



2023

FESTIVE SALES ANALYSIS

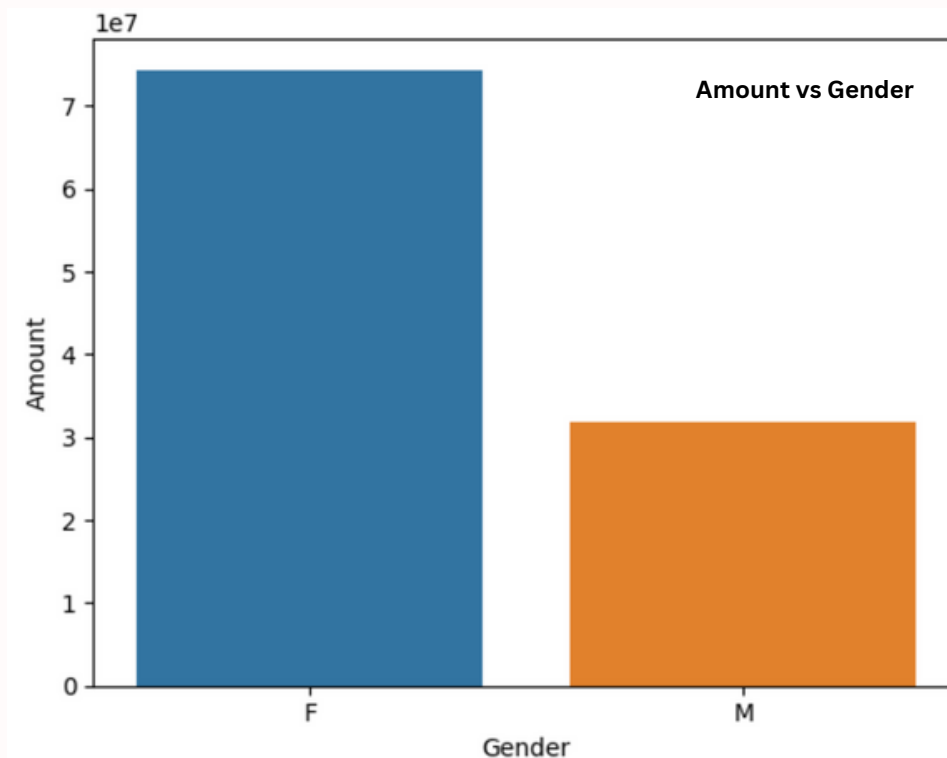
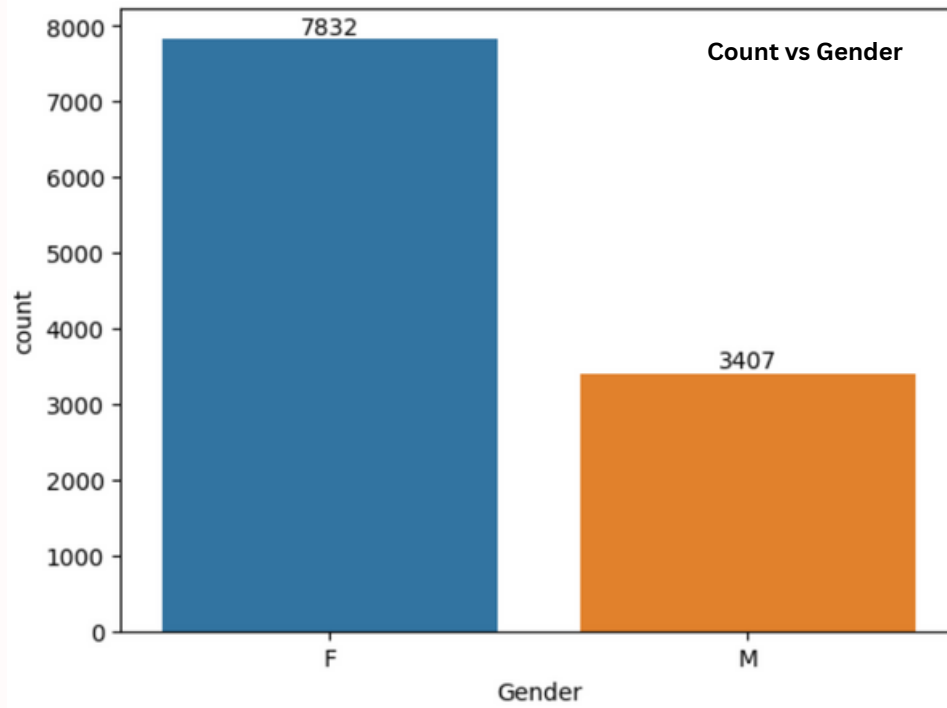
By: Nikhil Kushwaha



