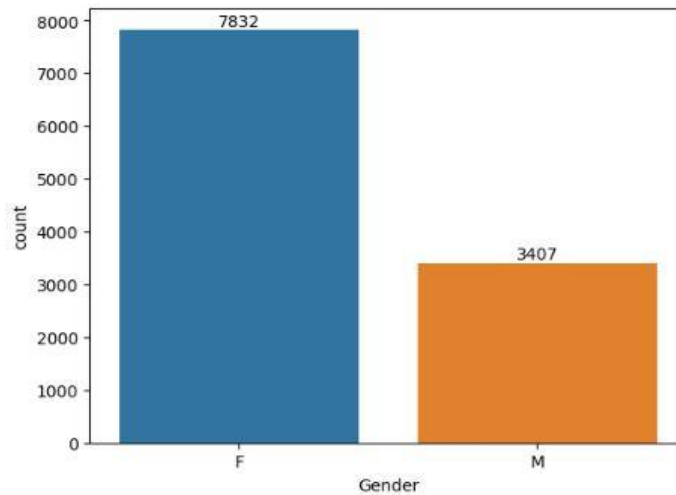


# Diwali Sales

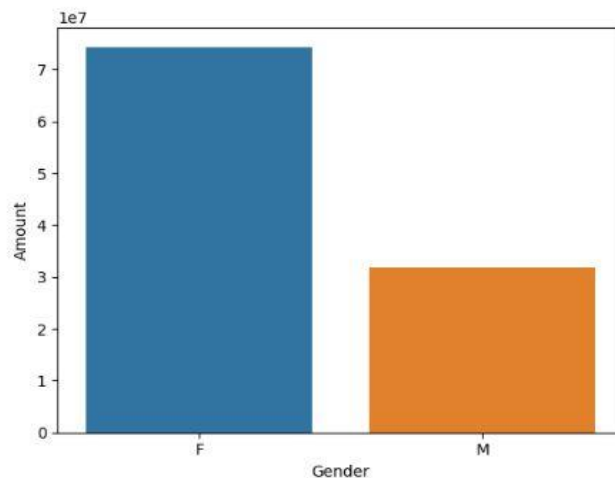
The analysis of Diwali sales data to improve customer experience and sales of this report.

## Analysis and Findings:

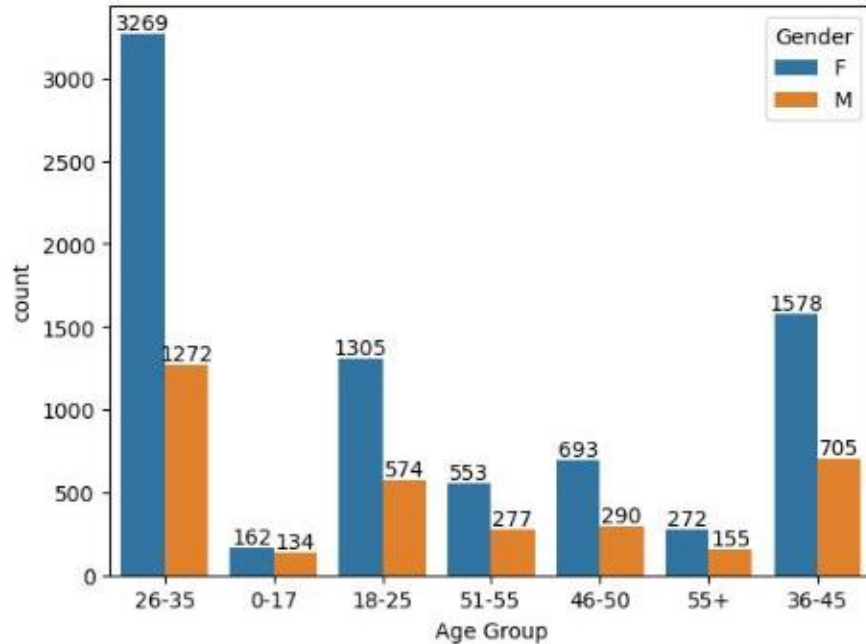
The accompanying bar graph shows the Females are orders are more than purchase compare to Males.



