

DIWALI SALES PROJECT

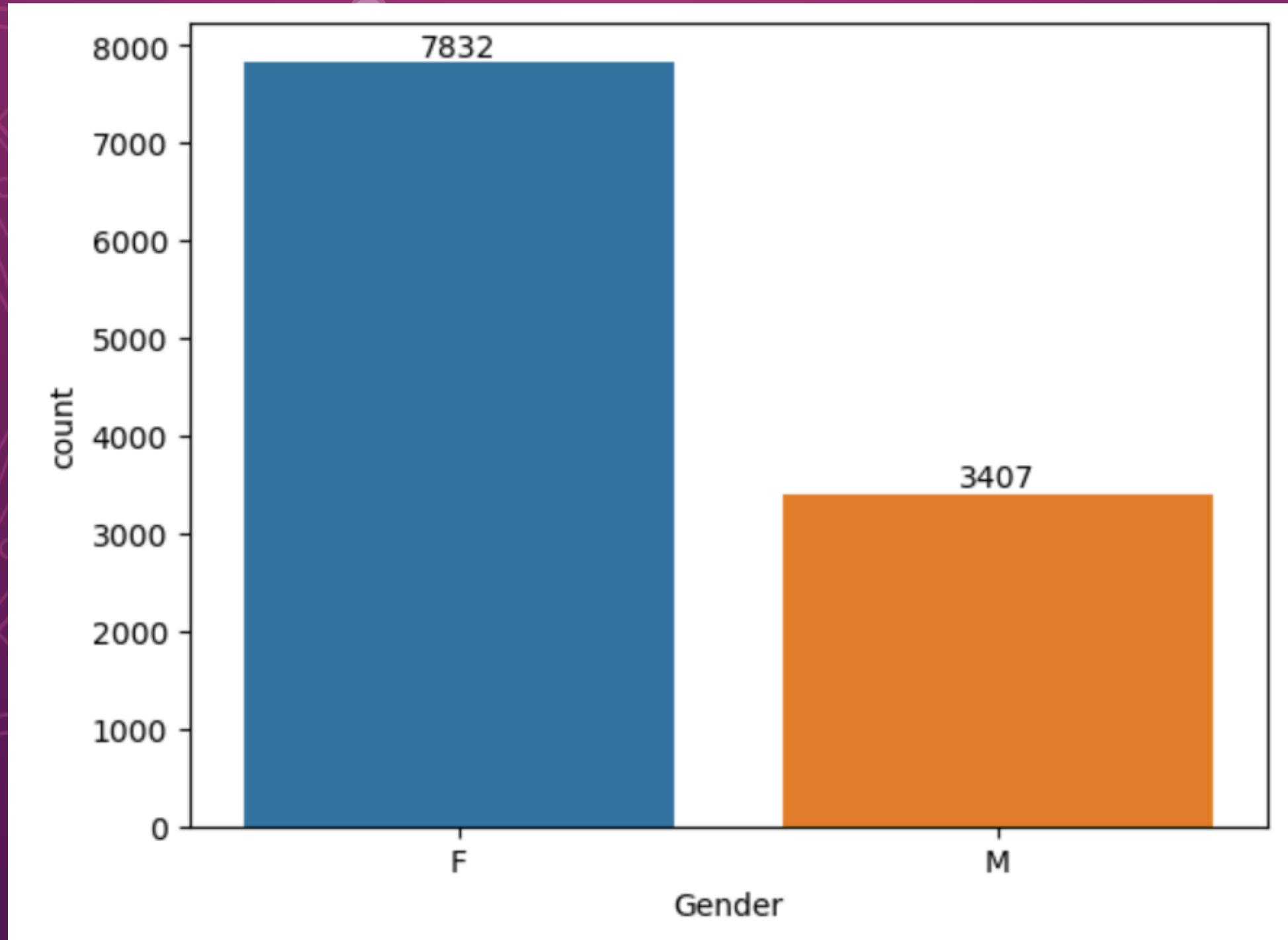


HELLO !!

My name is Riya and this is my first python project based on Diwali Sales where I have performed Exploratory Data Analysis. This project includes sales trends during Diwali season based on Gender, States, Marital Status, Age and different working sectors. For better understanding about each of the conditions I have created different charts and plots to showcase the same using python libraries.