Exploratory Data Analysis

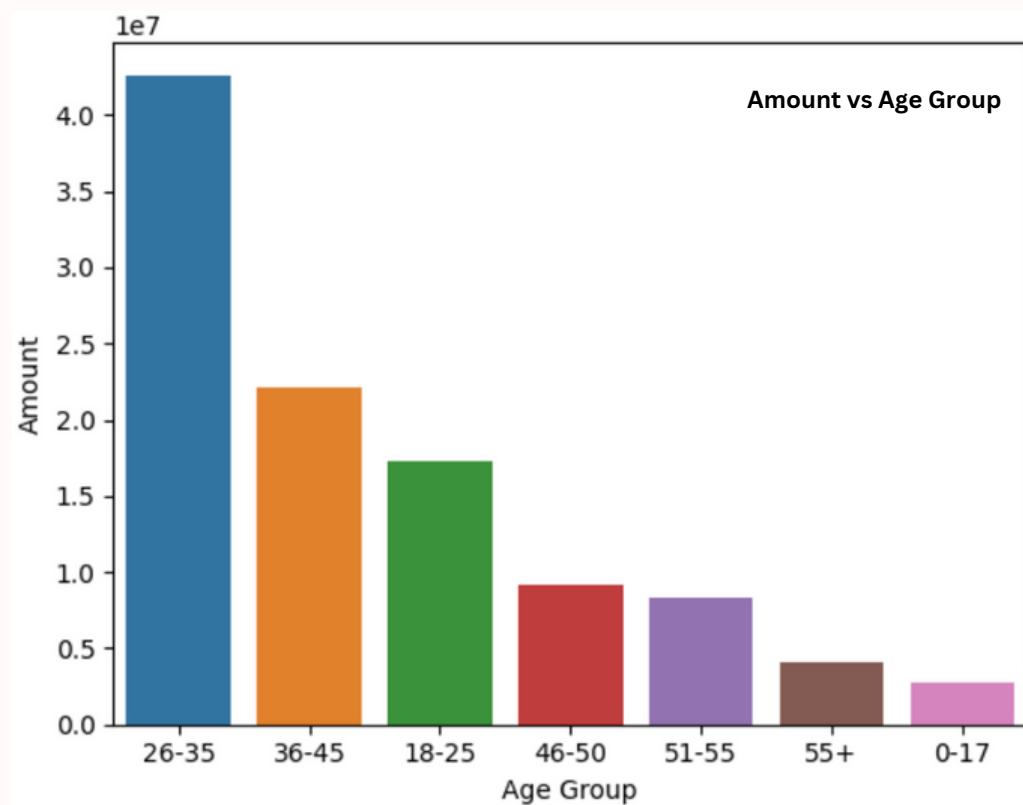
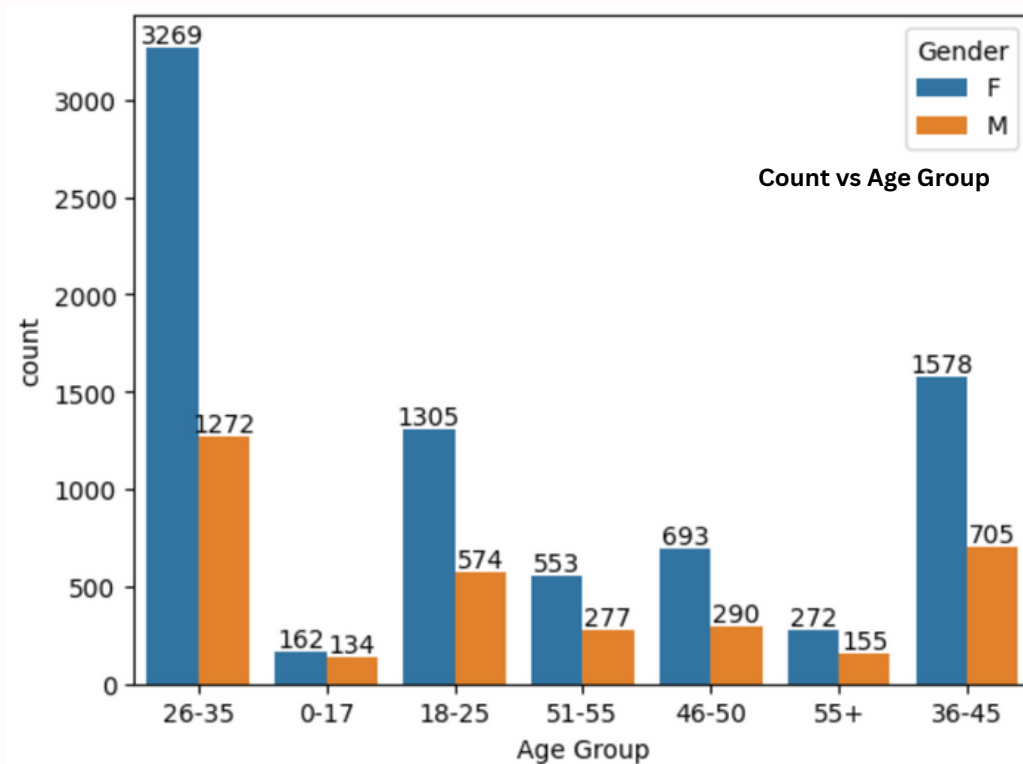
- **EDA by Gender :**

