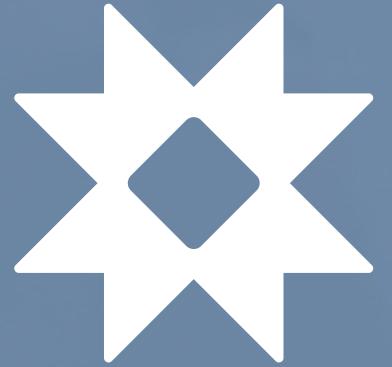
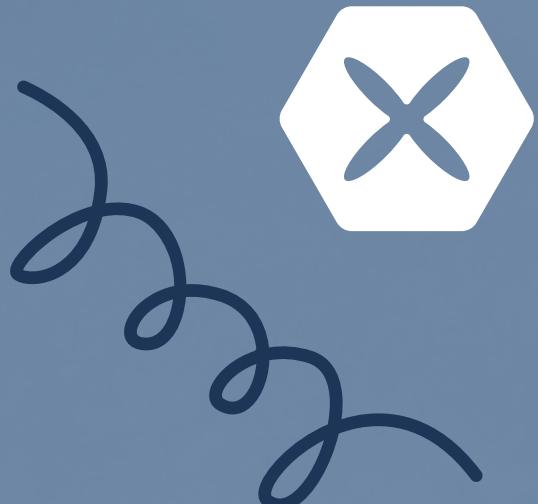


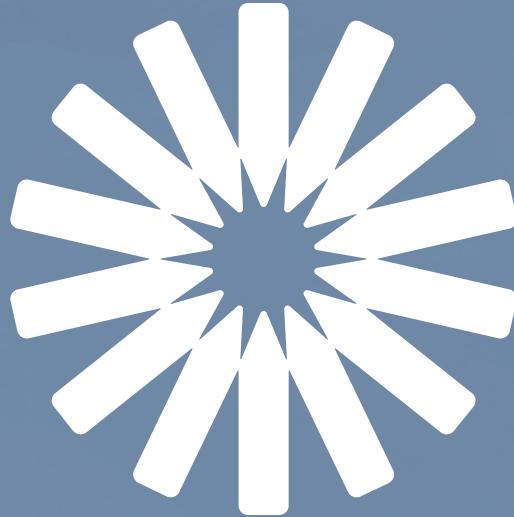
FINAL PROJECT PRESENTATION



# Festival Sales Analysis



MOHAMMED FEROZ SHAIK | DATA VISUALIZATION



# Project Overview: Objectives, Dataset, and Tools

## Objectives

The main objectives are to analyze sales patterns, understand customer behavior, and identify opportunities for growth in festival sales.

## Dataset

The dataset includes sales transactions, customer demographics, and product categories collected from various festival events throughout the summer.

## Tools

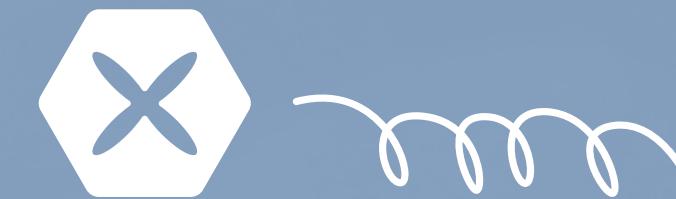
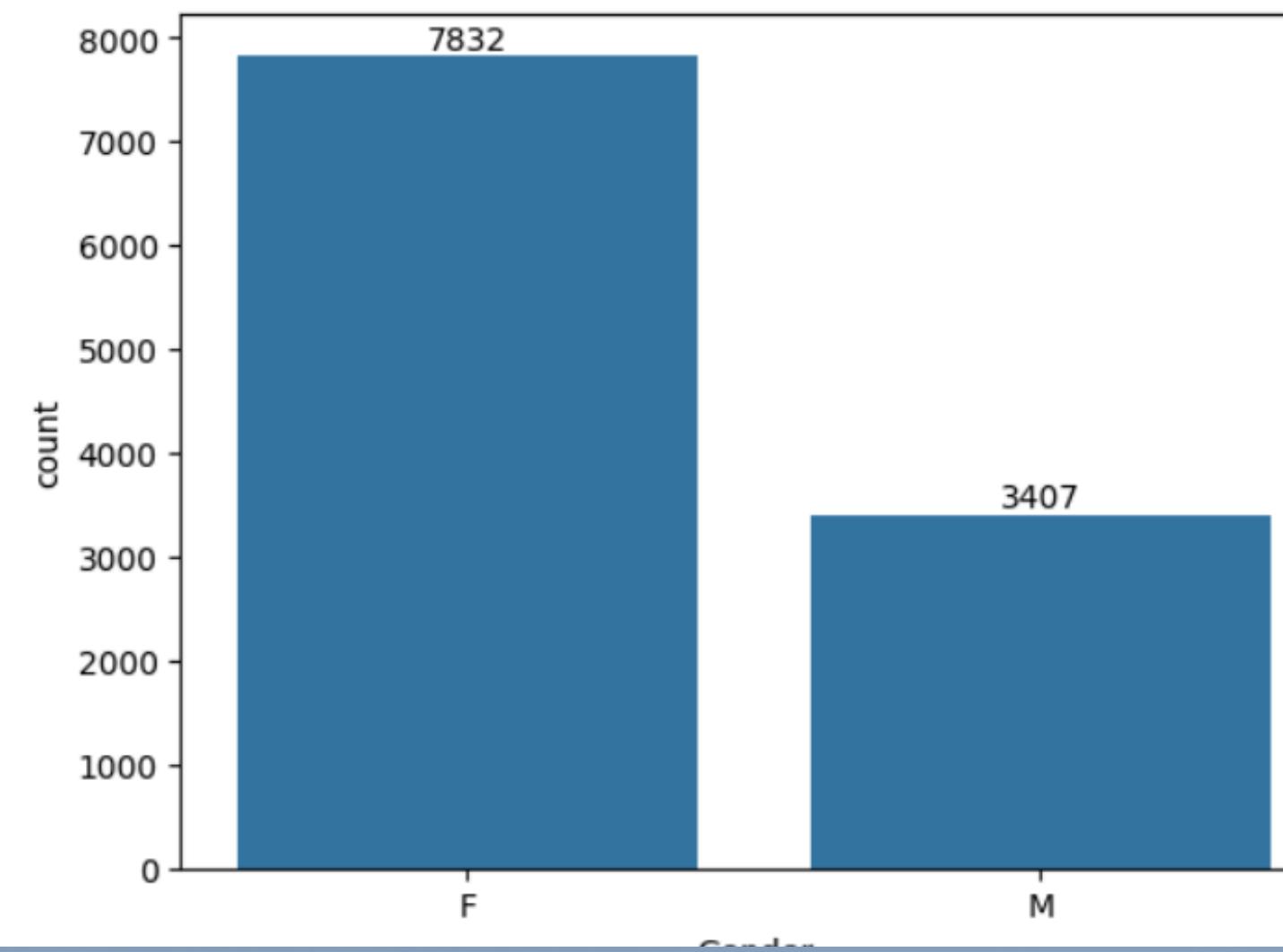
We utilized advanced analytics tools like Python and Tableau for data visualization, enabling us to gain deeper insights into sales performance.



