# CUSTOMER COUNT

From the graphs we can see that most of the buyers are females and even the purchasing power of females are greater than men
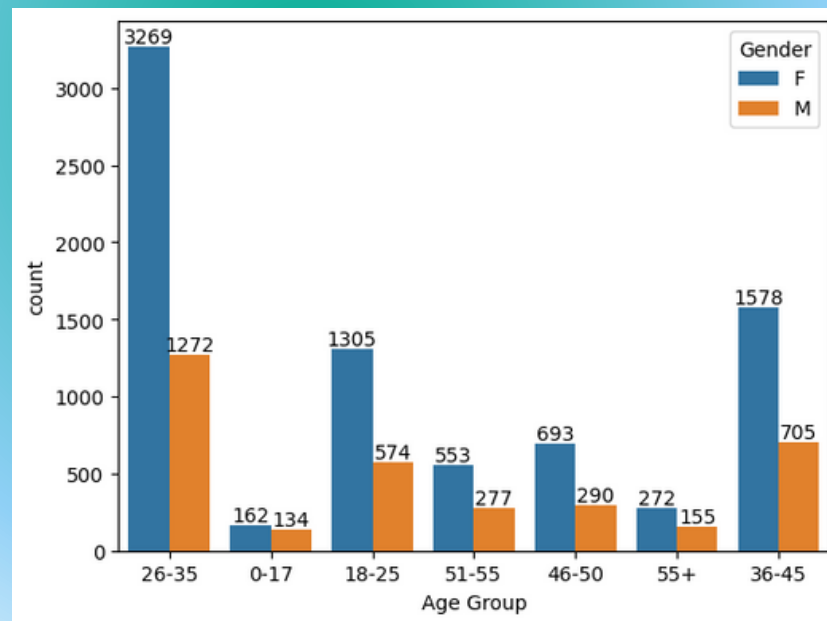
INSIGHTS

THE ANALYSIS REVEALS THAT FEMALE BUYERS DOMINATE DIWALI SALES, DEMONSTRATING HIGHER PURCHASING POWER COMPARED TO MALES. BUSINESSES SHOULD FOCUS ON TARGETED MARKETING, PRODUCT ASSORTMENTS, AND PERSONALIZED SHOPPING EXPERIENCES TO EFFECTIVELY CAPTURE AND ENGAGE THIS KEY DEMOGRAPHIC.
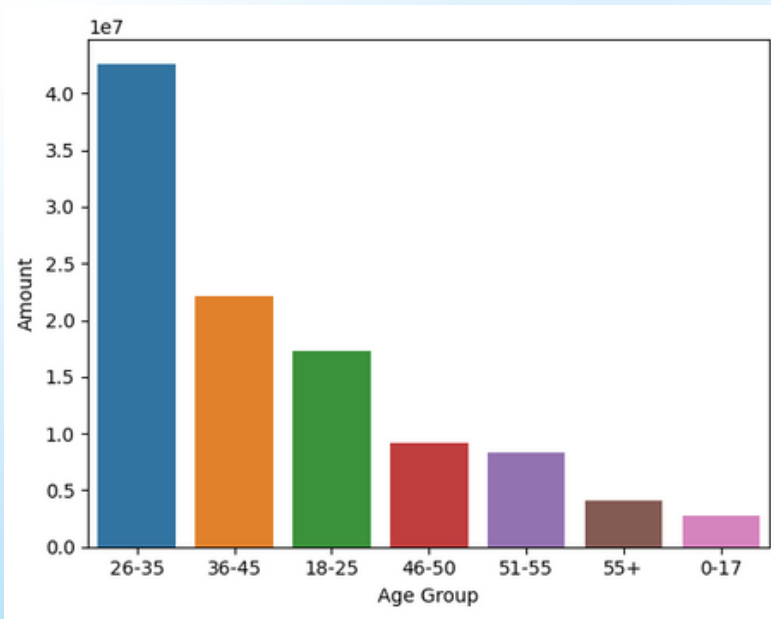
AGE GROUP

From the graphs we can see that most of the buyers are of age group between 26-35 yrs female

