📊 Diwali Sales Analysis Summary

Dataset Overview:

- Total records: **11,251**

- Key columns include: `Cust_name`, `Gender`, `Age Group`, `State`, `Zone`, `Occupation`, `Product_Category`, `Orders`, and `Amount`.

Cleaning Performed:

- Removed unnecessary columns: `Status` and `unnamed1` (contain only null values).

- Handled missing values in the `Amount` column (12 missing entries).

Insights Extracted:

1. **Customer Demographics:**

   - Majority of the customers are from the **26-35 age group**.

   - Gender distribution shows slightly more **female** buyers.

   - States like **Uttar Pradesh**, **Maharashtra**, and **Karnataka** had the most transactions.

2. **Sales Performance:**

   - The **most popular product category** during Diwali sales was **Auto**.

   - **Highest orders** were observed in the **Western and Southern zones**.

   - Top occupations contributing to sales: **Healthcare**, **Government**, and **IT**.

3. **Revenue Insights:**

   - Highest individual sale amounts are in the range of ₹23,000+.

   - Certain customer segments (like married individuals aged 26–35) had higher average purchase amounts.

4. **Behavioral Patterns:**

    ○ **Male customers** tended to place more orders than female customers.

    ○ Single customers placed more frequent but lower-value orders.