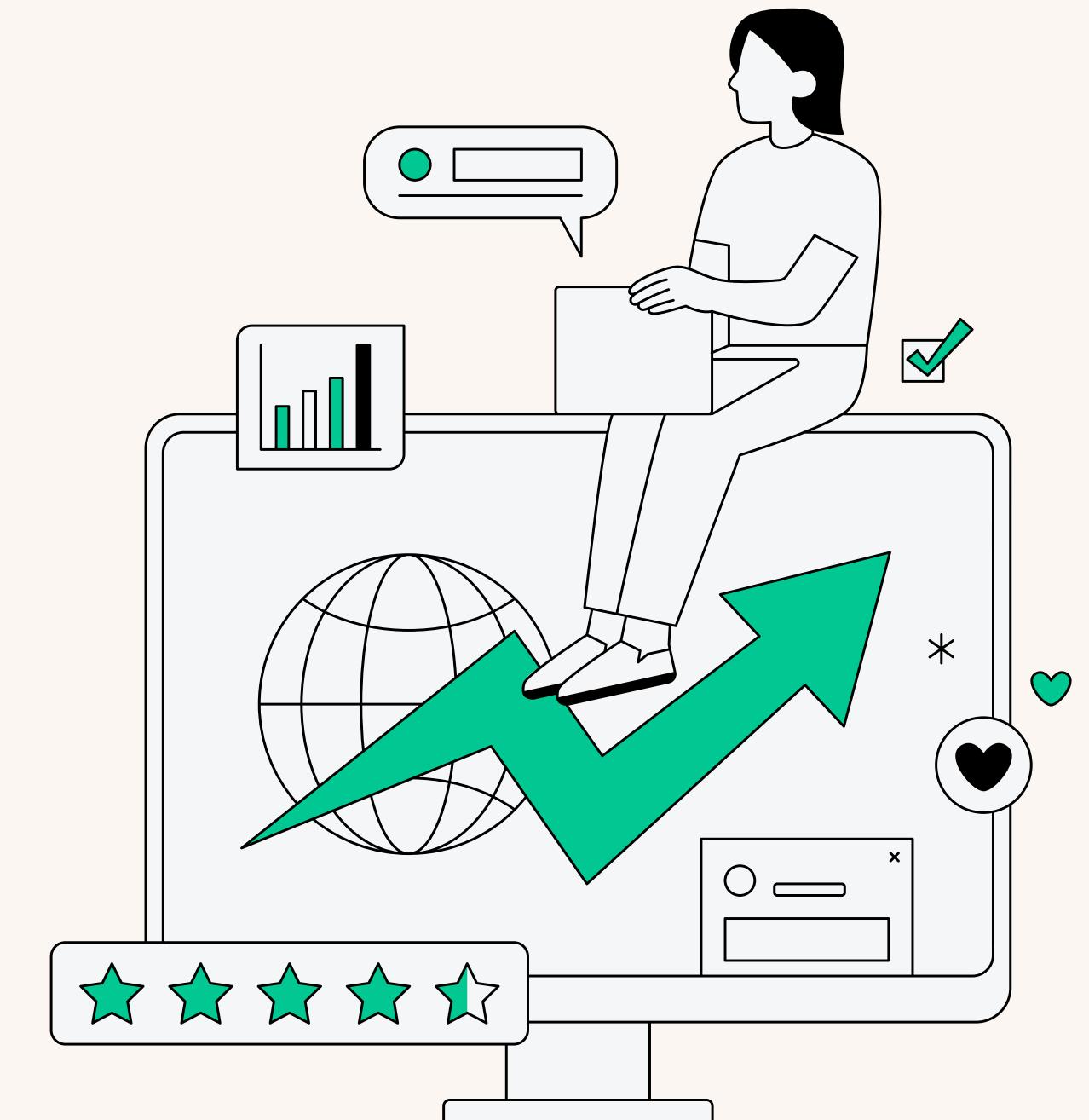


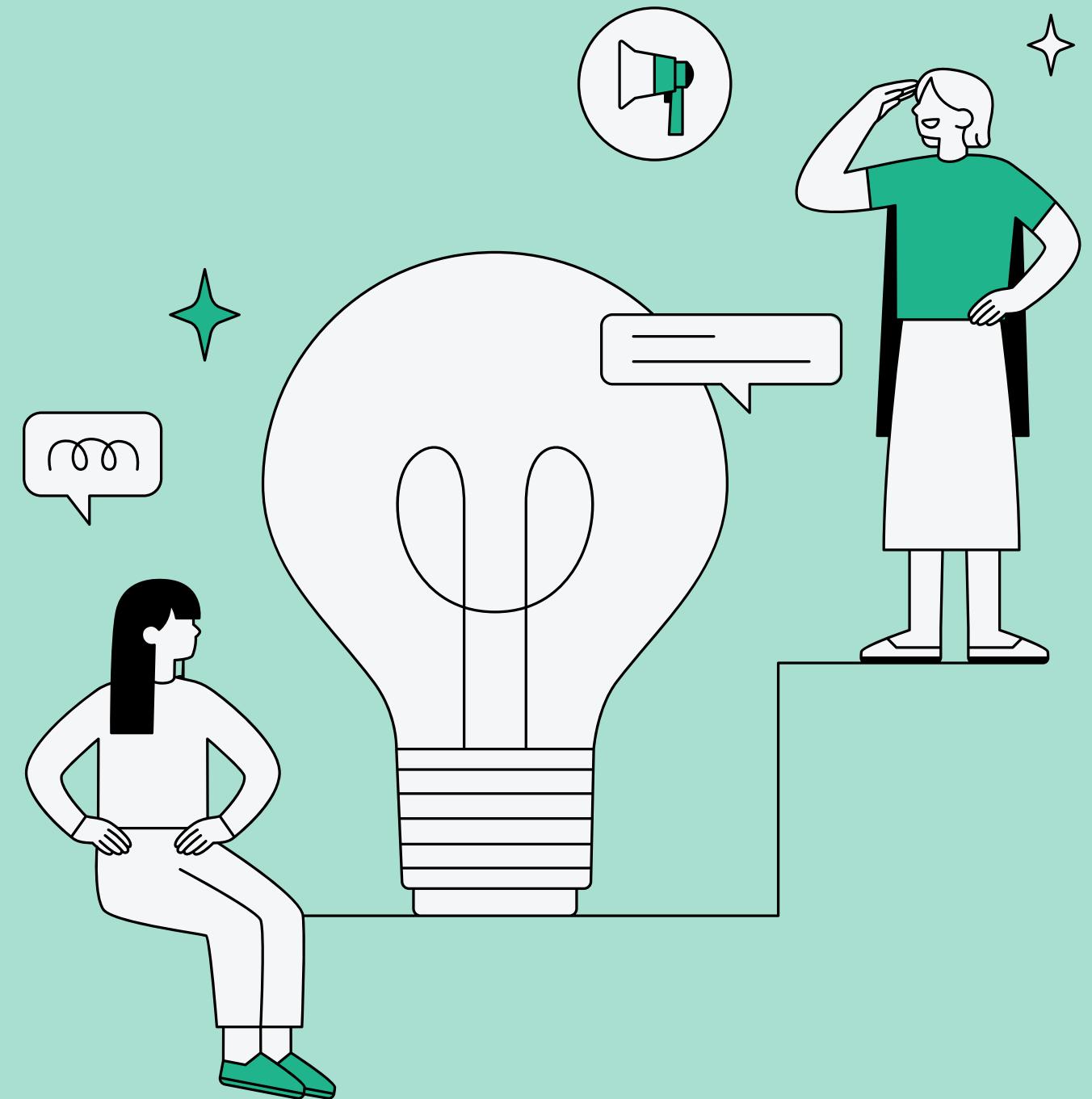
Diliwali Sales Data Analysis

Task 4
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Introduction

The Diwali Dataset, also known as the DiliWali Sales Dataset, is a retail sales dataset that contains customer transaction data during the Diwali festive season in India. It is commonly used for exploratory data analysis (EDA), customer behavior analysis, segmentation, and targeted marketing strategies. This dataset captures essential details about customer demographics and purchase behavior, offering valuable insights into how consumer patterns change during the festive season — a peak time for shopping in India.