INSIGHTS

TTHE ANALYSIS INDICATES THAT THE MAJORITY OF BUYERS ARE FEMALES AGED 26-35, WHO ALSO EXHIBIT HIGHER PURCHASING POWER. BUSINESSES SHOULD TAILOR THEIR MARKETING STRATEGIES, PRODUCT OFFERINGS, AND PERSONALIZED EXPERIENCES TO CATER SPECIFICALLY TO THIS DEMOGRAPHIC TO MAXIMIZE SALES AND CUSTOMER ENGAGEMENT.
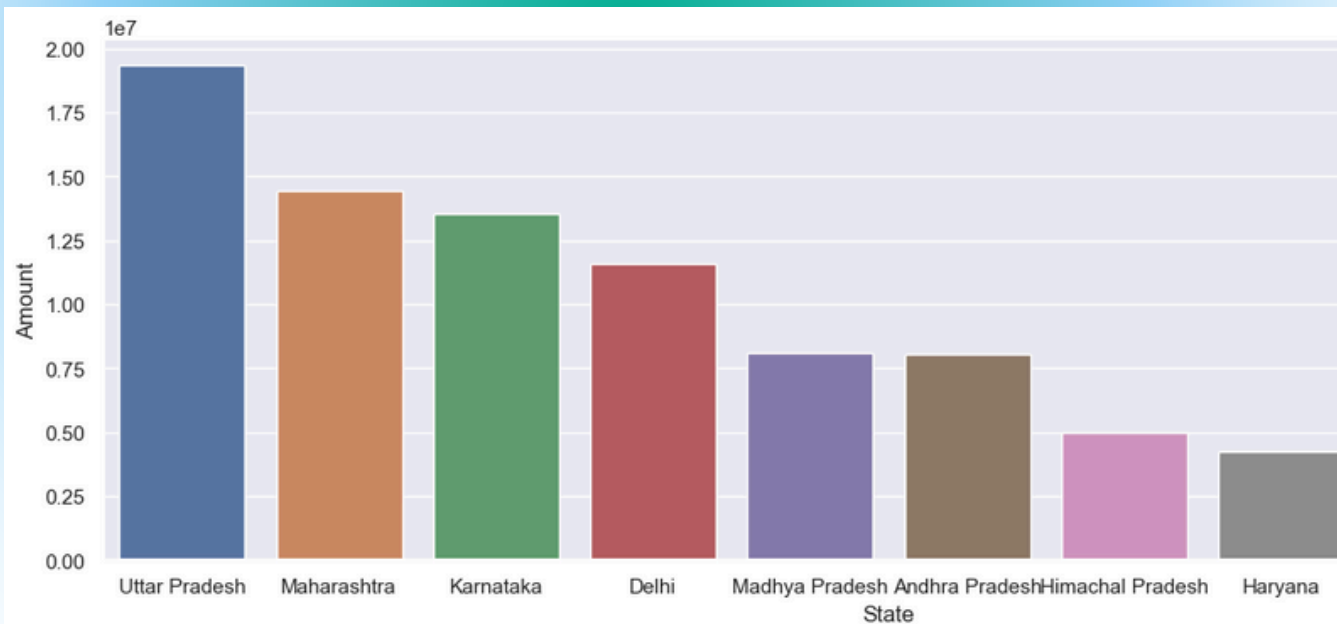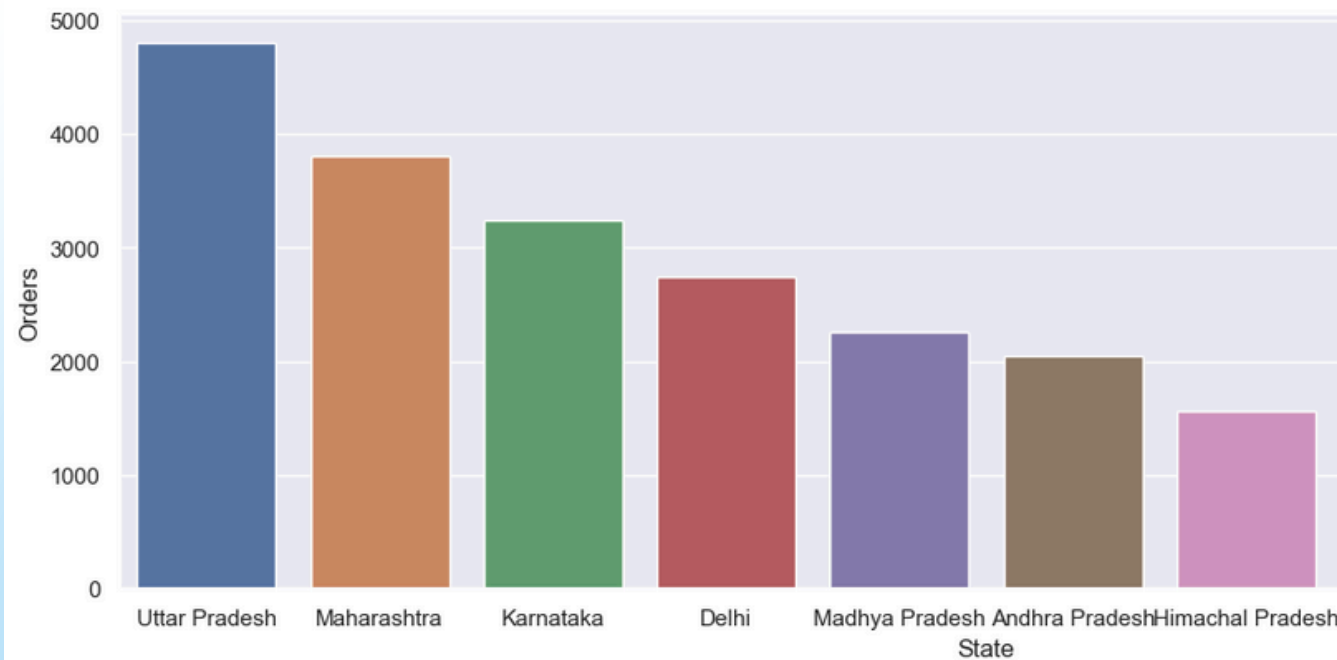
STATES