# Demographics Insights Analysis

```
[16]: ax = sns.countplot(x = 'Gender', data = df)

for bars in ax.containers:
    ax.bar_label(bars)
```



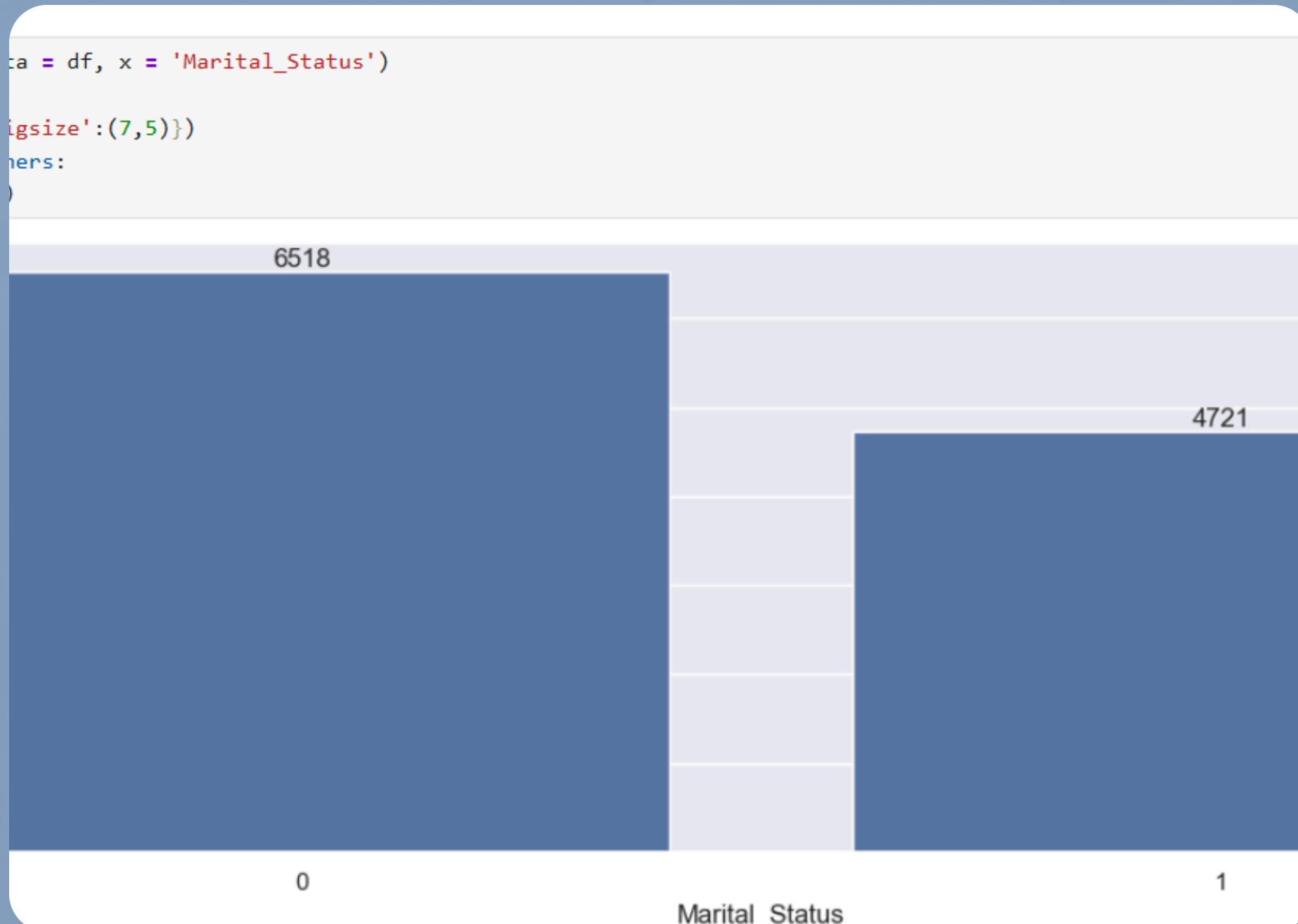
## Gender Breakdown

Analyzing gender distribution helps us understand purchasing behaviors and tailor marketing strategies effectively.

## Age Distribution

Examining age demographics reveals preferences and trends that can guide product offerings and promotions.

# Geographic Sales Insights



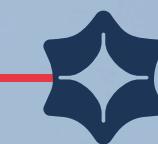
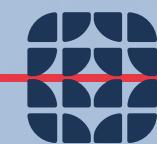
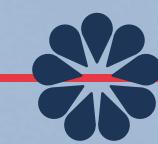
## Top Performing Cities

City sales data reveals **strong patterns** in consumer behavior and preferences across various regions.

## State-Wise Analysis

State-level insights help us understand **regional trends** and identify areas for potential growth and investment.

# Insights



## Product preferences identified

Analysis revealed significant trends in purchasing behaviors across various occupations.

## Top categories highlighted

The most popular product categories showed clear preferences among different demographic groups.

## Occupational trends emerged

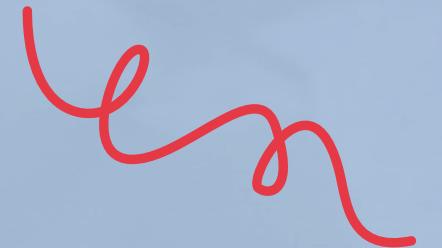
Insights indicated varying product interests based on occupational backgrounds and roles.

## Key insights compiled

The data highlighted correlations between occupations and their respective product selections.

## Recommendations proposed

Suggestions for targeted marketing strategies were developed based on the findings.



# Product Insights



## Initial Product Analysis

Analyzed sales data to identify trends among top-selling products by gender.