Main Objectives

01.

Customer
Demographics
Analysis

02.

Purchase Behavior
Analysis

03.

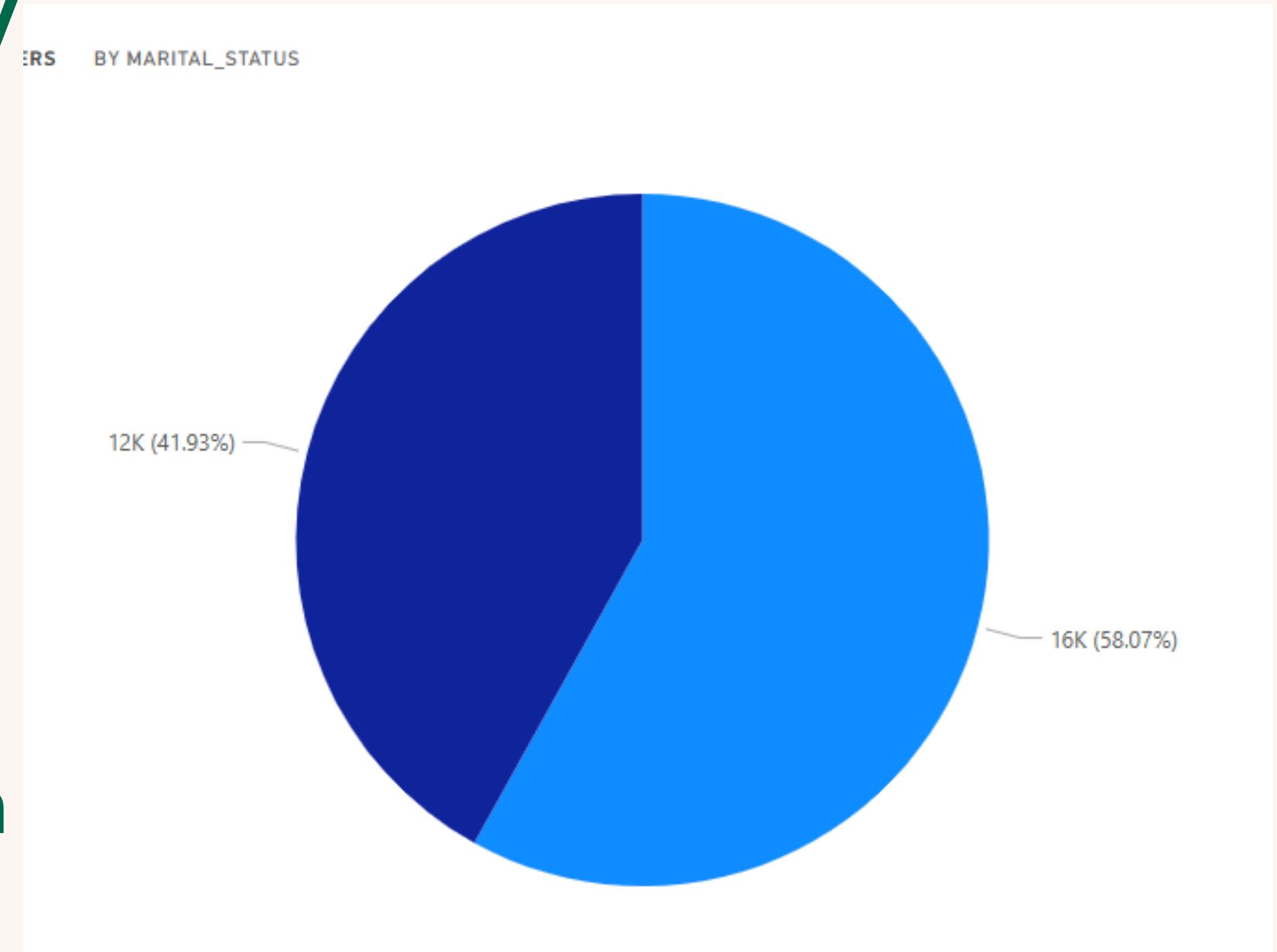
Product Category
Insights

Basic Explorations

- The data set consist of Age, Age group, Amount, Customer name, Gender, Marital status, Occupation, Orders, Product category, Product ID, State, User ID, and Zone.
- There are 18 product categories, and 15 Occupations.
- There are 11240 users, 2350 products involve in this data set.
- In this season, There are 106.25 M amount of transactions and 28K number of orders has done .