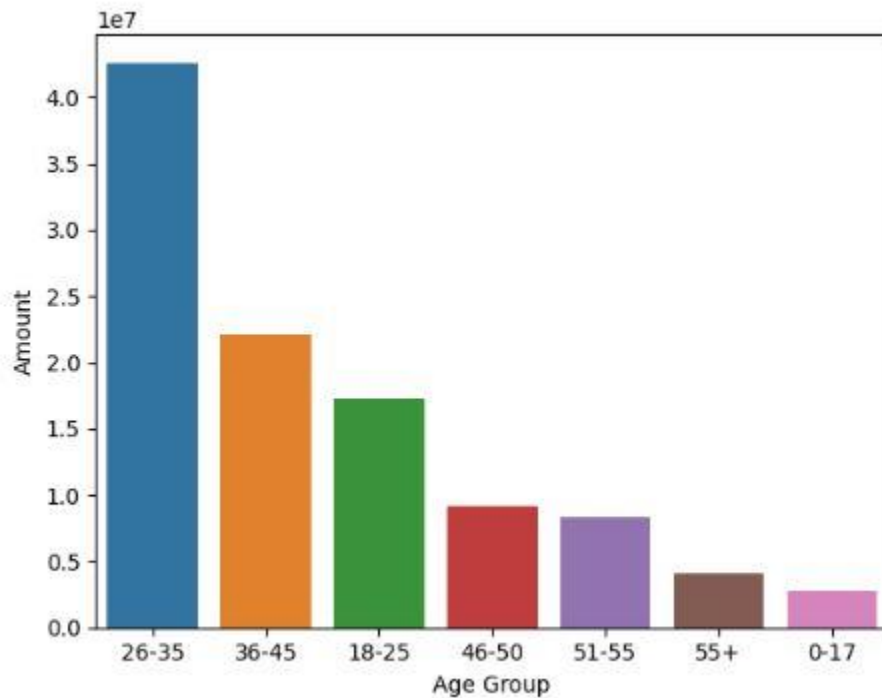
From below graphs we can see that most of the buyers are females and even the purchasing power of females are greater than males.



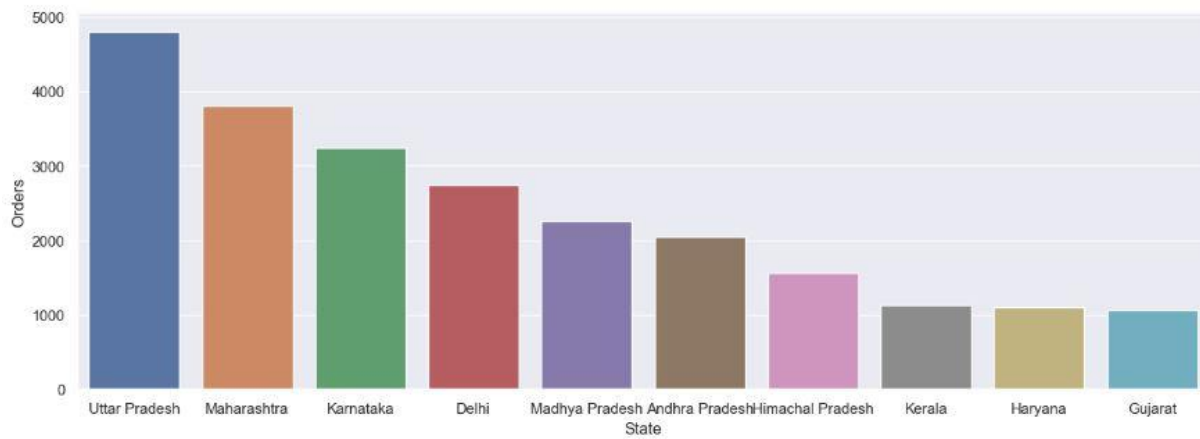
We have developed the grouped bar graph to analyze the Age group with the highest orders levels. As can be seen, both the age of confirmed Females and the age of Males is largest in the age of 26-35.



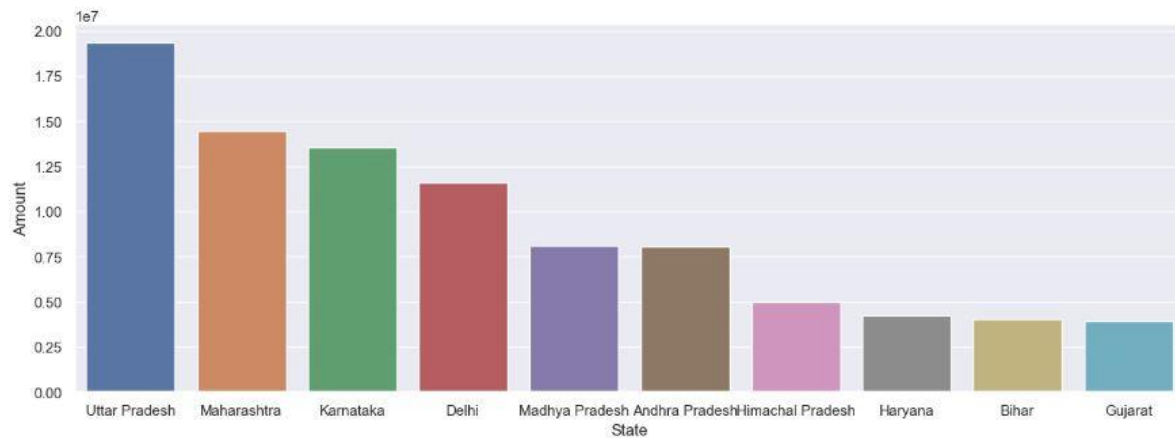
From below graphs we can see that most of the buyers are of age group between 26-35 years female.