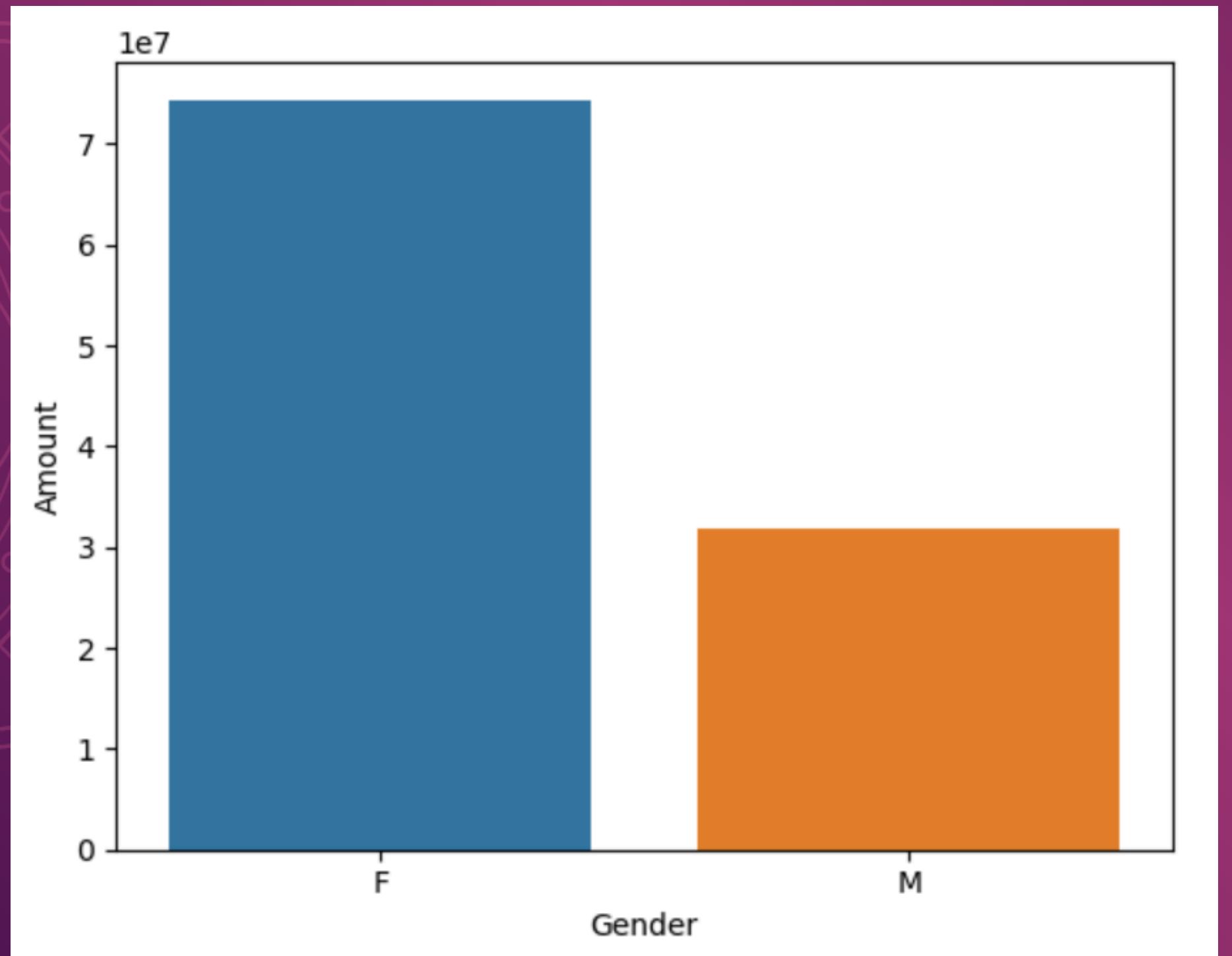
So lets move further into the project.

Exploratory Data Analysis based on GENDER



This chart shows the number of female and male buyers where female buyers are 7832 and male buyers are 3407.

Exploratory Data Analysis based on GENDER



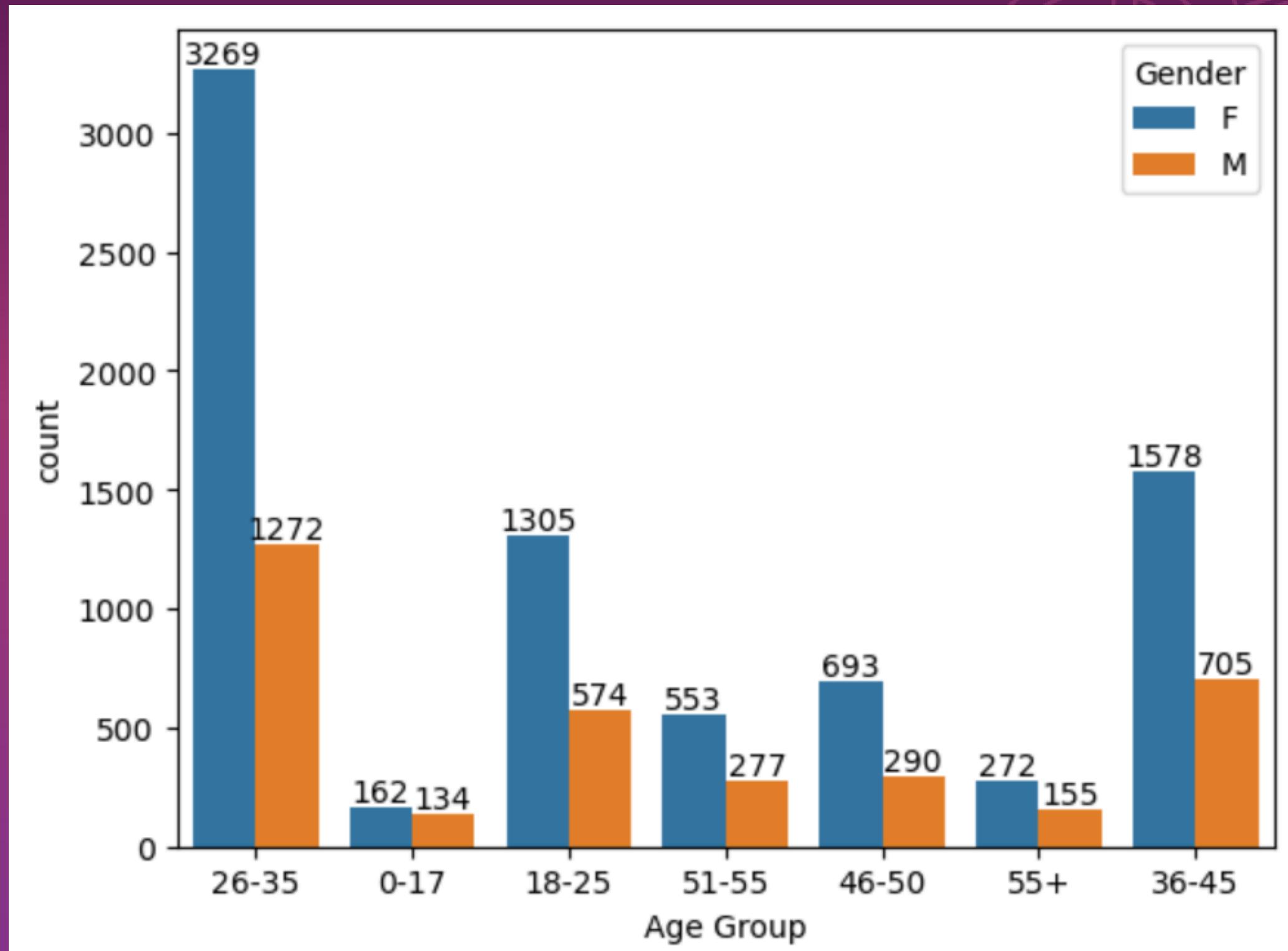
This chart shows the amount of female and male purchases where female buyers have shopped for more amount than male buyers.

