

# Diwali Sales Analysis Report

## 1. Gender

From the analysis of gender-based purchasing behavior, it is evident that **females** constitute the majority of buyers. Additionally, the purchasing power of females is higher than that of males, indicating a stronger consumer base among women during Diwali sales.

## 2. Age Group

The sales data reveals that the predominant age group of buyers falls between **26-35 years**, with **females** from this group showing the highest purchasing frequency. This suggests that individuals in this age range, particularly women, are the most active shoppers during the Diwali season.

## 3. State

The top-performing states in terms of both the number of orders and total sales amounts are **Uttar Pradesh, Maharashtra, and Karnataka**. These states drive a significant portion of the overall sales, indicating regional trends and preferences during the Diwali sales period.

## 4. Marital Status

**Married individuals**, especially **married women**, emerge as the primary buyers, with a greater overall purchasing power compared to unmarried buyers. This suggests that married women tend to make larger purchases, possibly for household needs or gifts during the Diwali festival.

## 5. Occupation

The analysis shows that the most common occupations of buyers are from the **IT, Healthcare, and Aviation** sectors. This highlights a trend where professionals in these industries are more likely to engage in Diwali shopping, potentially due to higher disposable income or a greater focus on festive gifting and celebrations.

## 6. Product Category

The most popular product categories during the Diwali sales are **Food, Clothing, and Electronics**. These categories have seen the highest sales, aligning with the general trends of gifting, celebrations, and festive food purchases during the Diwali season.

## Summary

The Diwali Sales Analysis provided key insights into consumer behavior, focusing on gender, age group, state, marital status, occupation, and product preferences. Females, especially married women aged 26-35, from Uttar Pradesh, Maharashtra, and Karnataka, are the primary buyers. These consumers predominantly shop for **Food, Clothing, and Electronics** during Diwali.

## Conclusion

Based on the analysis, the key consumer segment for Diwali sales includes **married women aged 26-35 years** from **Uttar Pradesh, Maharashtra, and Karnataka**, who are employed in the **IT, Healthcare, and Aviation** sectors. These individuals are more likely to purchase products in the **Food, Clothing, and Electronics** categories, showcasing clear patterns in consumer behavior during the Diwali season.

## Recommendations:

1. **Target Female Consumers:** Since females are the majority of buyers, create targeted marketing campaigns and offers that cater specifically to female shoppers, particularly in the 26-35 age range.
2. **Focus on the 26-35 Age Group:** Develop personalized promotions for buyers in the **26-35 years** age group, especially women. Offer product bundles that appeal to their lifestyle and festive needs.
3. **Geographic Targeting:** Prioritize marketing efforts in **Uttar Pradesh, Maharashtra, and Karnataka** by creating region-specific promotions and offers that appeal to local preferences.
4. **Married Women as Key Customers:** Design products and promotions for married women, highlighting items for household use or gifting purposes during Diwali. Exclusive offers can further incentivize purchases from this segment.
5. **Engage Professionals in IT, Healthcare, and Aviation:** Since professionals in these sectors are high spenders, consider offering sector-specific promotions or loyalty programs targeting these industries.
6. **Focus on Popular Product Categories:** Given the high demand for **Food, Clothing, and Electronics**, focus product offerings and promotions on these categories during the Diwali season to maximize sales.

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This structured report, including a **Summary** and **Recommendations** section, presents the insights in an organized way, offering actionable steps for businesses to enhance their sales strategies during the Diwali season.