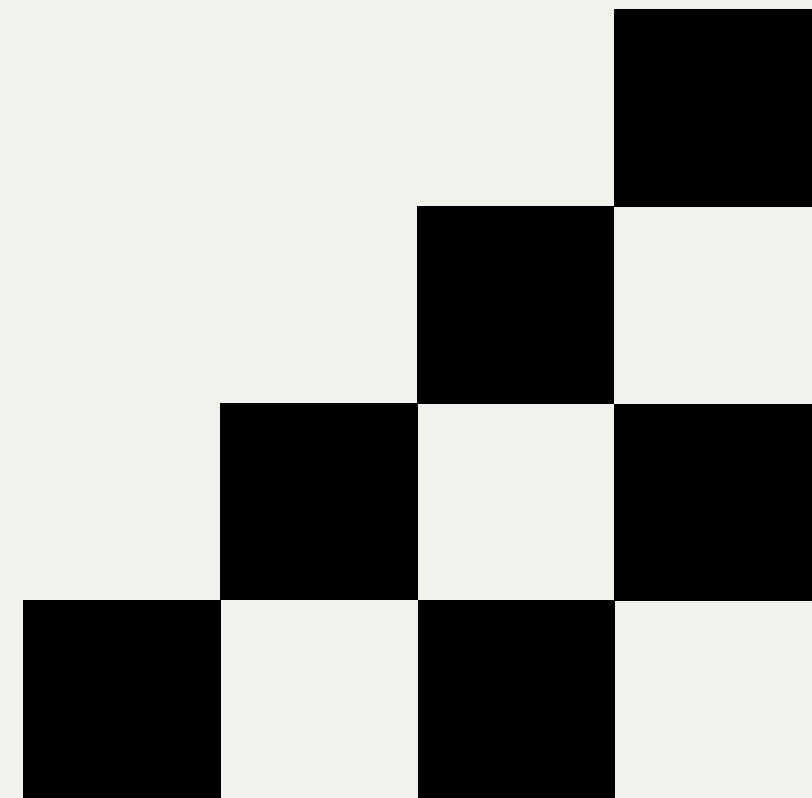


# Diwali Sales Data Visualization

A Python Data Visualization Project

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# Introduction

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This project analyzes Diwali sales data using **Python** to uncover key insights about customer behavior, sales trends, and product performance. The goal is to help businesses understand which products performed well, who their top customers are, and seasonal trends during Diwali sales.

# Tools & Libraries Used

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- **Python Libraries:**

- \* **Pandas** - Data cleaning & Manipulation
- \* **Matplotlib & Seaborn** - Data visualization
- \* **Jupyter Notebook** - Execution environment

# Key insights

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- **High Spending Customers:** Identified demographics based on gender, age group, marital status ,states ,product category and occupation .
- **Top-Selling states:** UP, Maharashtra and Karnataka are high in demand.
- **Top-Selling product categories:** Food, clothing & Electronics had the highest sales.
- **Sales Trends:** Peak Sales observed before and during Diwali.

# Conclusion

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This project demonstrates how data visualization can transform raw sales data into meaningful insights, helping businesses make informed decisions for better profitability.