Conclusion

Through this analysis and charts we can conclude that most of the buyers are female and also the purchasing rate of female buyers is much high than male buyers.

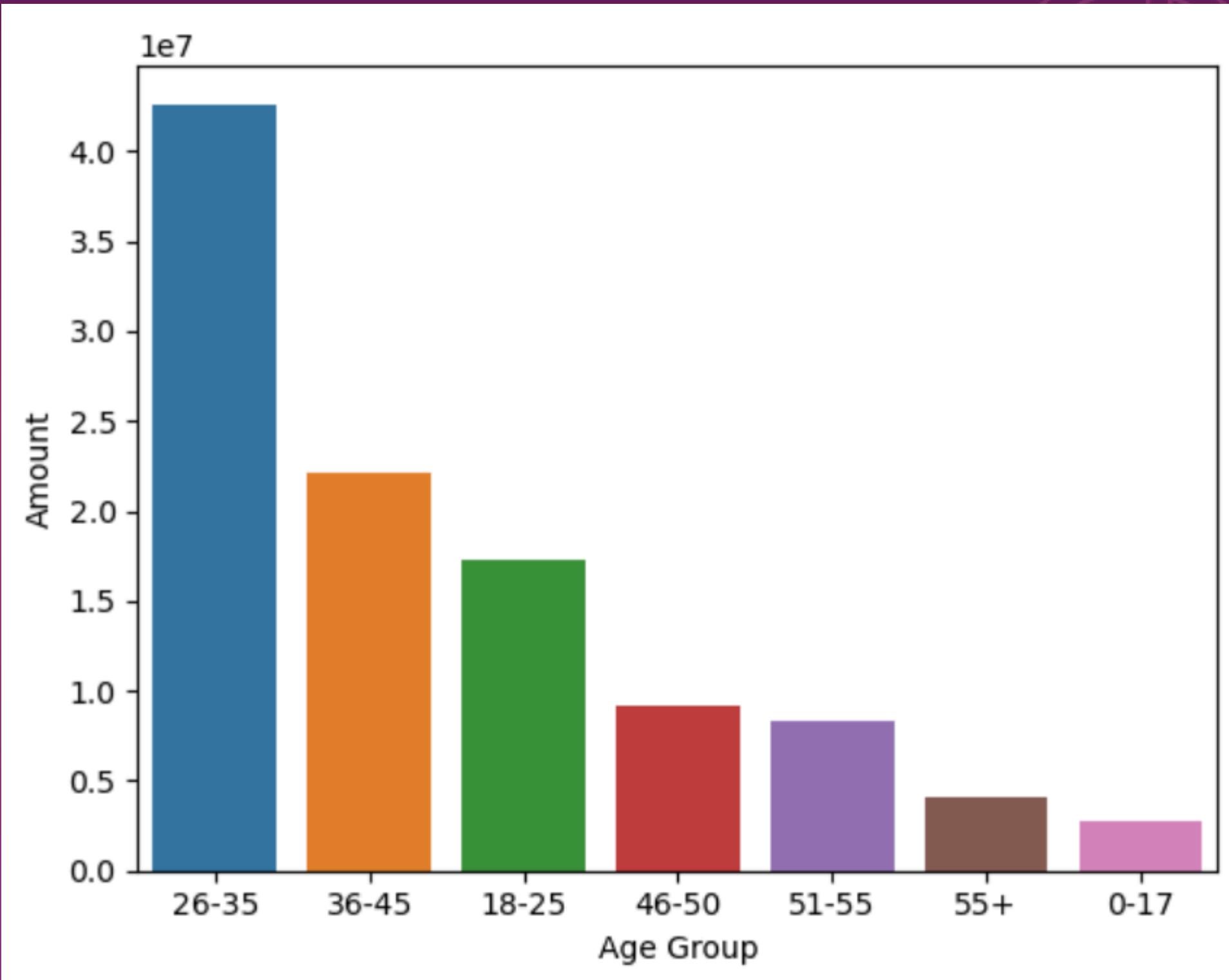


Exploratory Data Analysis based on AGE



Through this chart we can see that the age group between 26-35 have the most number of buyers and the age group between 0-17 have the least number of buyers. The females are the most buyers.

