



# DIWALI SALES ANALYSIS

*"In every spark of insight, find the path to brighter sales and happy customers!"*

As we celebrate the Festival of Lights, this analysis offers a glimpse into the key factors driving our Diwali sales.

As the festive lights of Diwali illuminate our homes, this dashboard sheds light on the heart of our sales performance. From tracking customer behavior to identifying top products, we've gathered all the insights you need to celebrate success. With each transaction and product sold, we move closer to understanding our customers and creating impactful strategies. Dive into the data and discover how this Diwali season is shaping the future of our business!

**1 Age & Age Group:** Customer's age and categorized age group for demographic insights.

**2 Amount:** Total sale amount for each transaction.

**3 Cust\_Name:** Name of the customer.

**4 Gender & Marital Status:** Customer's gender and marital status for segmentation.

**5 Occupation:** Customer's job type for targeting purposes.

**6 Orders:** Number of orders placed by the customer.

**7 Product\_Category:** Category of products sold.

**8 Product\_ID:** Unique ID for each product.

**9 State & Zone:** Geographic data to track sales by location.

**10 User\_ID:** Unique customer identifier for tracking.



## Key Business Metrics



**106M**  
Total Sales

"₹106M Sales – A strong performance, driven by seasonal shopping trends."



**9.44K**  
AOV

"₹9.44K AOV – Customers are making more valuable purchases this Diwali."



**1.00**  
Repeat Customer Rate

"100% Repeat Rate – Exceptional customer loyalty and satisfaction."



**28K**  
Total Orders

"28K Orders – Reflecting high customer engagement and demand during Diwali."



**11.25K**  
Unique Customers

"11.25K Unique Customers – A diverse customer base engaging with our brand."



**Food**  
Top Product

"Top Product: Food – Catering to the festive demand with food as a key category."



Home



Sales



Customer  
Analysis

Created  
by  
**Nisha  
Chandila**



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FILTER



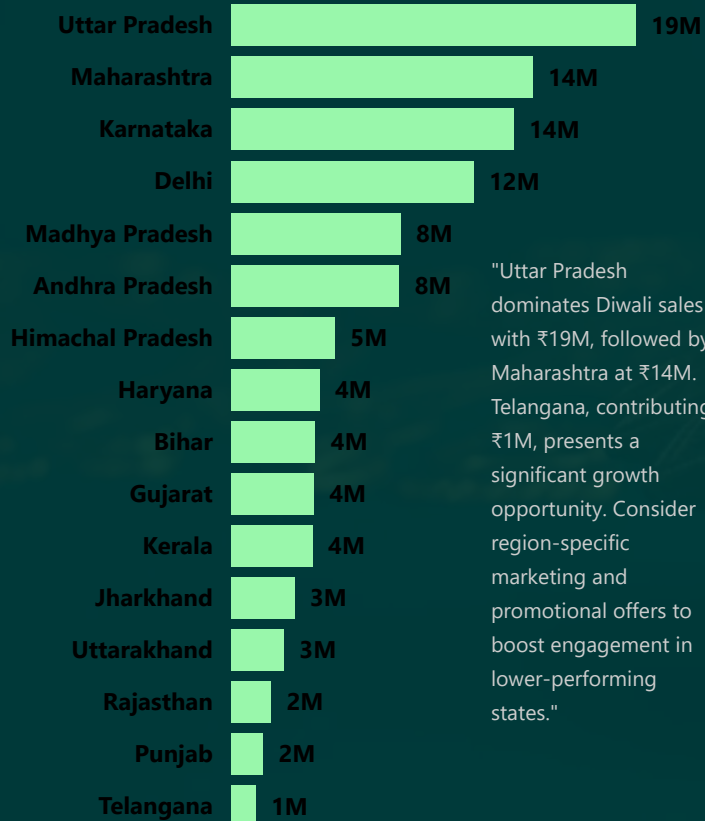
HPI

Gender  
All

Zone  
All

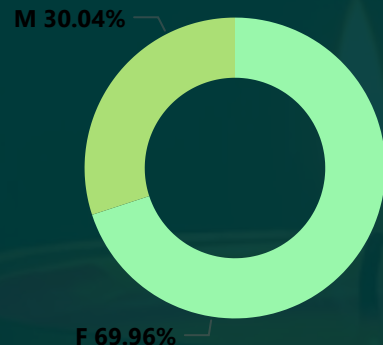


## Sales by State



"Uttar Pradesh dominates Diwali sales with ₹19M, followed by Maharashtra at ₹14M. Telangana, contributing ₹1M, presents a significant growth opportunity. Consider region-specific marketing and promotional offers to boost engagement in lower-performing states."

