Dewali Sales Analysis

1. Insights

A. Gender-Based Shopping Behavior

Observation: Female customers made more purchases compared to males during the Diwali sales period.

Insight: Women were more active shoppers during the festival.

Implication: Brands should focus on designing Diwali campaigns with women-centric messaging, visuals, and offers, as they represent a dominant buyer group.

B. Gender and Marital Status

Observation: Married women contributed the highest to overall revenue generation.

Insight: This group is both active in shopping and willing to spend more per transaction.

Implication: Tailored promotions such as family-oriented bundles or combo deals can be particularly effective in increasing engagement and revenue from this segment.

C. Age Group Analysis

Observation 1: The 26–35 age group had the highest number of purchases.

Insight 1: This age bracket includes working professionals and young families, making them highly active shoppers during Diwali.

Observation 2: The 51–55 age group contributed the most in terms of total revenue.

Insight 2: While this group may shop less frequently, they tend to spend more per purchase.

Implication: Brands should target 26–35-year-olds with frequent, flash sales and trend-based products, while offering premium, high-value options for the 51–55 age group.

D. City Category Analysis

Observation: Sales distribution varied across different city categories (Tier 1, Tier 2, etc.).

Insight: Urban and semi-urban areas may have different product preferences and purchasing power.

Implication: Marketing strategies should be tailored based on city category. For example, offer luxury or tech products in Tier 1 cities, and value-for-money bundles in Tier 2 or 3 cities.

E. Product Category Performance

Observation: Certain product categories (e.g., electronics, clothing) dominated sales.

Insight: Some categories are more popular and generate more revenue during festive seasons.

Implication: Businesses should stock and promote best-selling categories more aggressively during Diwali, and consider offering limited-time category discounts.