

Executive Summary: Diwali Sales Analysis

A detailed exploratory analysis of Diwali festival sales data was conducted to identify key customer groups, behavioral patterns, and high-performing product segments.

Key Findings

1. Gender Influence

Female customers represent the dominant buyer segment, contributing to the majority of orders as well as a significantly higher share of total revenue (approximately more than 60 percent of sales).

2. Age Demographics

Customers in the 26–35 years age bracket account for the highest purchasing activity, forming the core consumer group with nearly half of the total purchase volume. Female shoppers in this age category demonstrate the greatest spending capability.

3. Geographical Contribution

Most orders and total sales originate from:

- Uttar Pradesh
- Maharashtra
- Karnataka

Collectively, these top states contribute well over 50 percent of total revenue, representing high-value marketing regions.

4. Marital Status Patterns

Married women constitute the majority of high-value buyers, representing an estimated 55 to 65 percent of the revenue share. This indicates stronger purchase willingness in family-centric households.

5. Occupation Segmentation

Significant sales contributions arise from three industries:

- Information Technology
- Healthcare
- Aviation

These sectors show comparatively higher disposable income and festival-based spending tendencies.

6. Product Category Demand

The most purchased product categories:

1. Food & Beverages
2. Clothing & Apparel
3. Electronics & Gadgets

These categories represent roughly 70 to 75 percent of all orders placed.

7. Top Products

A top-10 product ranking based on order frequency reveals strong dominance by consumer essentials and popular gifting categories throughout the Diwali shopping period.

Strategic Insight

Married female customers aged 26–35, residing in UP, Maharashtra, and Karnataka, and belonging to IT, Healthcare, and Aviation sectors should be prioritized through targeted marketing and inventory planning focused on Food, Clothing, and Electronics.

This demographic profile delivers the maximum conversion potential and revenue impact during festive sales campaigns.