Exploratory Data Analysis based on AGE



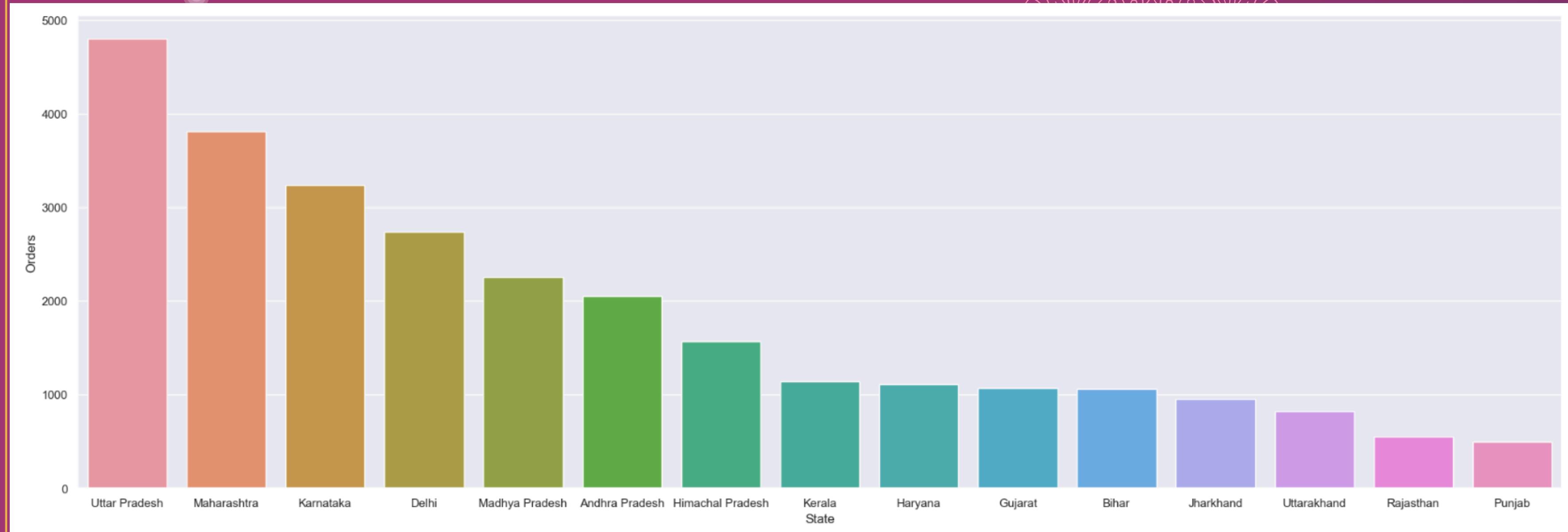
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Conclusion

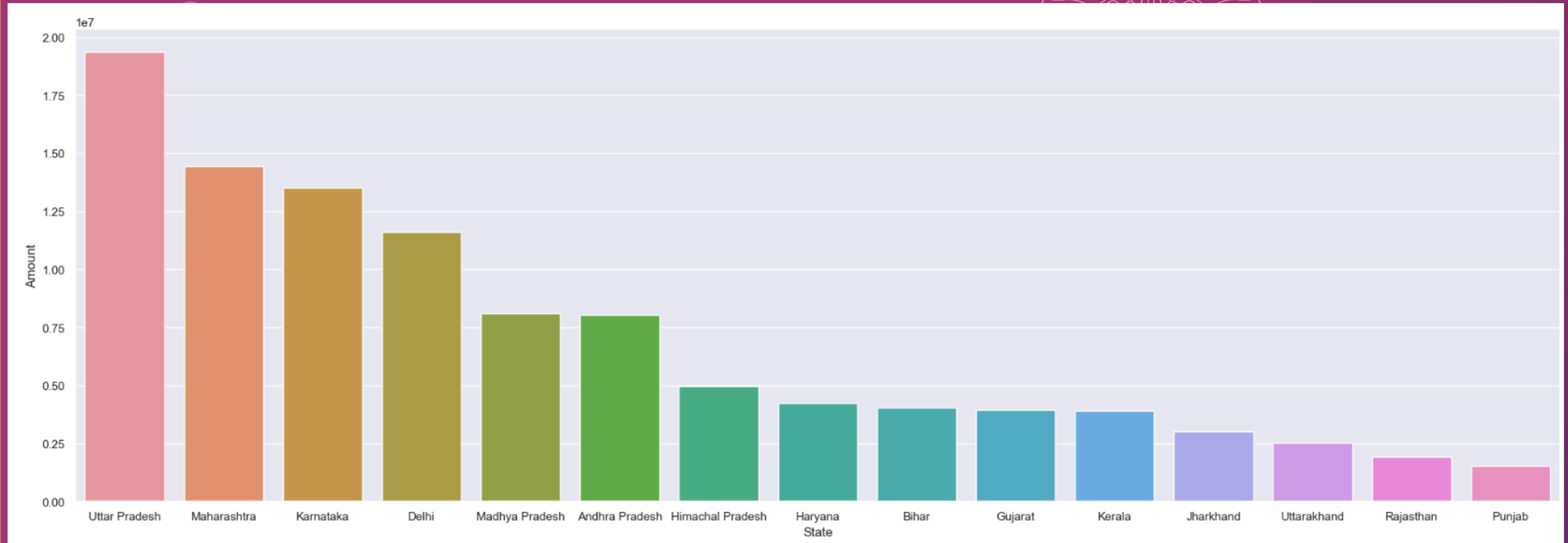
Through this analysis and charts we can conclude that majority of the buyers are from age group 26-35 and the females purchasing rate dominates the male purchasing rate.