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

INSIGHTS

THE GRAPHS SHOW THAT THE HIGHEST NUMBER OF ORDERS AND TOTAL SALES AMOUNTS COME FROM UTTAR PRADESH, MAHARASHTRA, AND KARNATAKA. BUSINESSES SHOULD CONCENTRATE THEIR MARKETING EFFORTS, INVENTORY MANAGEMENT, AND REGIONAL PROMOTIONS IN THESE STATES TO CAPITALIZE ON THE STRONG CONSUMER DEMAND.
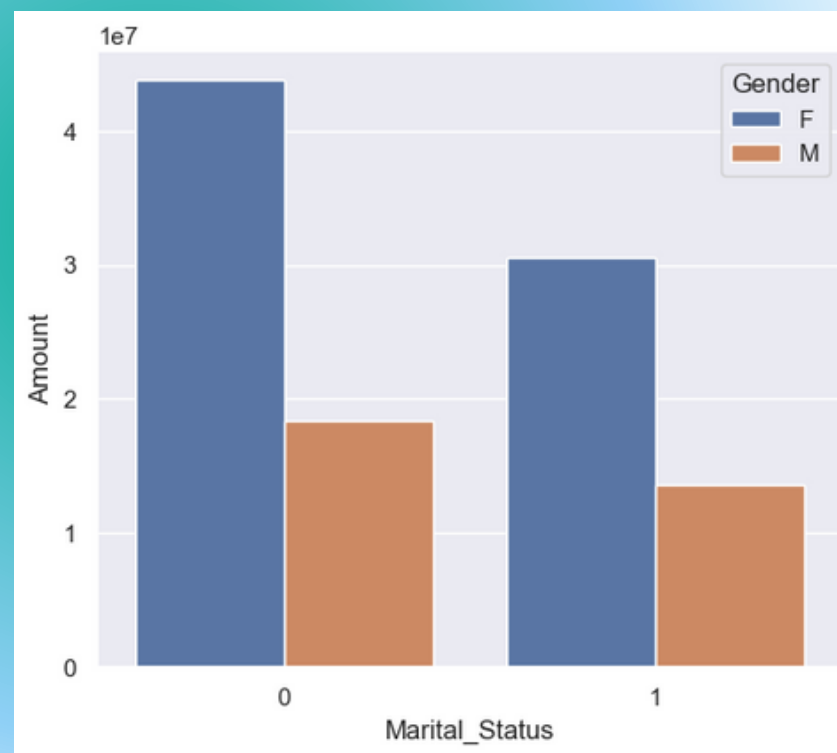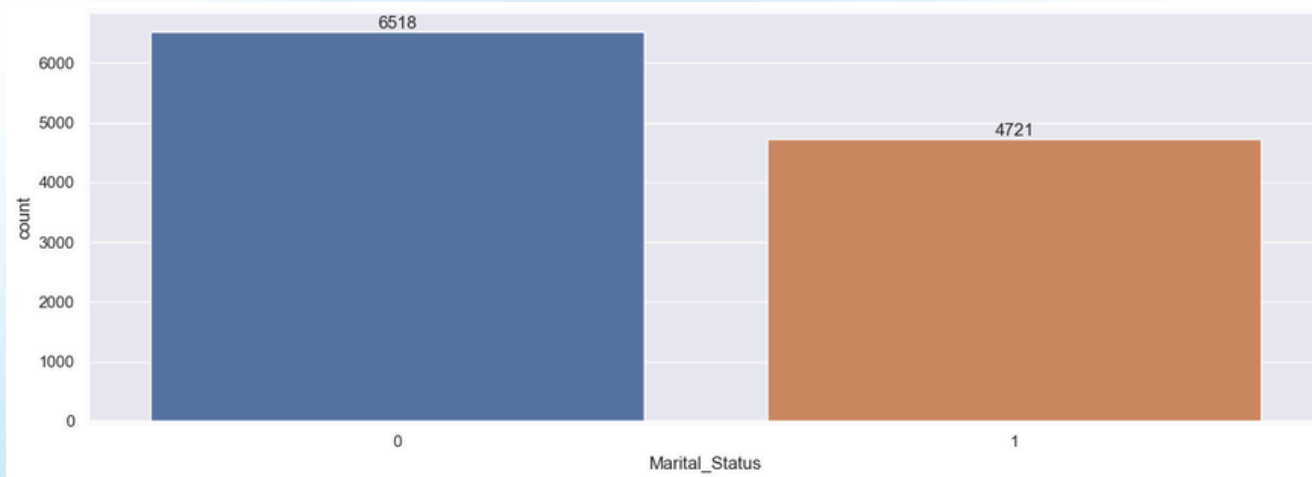
MARITAL STATUS

