**Aim: -**

To analyse the past data of the Diwali Sales of a company to improve experience and sales.

**Objective: -**

1. To increase the experience of the customer’s.

2. To increase the revenue of the company.

**Flow of the Project: -**

1. Understand the project objective.
2. Download datasets to analyse.
3. Create new file in python to work on project.
4. Import the python library.
5. NumPy
6. Pandas
7. Matplotlib
8. Seaborn
9. Read csv file through pandas library.
10. Check the data
11. Check how many rows and columns are there.
12. Check detail about the data
13. Data Cleaning
14. If in dataset any null value column is present, then remove that.
15. If in dataset there is any null values, then remove that.
16. Check all the data i.e., is right format.
17. Data Analysing (Exploratory Data Analysis)
18. Analysis data according to question: -
19. Who do more shopping (Male or Female)?
20. Who (male or female) spend more amount on shopping?
21. Which age group do more shopping?
22. Which age group spend more amount on shopping?
23. Which three state do more shopping?
24. Which three state spend more amount on shopping?
25. Who do more shopping (Married or Unmarried)?
26. Who has more power to buy items (Married or Unmarried)?
27. Which sector do more shopping?
28. Which sector (people) spend more amount of money?
29. Which product category has huge consumers?
30. Which product category generator high amount of sales?
31. **Conclusion: -**
32. Female do more shopping.
33. Female spend more amount on shopping,
34. Age group- 26-35 do more shopping.
35. Age group- 26-35 (female) spend more amount on shopping.
36. Uttar Pradesh, Maharashtra and Karnataka do more shopping.
37. Uttar Pradesh, Maharashtra and Karnataka spend more amount on shopping.
38. Married people do more shopping.
39. Married Female has more power to purchase more item.
40. IT, Health care and Aviation do more shopping.
41. IT sector Female spend more amount on shopping
42. **Clothing & Apparel, food and electronics & gadgets has huge consumers.**
43. **Food, Clothing & Apparel and electronics & gadgets generator high amount of sales.**