Exploratory Data Analysis based on STATE



Exploratory Data Analysis based on STATE

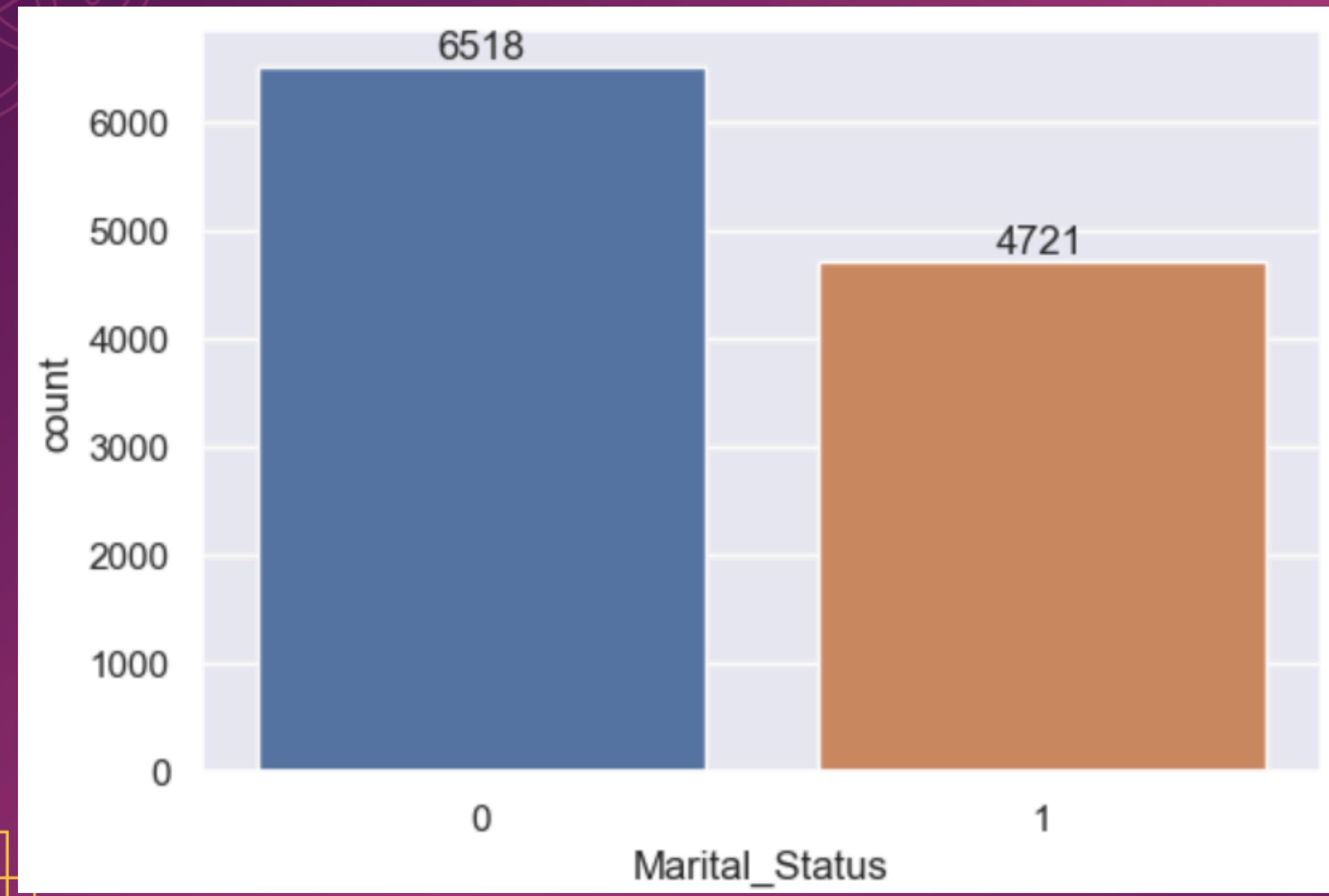


Conclusion

Through this analysis and charts we can conclude that both the scenarios of most orders and the maximum sales amount are from the top 3 states those are Uttar Pradesh, Maharashtra and Karnataka respectively.