## Sales by Gender



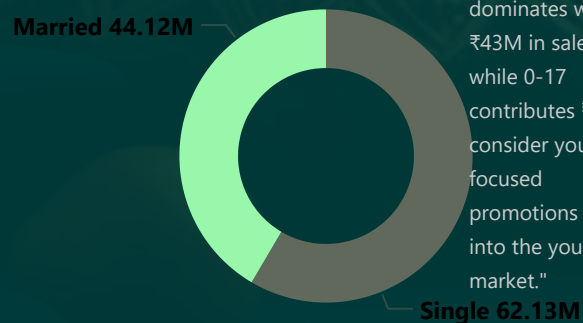
"Female customers drive 69.96% of sales consider targeted campaigns to further engage male shoppers and balance sales distribution."

## Sales by Age Group



"Single customers lead with ₹62.13M in sales, while married customers contribute ₹44.12M—explore personalized offers to boost engagement among married shoppers."

## Sales by Marital Status



"Age group 26-35 dominates with ₹43M in sales, while 0-17 contributes ₹3M—consider youth-focused promotions to tap into the younger market."

## Sales by Zone



"Central zone leads with ₹42M in sales, while Eastern zone trails at ₹7M—target regional strategies and promotions to boost sales in the East."



Home



Sales



Customer  
Analysis

Created by  
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# DIWALI SALES ANALYSIS

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Product Category

All

Age Group

All



11.25K

Unique Customers



Food

Top Product



1.00

Repeat Customer Rate



Home



Sales



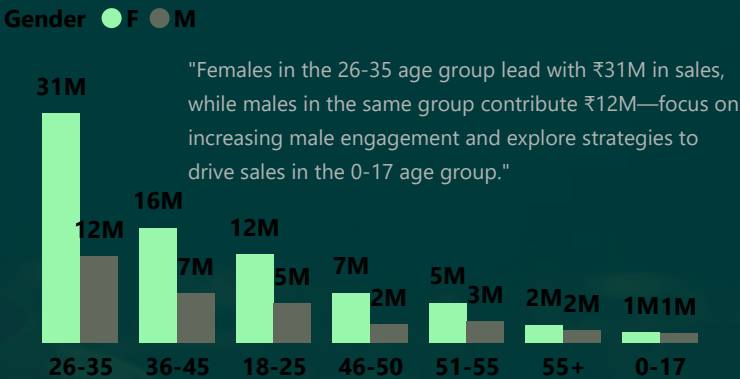
Customer Analysis

Product_ID	Product Category	Total Amount
P00058042	Auto	23,451.00
P00058042	Clothing & Apparel	12,497.00
P00058042	Electronics & Gadgets	47,307.00
P00058042	Food	155,362.00
P00058042	Footwear & Shoes	16,578.00
P00058042	Games & Toys	26,303.00
P00058042	Household items	3,062.00
P00058042	Office	384.00
P00058042	Sports Products	22,096.00
P00059442	Books	10,485.00
P00059442	Clothing & Apparel	22,956.00
P00059442	Decor	8,086.00
P00059442	Electronics & Gadgets	15,986.00
P00059442	Food	112,091.00
P00059442	Footwear & Shoes	85,842.00
P00059442	Furniture	20,494.00
P00059442	Games & Toys	51,860.00
P00059442	Office	206.00

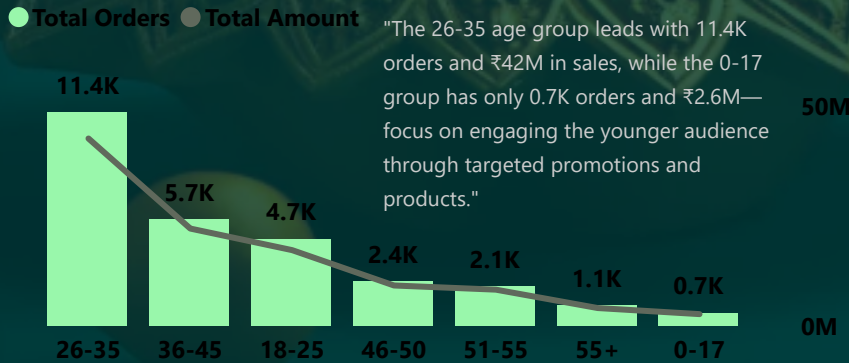
## Sales by Product Category



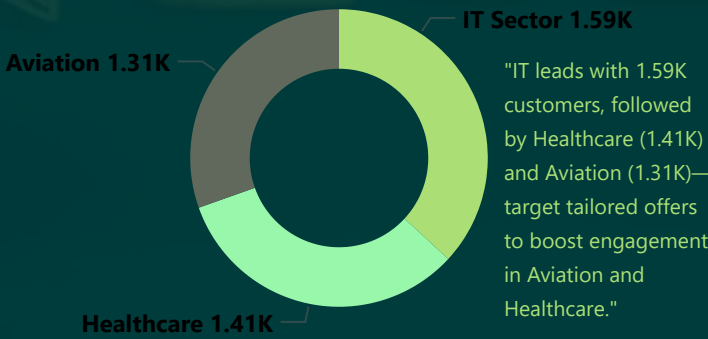
## Sales by Age & Gender



## Sales & Orders by Age Group



## Customers by Occupation



Created by  
Nisha  
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