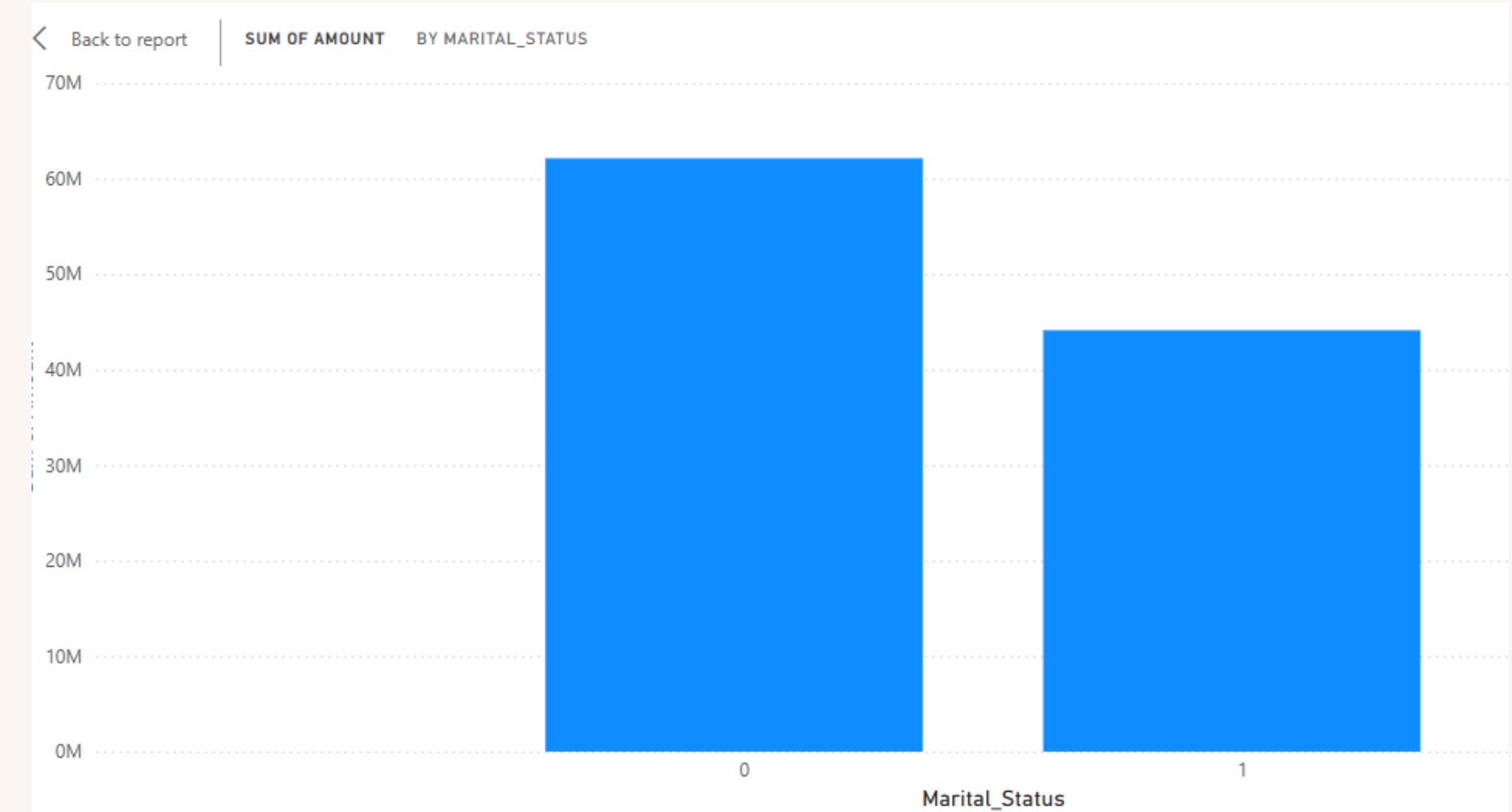
Sum Of orders by Marital States

- 12k orders from marital states 1 category. it's 41.93% from orders.
- 16k from marital atates 0 category. It's 58.07% from orders.