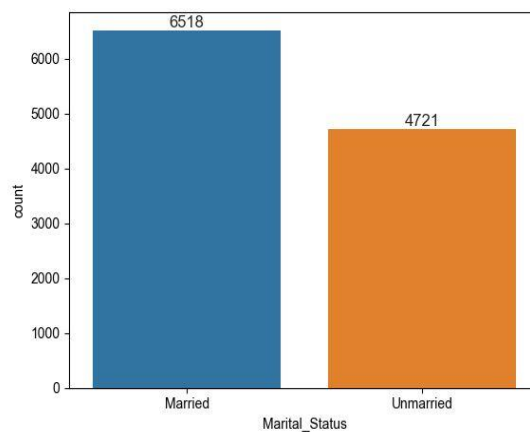
The bar graph below shown that, most of orders is in Uttar Pradesh, Maharashtra, & Karnataka State.



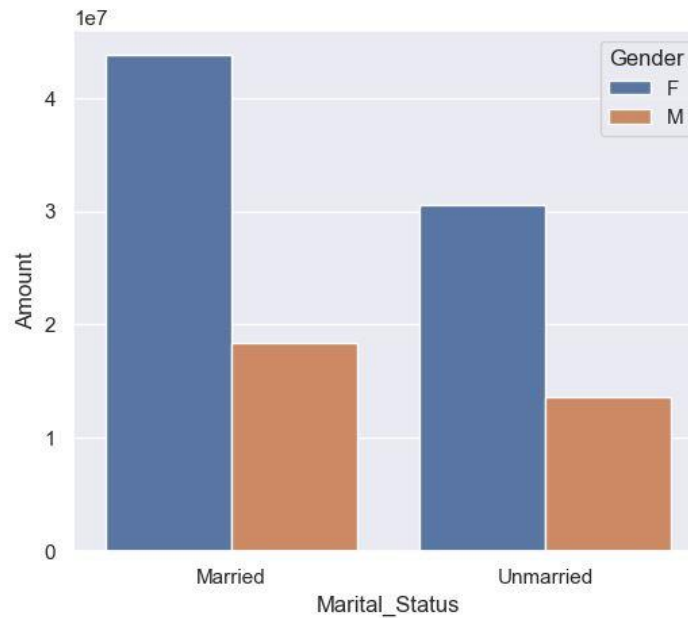
From below graphs we can see that most of the orders & total sales/amount are from Uttar Pradesh, Maharashtra and Karnataka respectively.



The below bar graph shows the Married are orders are more than purchase compare to Unmarried.



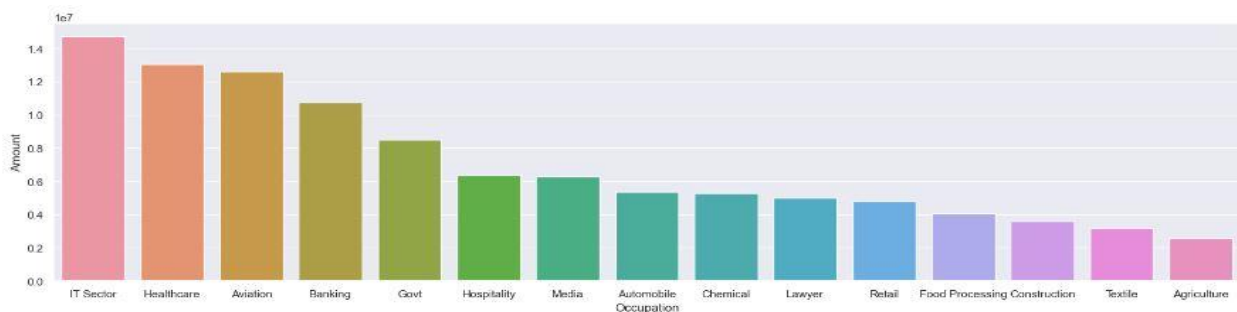
From below graphs we can see that most of the buyers are married (women) and they have high purchasing power.