- From below graphs we can see that most of the buyers are females.
- And even the purchasing power of females are greater than men.



- **EDA by Age :**

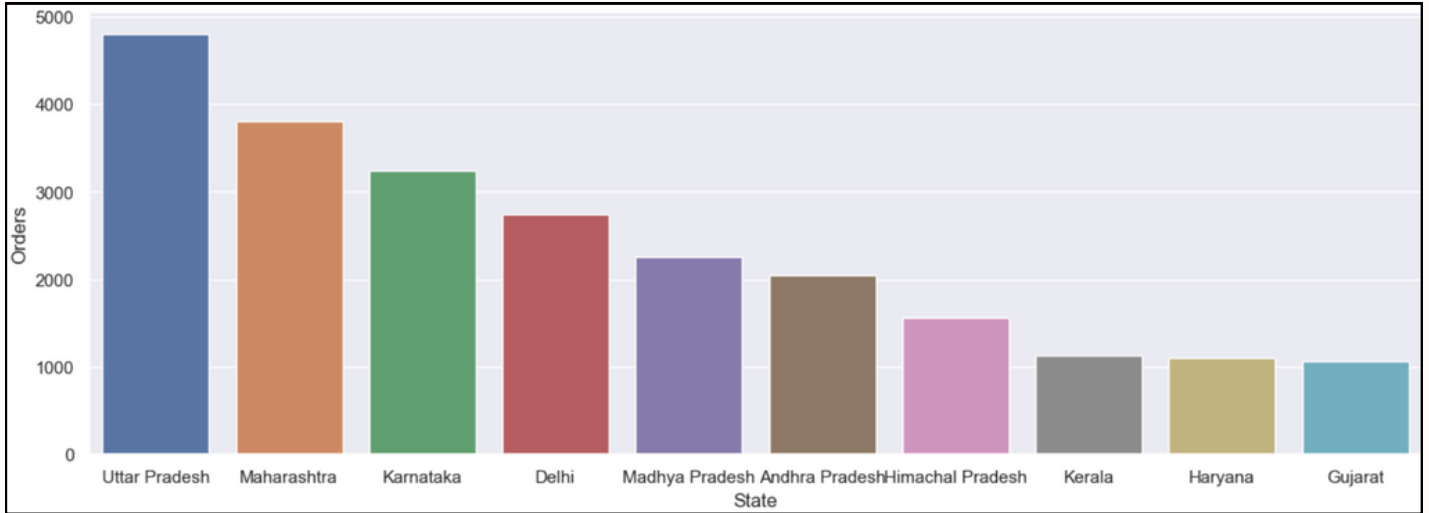
- From below graphs we can see that most of the buyers are of age group between 26-35 yrs.
- Also most of the buyers are females.