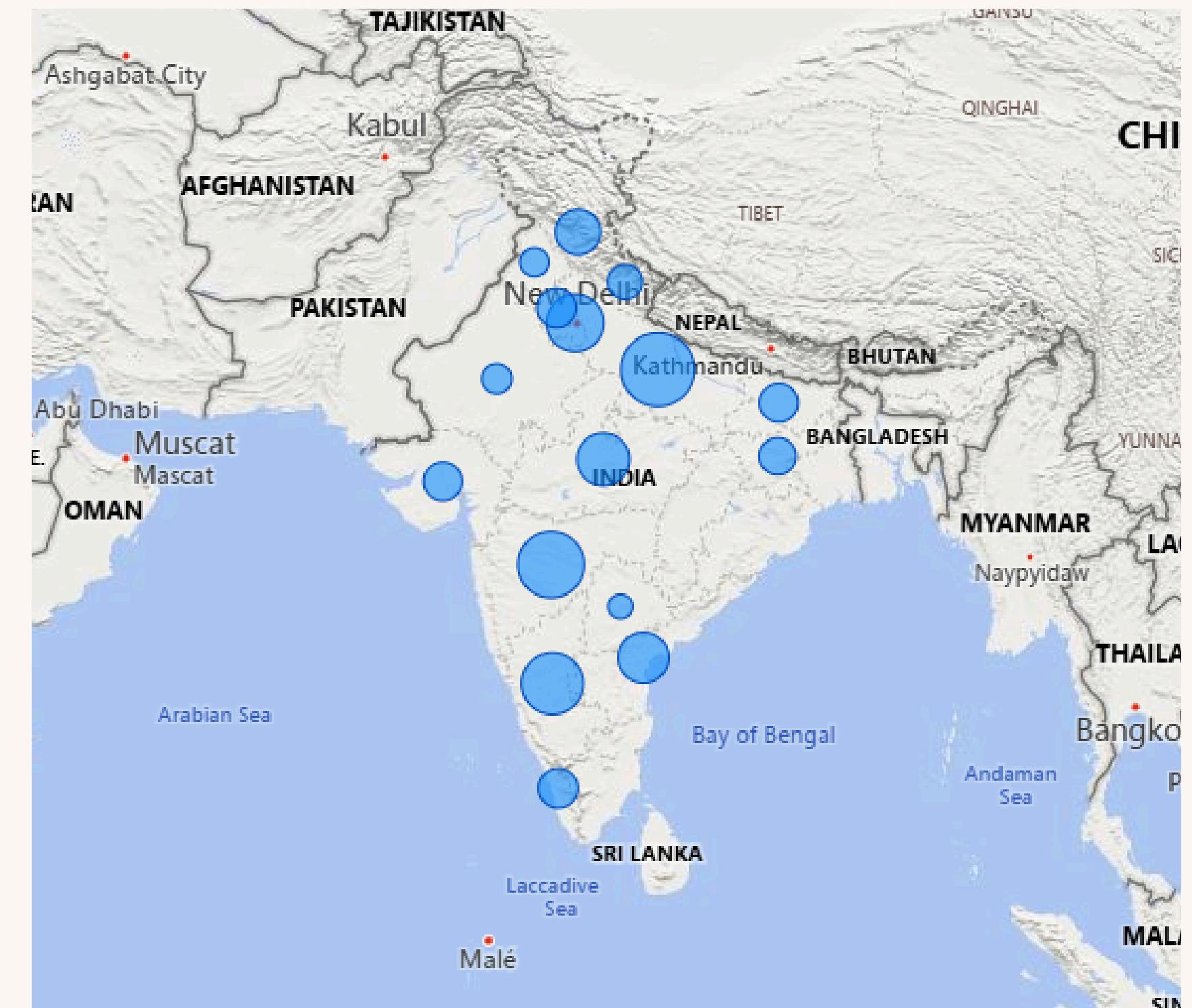
Sum Of Amount by Marital States

- Marital states 1 category users has purchased **44.12M** amount of products.
- Marital states 0 category users has purchased **62.12M** amount of products.