From above graphs we can see that most of the buyers are married (women) and they have high purchasing power

INSIGHTS

THE GRAPHS REVEAL THAT MOST BUYERS ARE MARRIED WOMEN, WHO ALSO HAVE HIGH PURCHASING POWER. BUSINESSES SHOULD TAILOR THEIR MARKETING STRATEGIES, PRODUCT SELECTIONS, AND PROMOTIONAL OFFERS TO APPEAL TO THIS DEMOGRAPHIC TO MAXIMIZE SALES AND ENHANCE CUSTOMER ENGAGEMENT..
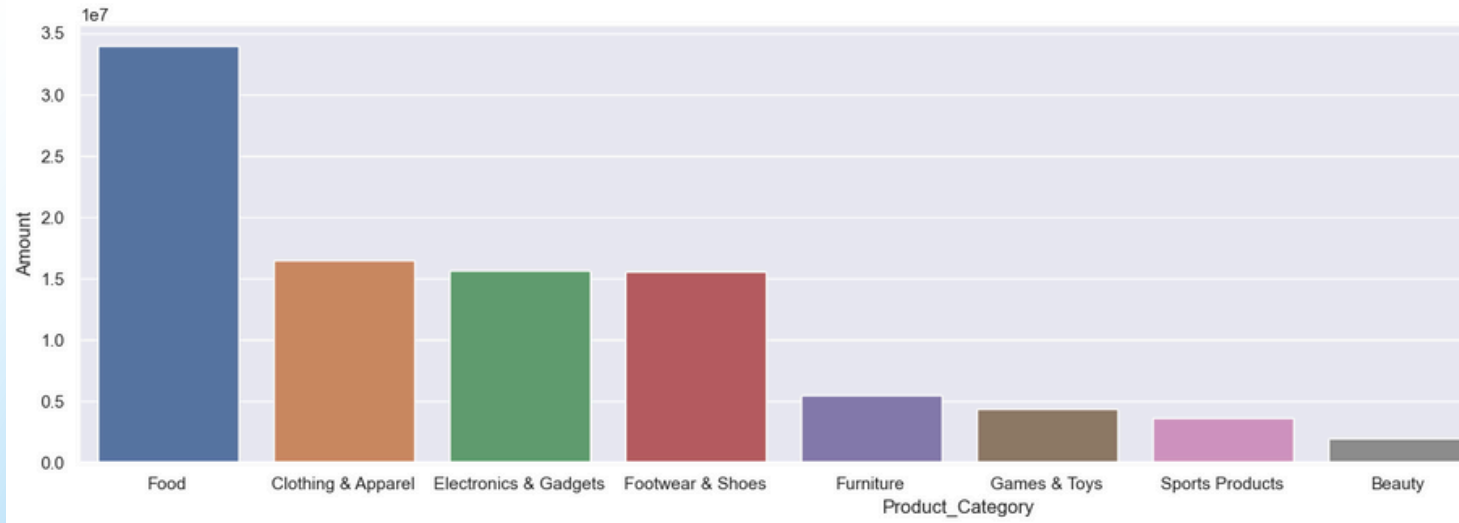
SALES PER OCCUPATION