- **EDA by State :**

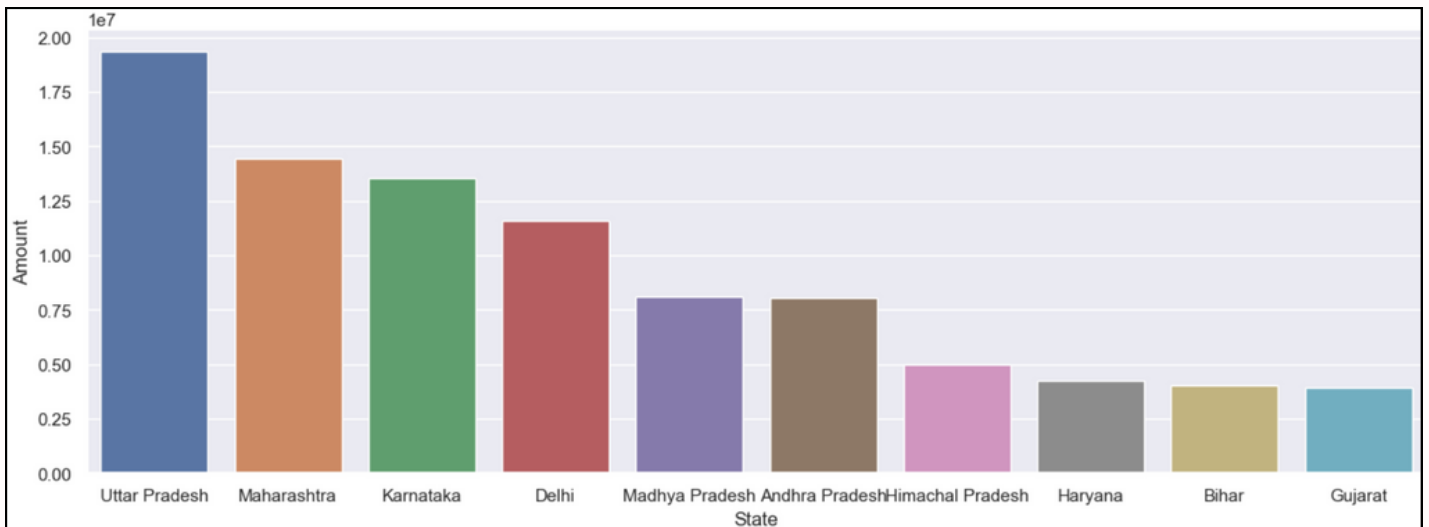
- From below graphs we can see that most of the orders & total sales/amount are from Uttar Pradesh, Maharashtra and Karnataka respectively.

