

Diwali Sales Dataset Analysis:

- 1) Female customers are 7832 while male customers are 3407. So, this clearly shows that female customers are more than males and most of the sales is driven by female customers.
- 2) Also, amount spend by female customers is more as compared to males
- 3) Most of the customers are in age group of 26 to 35
- 4) Customers with age group 55+ are very less as compared to others
- 5) Highest number of orders are from Uttar Pradesh while next are Maharashtra, Karnataka, Delhi and Madhya Pradesh
- 6) Married customers are more in number than unmarried
- 7) IT sector, Healthcare, Aviation and Banking these are the sectors where most of the customers belong
- 8) Clothing and Food these are two categories which have highest orders placed

Suggestions:

- 1) To improve sales, more Fashion and beauty products should be there as most of customers are females so they tend to buy such things.
- 2) Packaged food items should always be there as Food is the number one selling category
- 3) Some discounts on food items should be given in festival period to attract more customers
- 4) Membership offer should be provided as more and more customers will purchase and it will generate fixed amount of monthly income
- 5) Special offers on Beauty, Sports and Furniture should be given to increase their sales