

1. Gender-Based Spending Analysis

Gender	Total Orders	Total Amount (₹)	Percentage (%)
Female	11,607	₹105,943,062.44	69.8%
Male	5,201	₹45,711,147.00	30.2%
Total	16,808	₹151,654,209.44	100%

Key Insights:

- **Females** dominate with 70% of spending. Product categories such as **beauty, fashion, jewelry, and wellness** are crucial.
- **Males**, contributing 30%, favor categories like **tech, grooming products, and fitness gear**.

Festivals for Strategic Campaigns:

1. **Karva Chauth, Raksha Bandhan, Teej**: Focus on **jewelry, ethnic wear, beauty, and wellness products** for women.
2. **Father's Day, Dussehra, Diwali**: Target men with **gadgets, grooming kits, fitness products, and home entertainment systems**.

Strategic Recommendations:

- **Female-Centric Categories**: Leverage festivals like **Karva Chauth and Durga Puja** to promote **ethnic wear, cosmetics, jewelry, and skincare**.
- **Male-Centric Categories**: During **Father’s Day and New Year’s**, push **electronics (smartphones, headphones), sports gear, and personal grooming kits**.

2. Age-Based Spending Analysis

Age Group	Female Spend (₹)	Male Spend (₹)	Total Spend (₹)	Percentage (%)
18-25	₹12,067,982.00	₹5,172,750.00	₹17,240,732.00	11.36%
26-35	₹30,963,954.94	₹11,649,489.00	₹42,613,443.94	28.09%
36-45	₹28,201,120.00	₹9,413,998.00	₹37,615,118.00	24.8%
46-55	₹13,519,080.00	₹6,332,850.00	₹19,851,930.00	13.08%
55+	₹4,083,987.00	₹2,746,060.00	₹6,830,047.00	4.5%

Key Insights:

- **26-35 age group** leads with ₹42.61M, driven by both genders. Focus on **tech, fashion, and home products**.
- **36-45 group** follows closely, likely buying **home essentials, fashion, and health products**.

Festivals for Strategic Campaigns:

1. **Diwali (All Ages):** Promote **home décor, electronics (smart TVs, smartphones), and fashion**.
2. **Navratri (26-45 age group):** Highlight **ethnic wear, home appliances, and festive clothing**.
3. **Christmas and New Year’s (18-35):** Focus on **gadgets, fashion, and fitness gear**.

Strategic Recommendations:

- **26-35 Age Group:** Push **fashion, home essentials, and electronics** during **Diwali** and **Navratri**.
- **36-45 Age Group:** Highlight **festive home appliances, traditional clothing, and healthcare** during **Durga Puja** and **Akshaya Tritiya**.
- **18-25 Age Group:** Focus on trendy **fashion, electronics (gaming consoles, smartphones)** during **Christmas** and **New Year’s Eve**.

3. State-Based Spending Analysis

State	Total Orders	Female Spend (₹)	Male Spend (₹)	Total Spend (₹)	Percentage (%)
Uttar Pradesh	4,807	₹13,850,168.00	₹5,524,800.00	₹19,374,968.00	12.77%
Maharashtra	3,929	₹13,678,138.00	₹4,430,599.00	₹18,108,737.00	11.94%
Karnataka	2,417	₹7,993,648.00	₹3,301,106.00	₹11,294,754.00	7.45%
West Bengal	2,193	₹5,673,944.00	₹2,136,098.00	₹7,810,042.00	5.15%

Key Insights:

- **Uttar Pradesh, Maharashtra, and Karnataka** are top contributors with over 30% share. Focus on **home essentials, electronics, fashion, and festive items**.
- States like **Punjab and Telangana** offer potential growth with the right **localized campaigns**.

Festivals for Strategic Campaigns:

1. **Diwali (Uttar Pradesh, Maharashtra):** Highlight **home décor, kitchenware, and festive apparel**.
2. **Durga Puja (West Bengal):** Focus on **ethnic wear, jewelry, and beauty products**.
3. **Lohri (Punjab):** Promote **winter apparel, heating appliances, and kitchen essentials**.

Strategic Recommendations:

- **High-performing States:** Focus on **fashion, home essentials, and electronics** during **Diwali, Durga Puja, and Navratri**.
- **Low-performing States:** In Punjab and Telangana, target **kitchen essentials, traditional wear, and personal care products** during **Lohri and Bathukamma**.

4. Marital Status-Based Spending

Marital Status	Female Spend (₹)	Male Spend (₹)	Total Spend (₹)	Percentage (%)
Unmarried	₹43,786,648.44	₹18,338,738.00	₹62,125,386.44	40.95%
Married	₹37,449,524.00	₹14,019,413.00	₹51,468,937.00	33.93%

Key Insights:

- **Unmarried individuals** contribute 41% of the total spend, driven by categories like **fashion, gadgets, and beauty**.
- **Married individuals** focus more on **home essentials, jewelry, and family-oriented products**.

Festivals for Strategic Campaigns:

1. **Valentine’s Day (Unmarried):** Promote **beauty products, fashion, and gadgets**.
2. **Karva Chauth (Married):** Focus on **jewelry, ethnic wear, and wellness products**.

Strategic Recommendations:

- **Unmarried Individuals:** During **Valentine’s Day** and **Singles' Day**, focus on **gifts, fashion, and gadgets**. For men, promote **fitness gear** and **gaming consoles**.
- **Married Individuals:** Focus on **home appliances, jewelry, and kitchen essentials** during **Karva Chauth, Akshaya Tritiya, and Teej**.

5. Strategic Recommendations for Product Categories

Product Category Focus:

- **Beauty & Wellness:** Majorly targeted at women, these products will see significant sales during **Karva Chauth, Durga Puja, and Teej**.
- **Fashion & Apparel:** Ethnic wear, festive clothing, and accessories can be promoted heavily during **Navratri, Diwali, and Raksha Bandhan**.
- **Home Essentials & Décor:** Focus on these products for **Diwali** and **Onam**, where people invest in redecorating and upgrading homes.
- **Gadgets & Electronics:** Key for male consumers during **Father's Day, New Year's Eve**, and **Dussehra**. Promote smartphones, gaming consoles, and home entertainment.
- **Jewelry & Accessories:** Highlighted for **festivals** like **Karva Chauth, Akshaya Tritiya, Raksha Bandhan, and Teej**, where gifting and self-purchasing of luxury items occur.

Festival Timing for Promotions:

- **Pre-Diwali Offers:** Begin sales early with **Diwali home décor kits, electronics, and fashion deals**.
- **Monsoon Sales:** Utilize **monsoon promotions** in states like Kerala, pushing **rainwear, home essentials, and beauty products**.

Discount & Bundling Strategies:

- **Bundling Discounts:** Offer **Diwali home kits** with bundled items like décor, kitchenware, and electronics.
- **Loyalty Programs:** Provide extra points and exclusive discounts during the **festive season** for loyal customers.