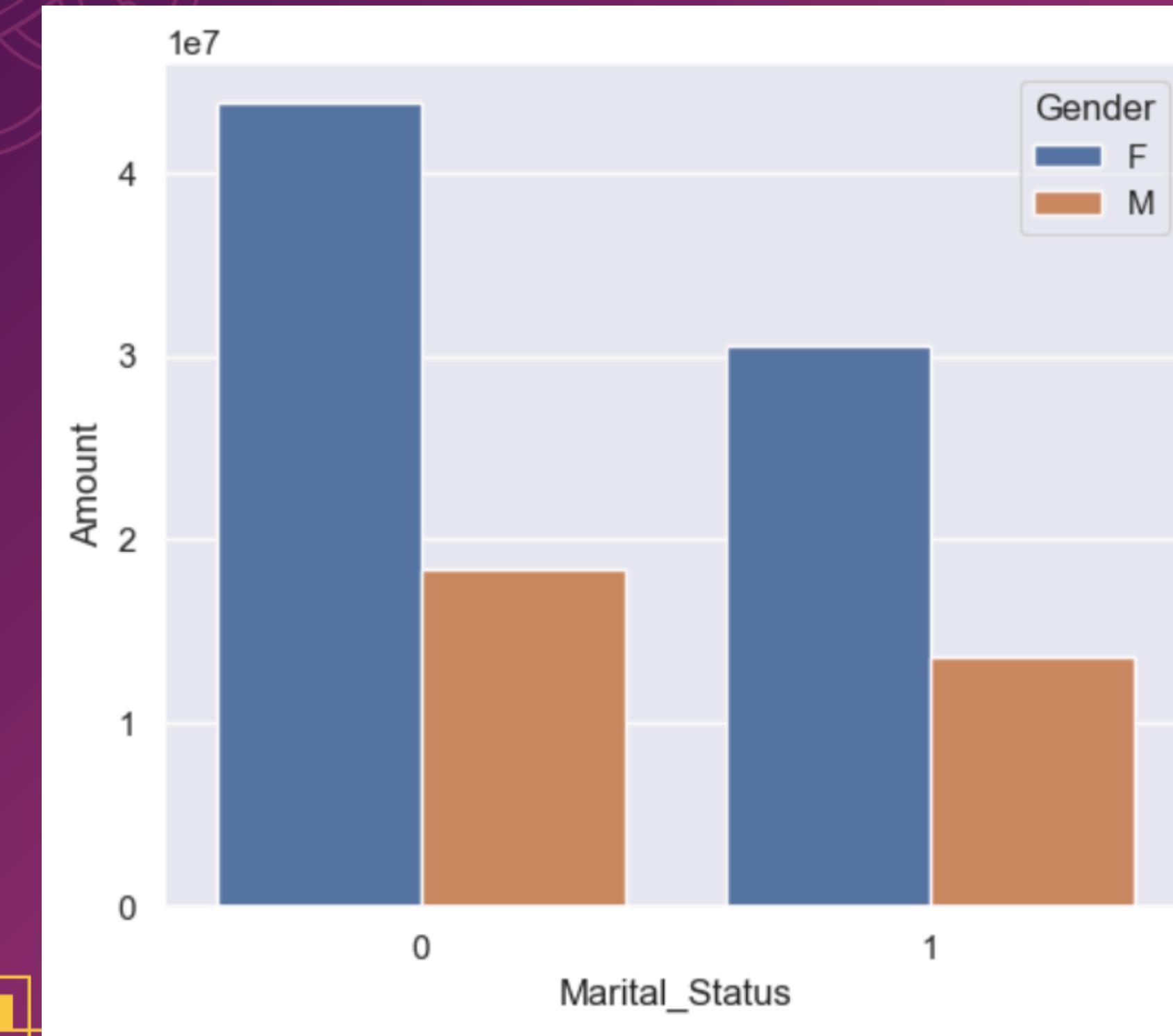


Exploratory Data Analysis based on MARITAL STATUS



Through this chart we can conclude that most of the buyers are married.

Exploratory Data Analysis based on MARITAL STATUS



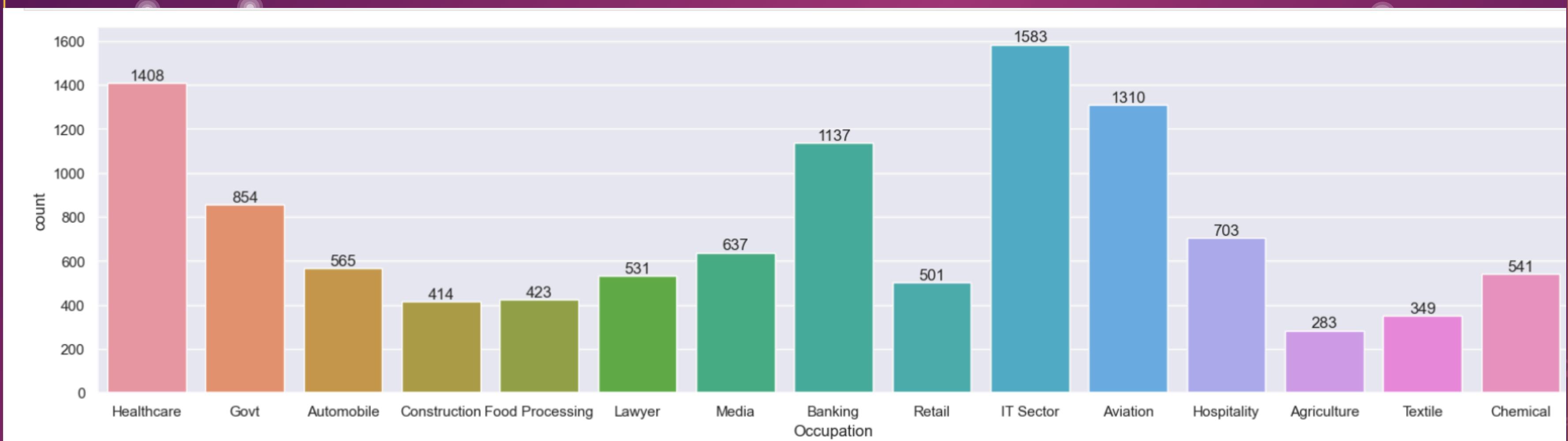
Through this chart we can conclude that most of the buyers are married and further classified they are females.