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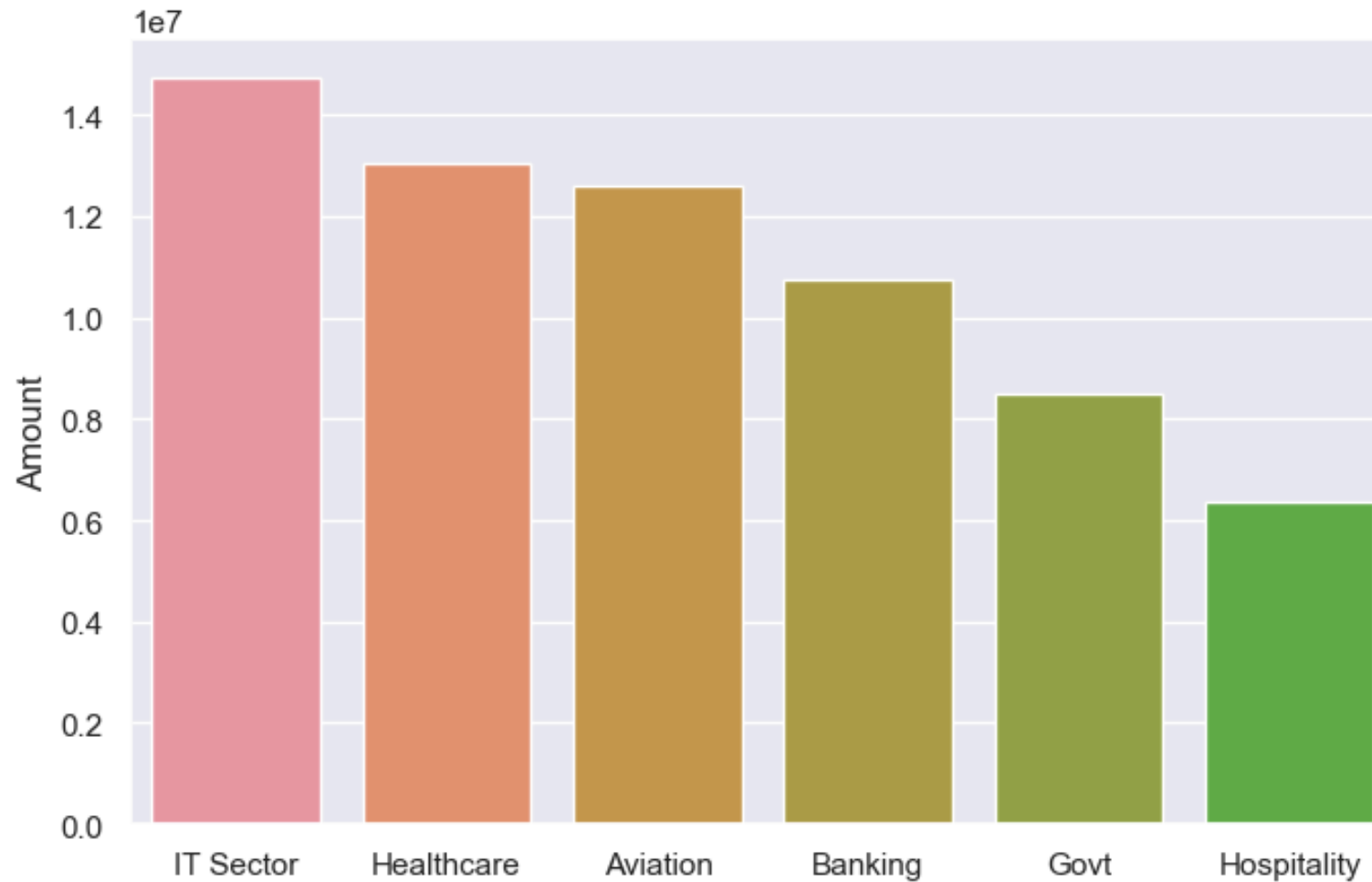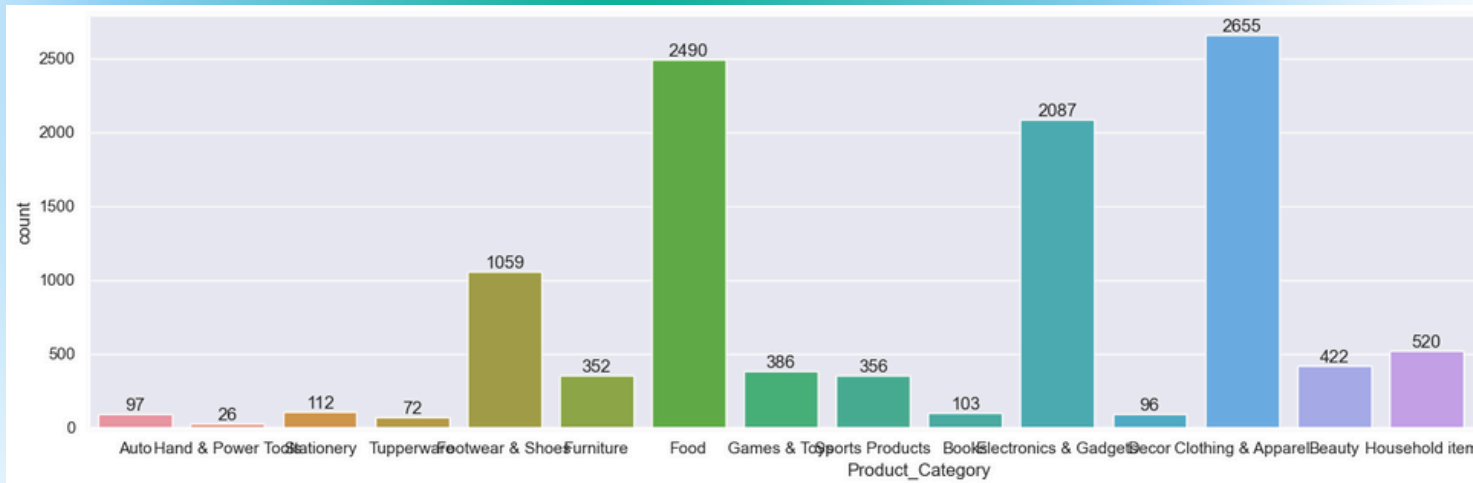
INSIGHTS

THE GRAPHS INDICATE THAT MOST BUYERS WORK IN THE IT, HEALTHCARE, AND AVIATION SECTORS. BUSINESSES SHOULD CONSIDER CREATING TARGETED MARKETING CAMPAIGNS AND TAILORED PROMOTIONS TO APPEAL TO PROFESSIONALS IN THESE INDUSTRIES, LEVERAGING THEIR HIGHER PURCHASING POWER.

SALES PER PRODUCT

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

INSIGHTS

THE GRAPHS INDICATE THAT THE MAJORITY OF SOLD PRODUCTS ARE FROM THE FOOD, CLOTHING, AND ELECTRONICS CATEGORIES. BUSINESSES SHOULD FOCUS THEIR INVENTORY AND MARKETING STRATEGIES ON THESE HIGH-DEMAND CATEGORIES TO OPTIMIZE SALES.

CONCLUSION

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