Total number of orders from top 10 states



Orders vs State

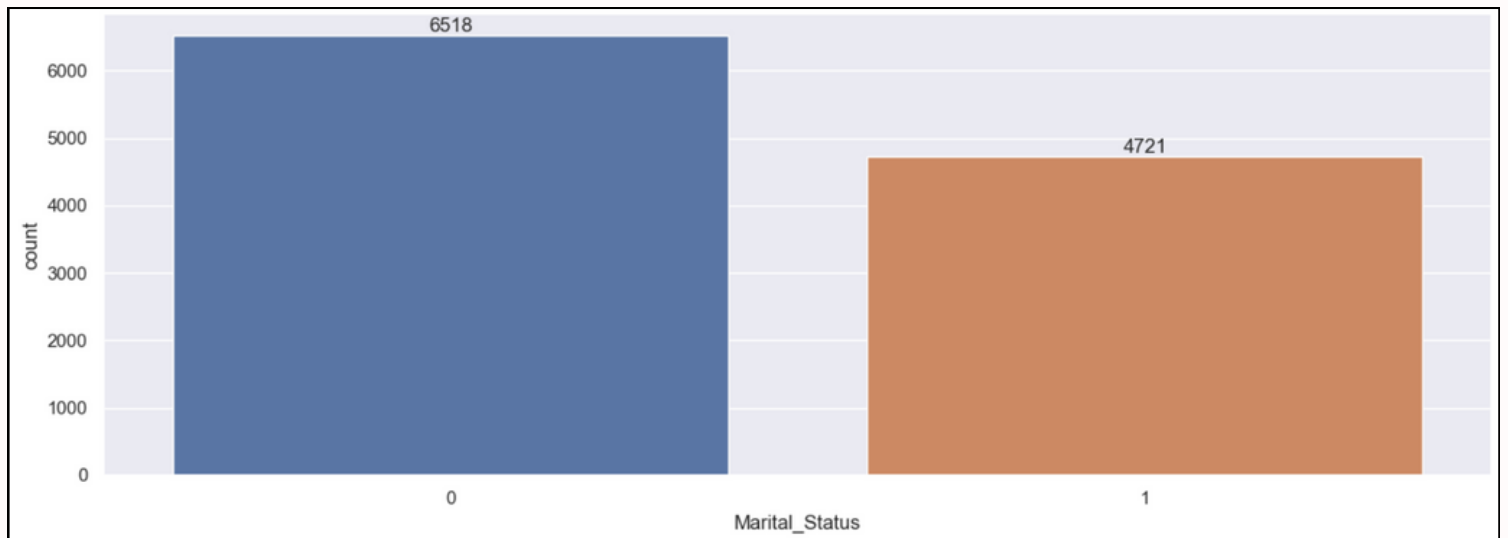
Total amount/sales from top 10 states



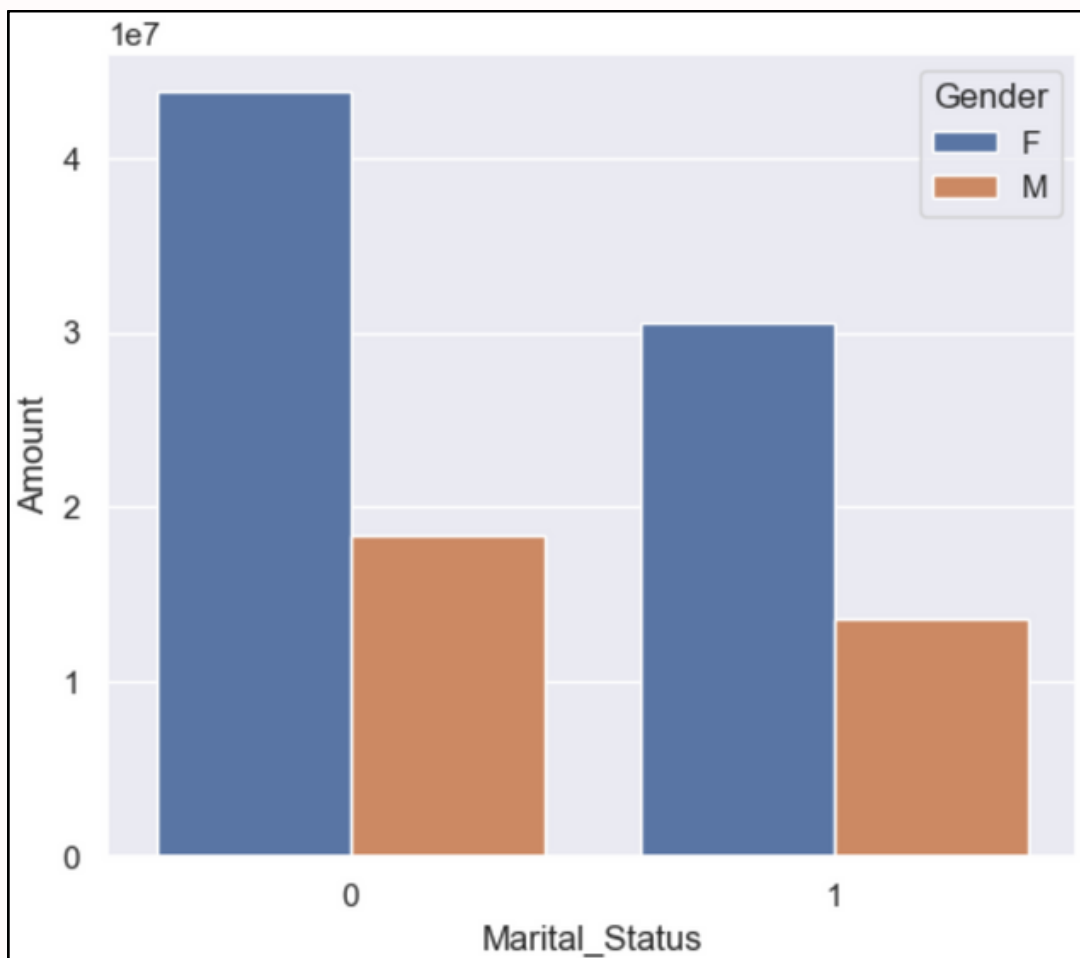
Amount vs State

- **EDA by Marital Status :**

- From below graphs we can see that most of the buyers are married (women).
- And they have high purchasing power.