Conclusion

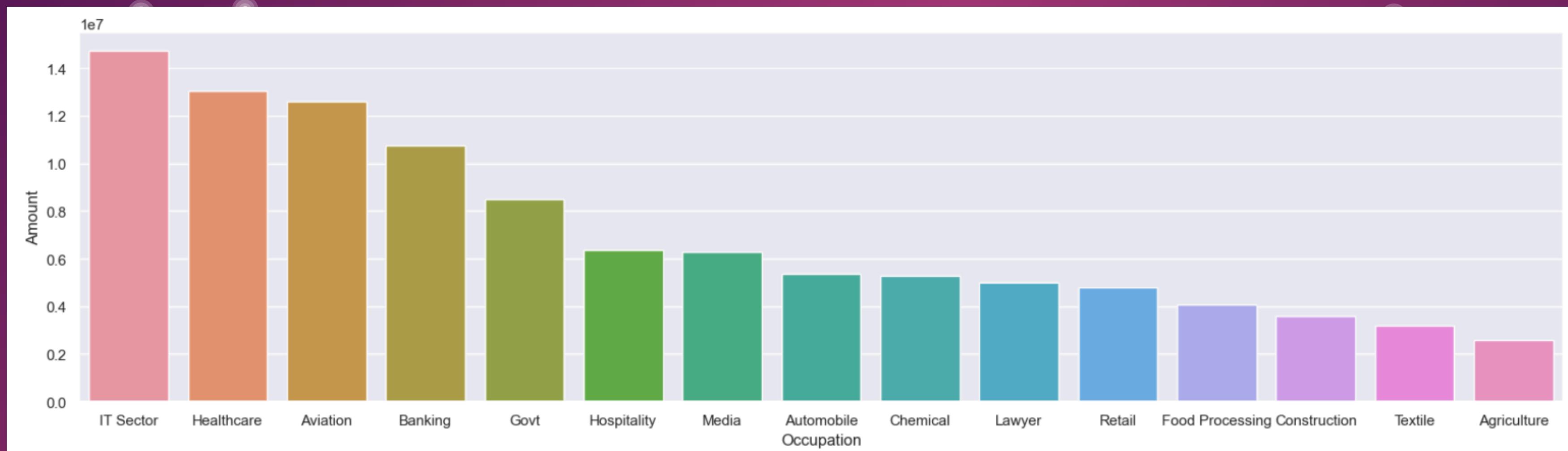
Through this analysis and charts we can conclude that most of the buyers are married(women) and they have a high purchasing rate.