## Gender Comparison Study

Conducted in-depth analysis comparing preferences of male and female customers.

## Top Product Identification

Identified key products that appeal to both genders based on sales figures.

## Sales Performance Review

Reviewed gender-based sales performance to understand purchasing behaviors effectively.

## Final Recommendations

Provided actionable insights to improve marketing strategies targeting specific customer segments.

# Average Order Value



## Initial analysis completed

The first analysis focused on gathering data for average order values by gender.

## Data visualization created

Charts and graphs were designed to illustrate key average order value trends.

## Insights shared with team

Findings were discussed in a team meeting for further exploration and recommendations.

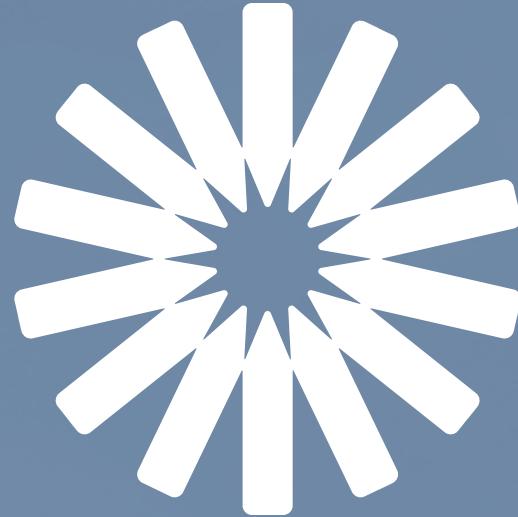
## Recommendations drafted

Drafted recommendations based on insights to enhance marketing strategies and sales.

## Final report submitted

The final report was submitted, summarizing findings and actionable insights for stakeholders.





# Key Takeaways: Customer Insights, Performance Analysis, and Recommendations

## Customer Segments

Identifying distinct **customer segments** has revealed targeted preferences that can drive effective marketing strategies and optimize sales performance during festivals.

## Top Performers

The analysis of sales data highlights **top-performing products** that consistently exceed sales expectations, aiding in inventory management and promotional efforts.

## Recommendations

Implementing tailored strategies based on insights can enhance customer engagement, drive sales, and improve overall festival experience for attendees.



---

# Thank You !