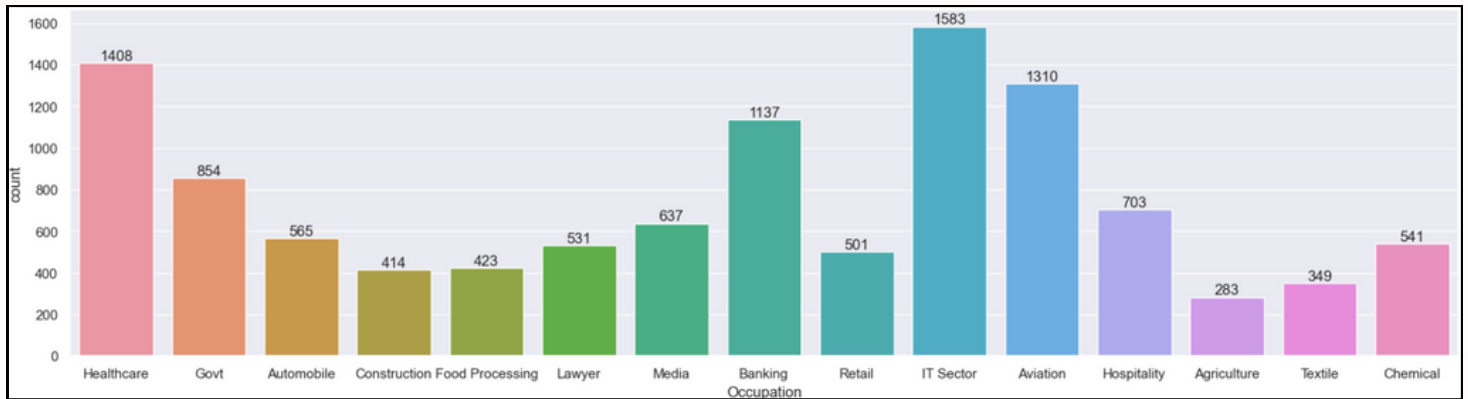
Count vs Marital Status



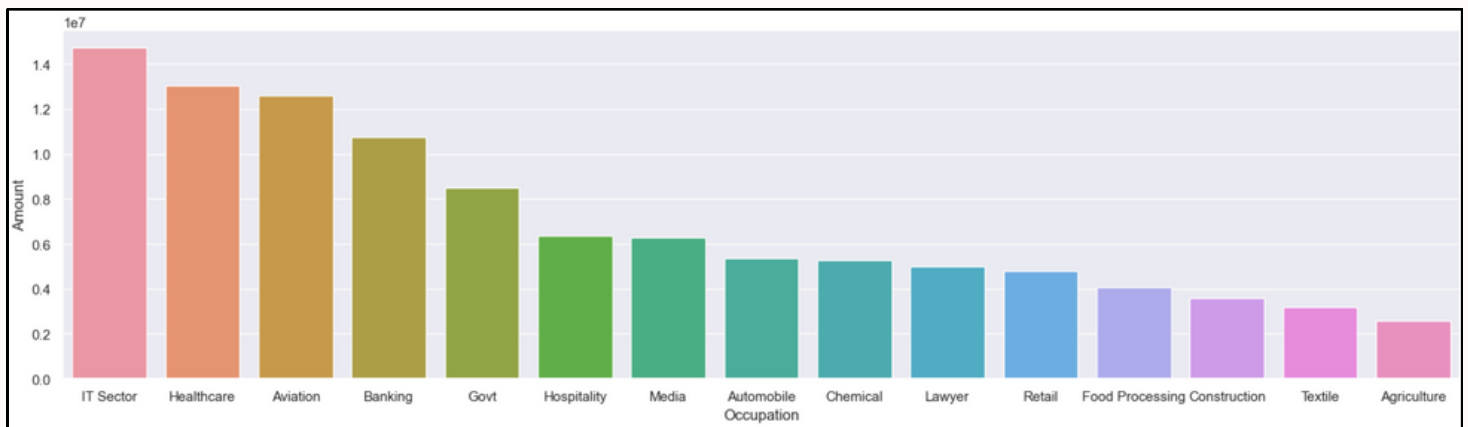
Amount vs State

- **EDA by Occupation :**

- From below graphs we can see that most of the buyers are working in IT, Healthcare and Aviation sector.



