📄 Project Summary

This repository contains a Python-based data analysis project focused on Diwali sales. The `Diwali_Sales_Analysis.ipynb` notebook details the process from data import and cleaning to exploratory data analysis and drawing conclusions.

Key Features:

- **Data Import & Preprocessing**: The analysis begins with importing the `Diwali Sales Data.csv` file. Initial steps involve examining data shape and information, handling null values (specifically dropping 'Status' and 'unnamed1' columns, and then dropping remaining nulls), and converting the 'Amount' column to an integer data type. The 'Marital_Status' column is also renamed to 'Shaadi'.
- **Exploratory Data Analysis (EDA)**: The notebook performs EDA to understand various aspects of the sales data, including an analysis of sales based on gender, age group, marital status, state, occupation, and product category.
- **Insights**: The analysis concludes that "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".
- **Visualizations**: The project utilizes `matplotlib.pyplot` and `seaborn` for data visualization.
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