Exploratory Data Analysis based on OCCUPATION



Exploratory Data Analysis based on OCCUPATION

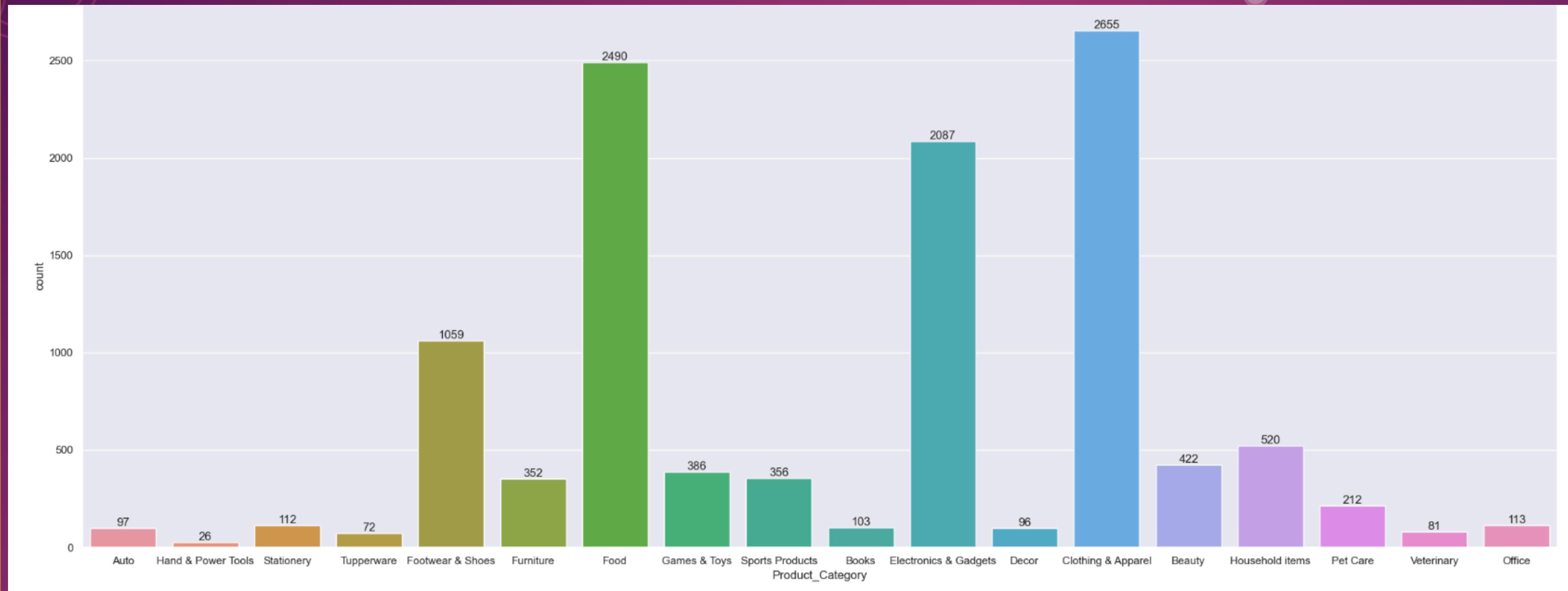


Conclusion

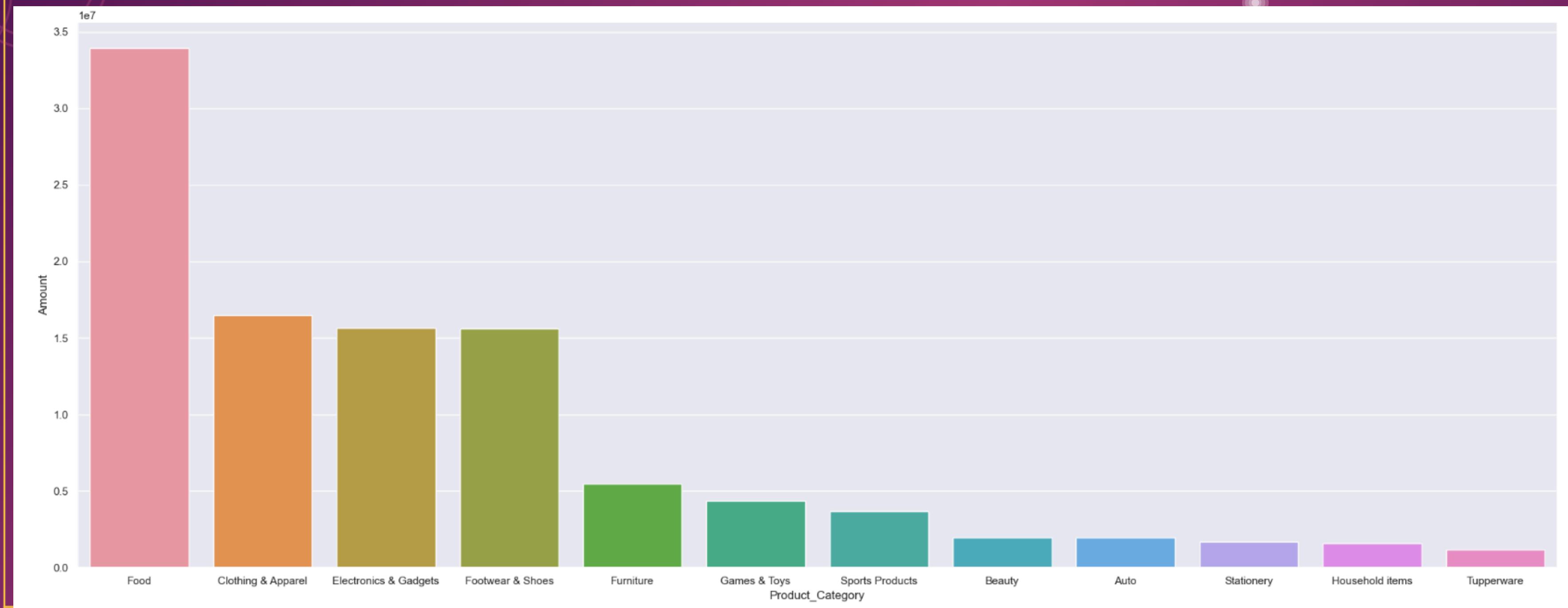
Through this analysis and charts we can conclude that most of the buyers are from IT, Healthcare and Aviation sector and the least buyers are from Agriculture and Textile industry.



Exploratory Data Analysis based on PRODUCT CATEGORY



Exploratory Data Analysis based on PRODUCT CATEGORY

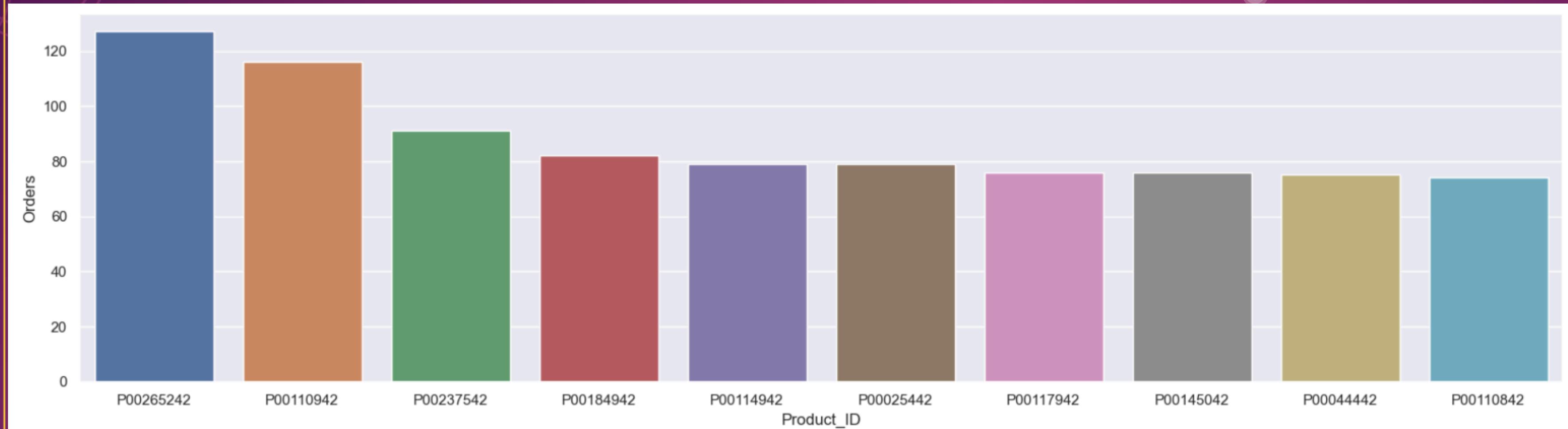


Conclusion

Through this analysis and charts we can conclude that the top 2 most ordered categories are Clothing & Apparael and Food respectively but the top 2 highest sales amount categories are Food and Clothing & Apparael respectively.



Exploratory Data Analysis based on PRODUCT_ID



The above graph shows the top 10 product_id which are highly purchased.

CONCLUSION

From this data analysis we can conclude that married females of age group 26-35 years from Uttar Pradesh, Maharashtra and Karnataka working in IT, Healthcare and Aviation sector are more likely to make purchases in Food, Clothing and Electronics category.



THANKYOU !!

I hope you found this presentation informative and insightful. Thankyou for your attention and time.