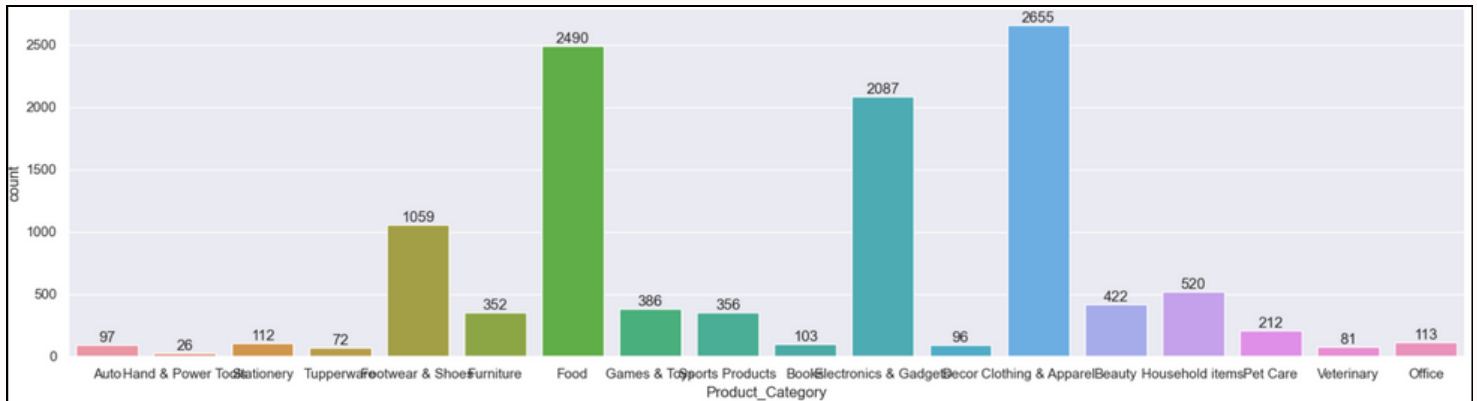
Count vs Marital Status



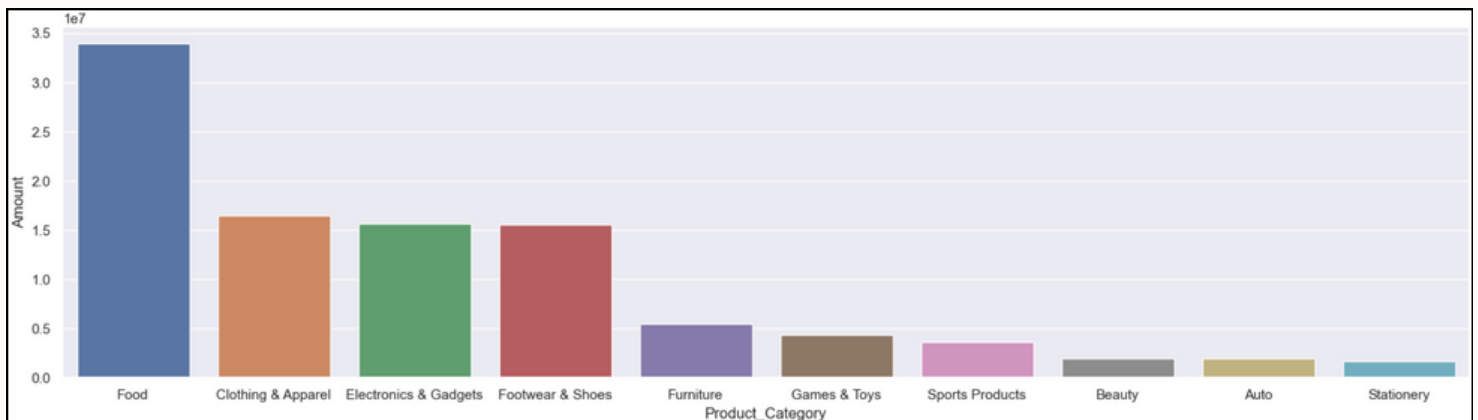
Count vs Marital Status

- **EDA by Product Category:**

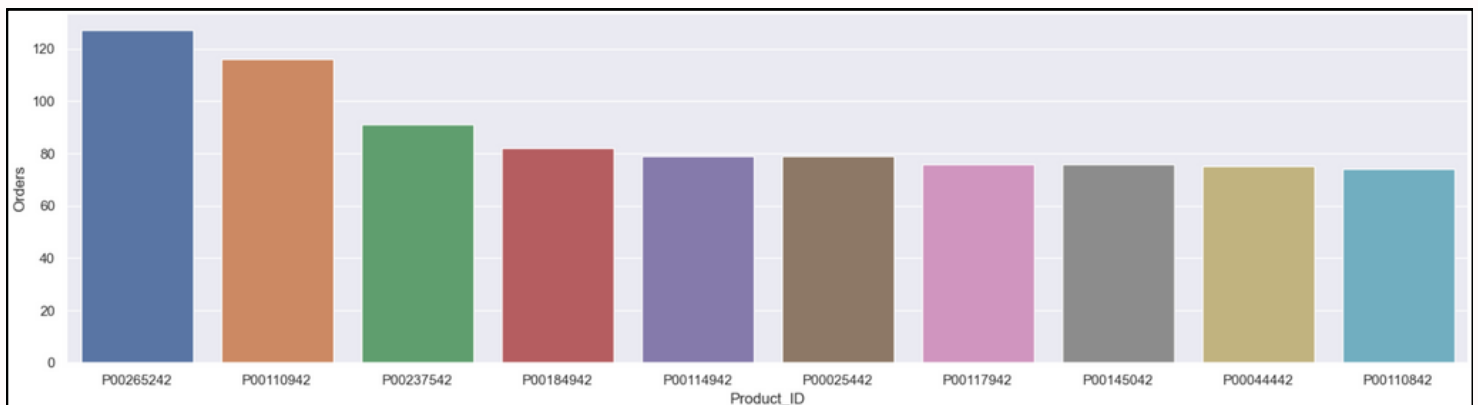
- From below graphs we can see that most of the sold products are from Food, Clothing and Electronics category.



Count vs Product_ID



Amount vs Product_ID



Orders vs Product_ID

→ **Conclusion :**

Married women age group 26-35 yrs from UP, Maharashtra and Karnataka working in IT, Healthcare and Aviation are more likely to buy products from Food, Clothing and Electronics category.