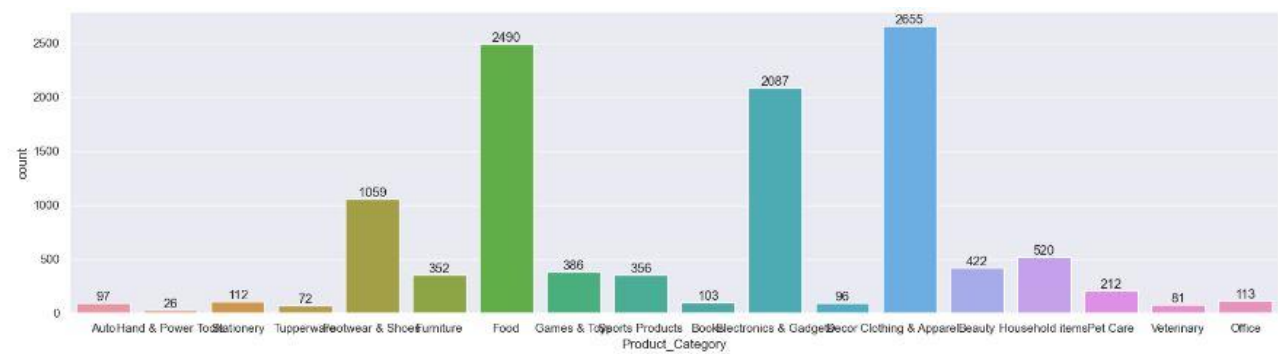
As seen in the graph, Most Order high this is show is which sector occupation.



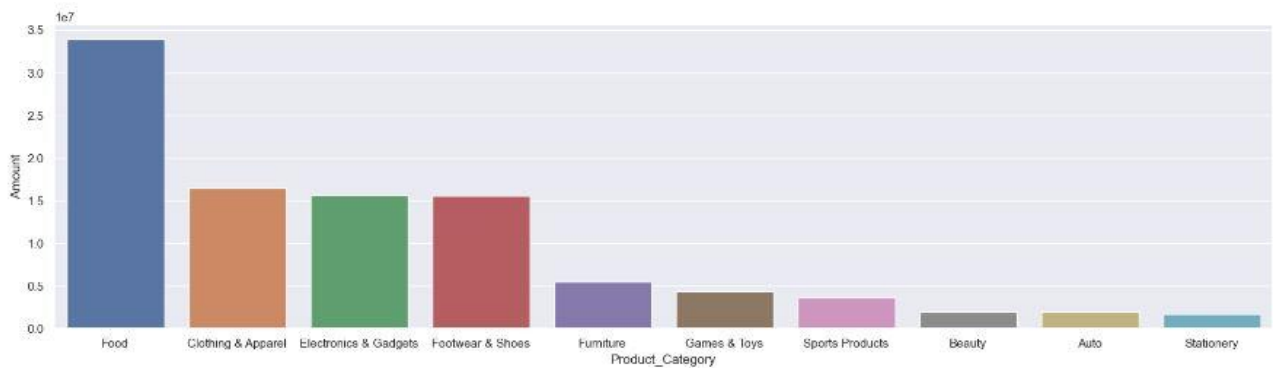
The below graphs we can see that most of the buyers are working in IT, Healthcare and Aviation sector.



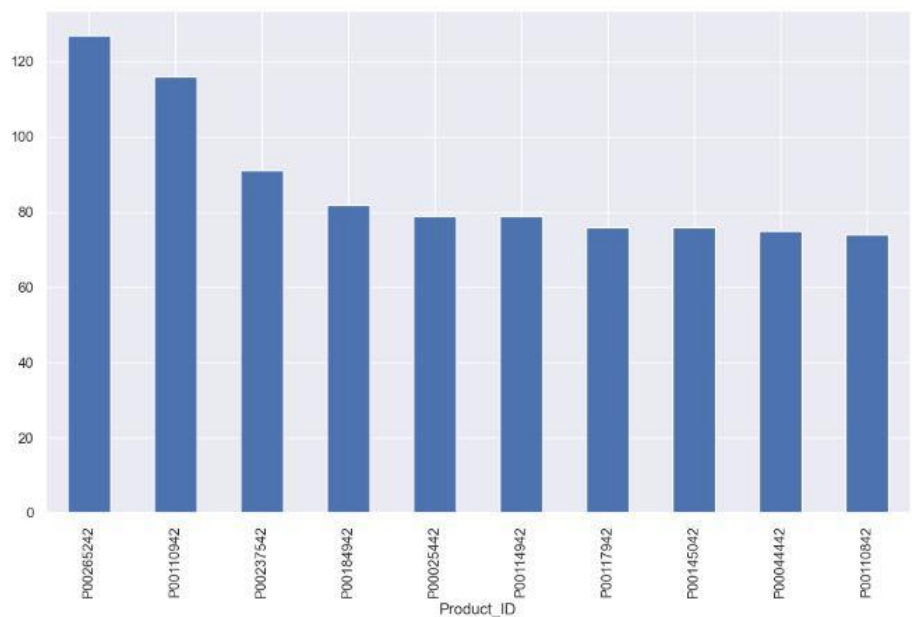
This bar graph shows is More than sales is product category.



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



Now, let's see We have developed the bar graph Top 10 most sold products.



## **Conclusion:**

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