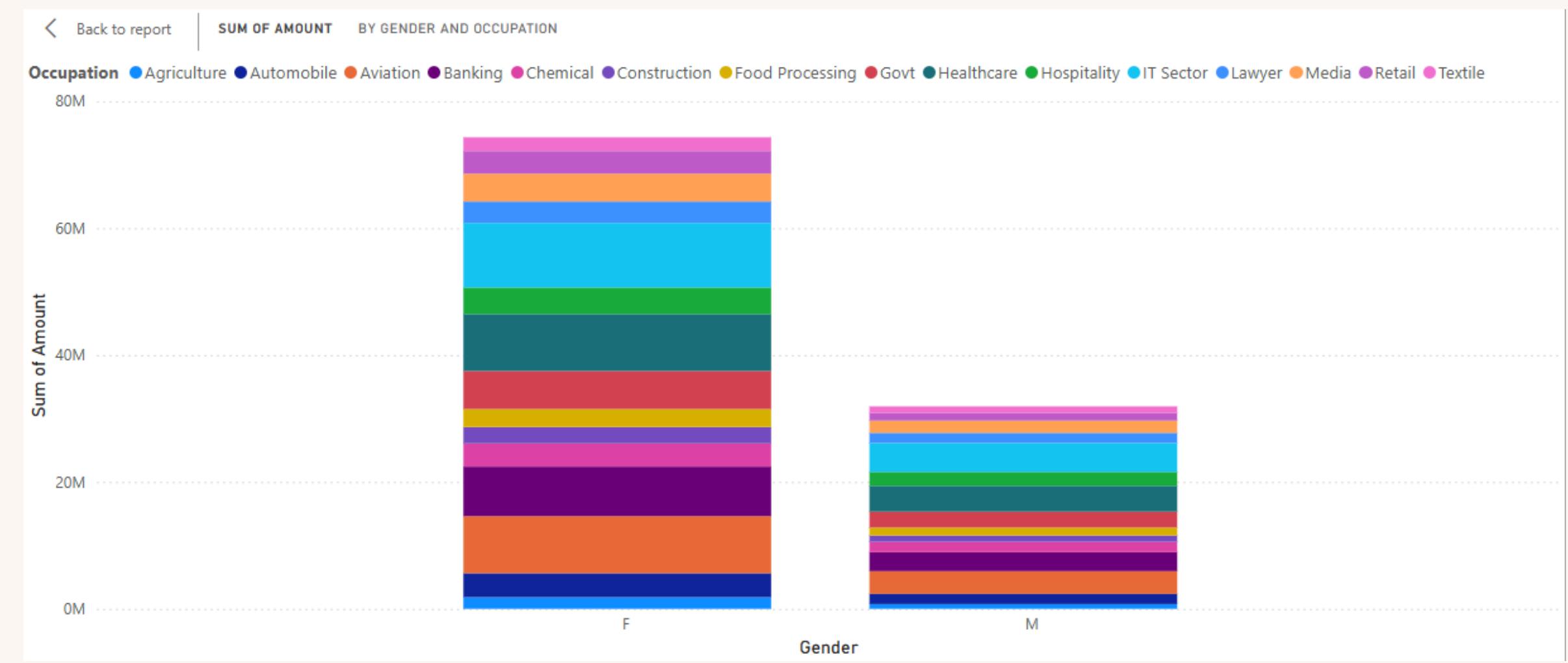
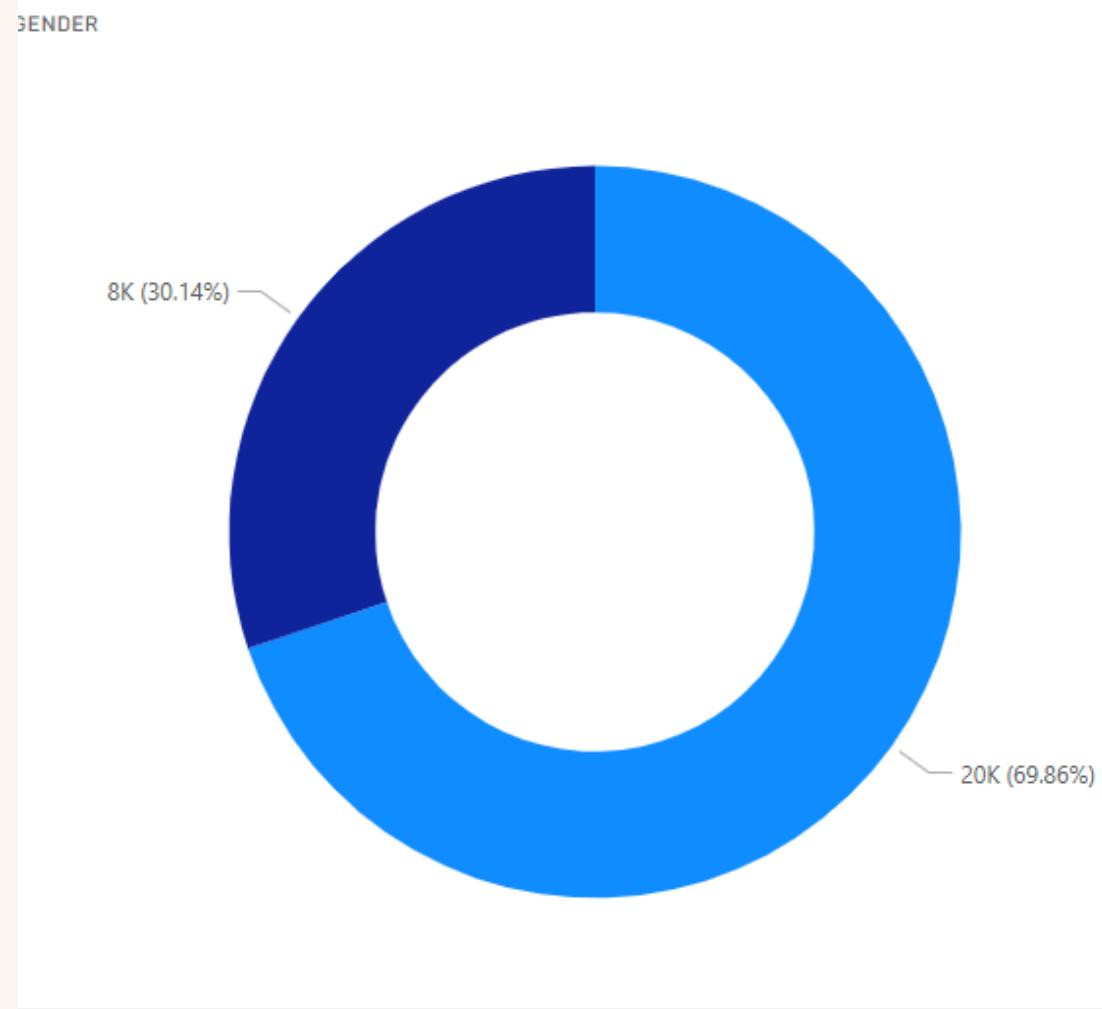


Sum Of Orders by State

- The majority orders from uttar pradesh and it's 4807 orders.
- The minority orders from Telangana and it's 312 orders.



Sum Of Orders by Gender & Sum of amount by Gender and Occupation



Sum Of Orders by Age & Sum of amount by Age Group

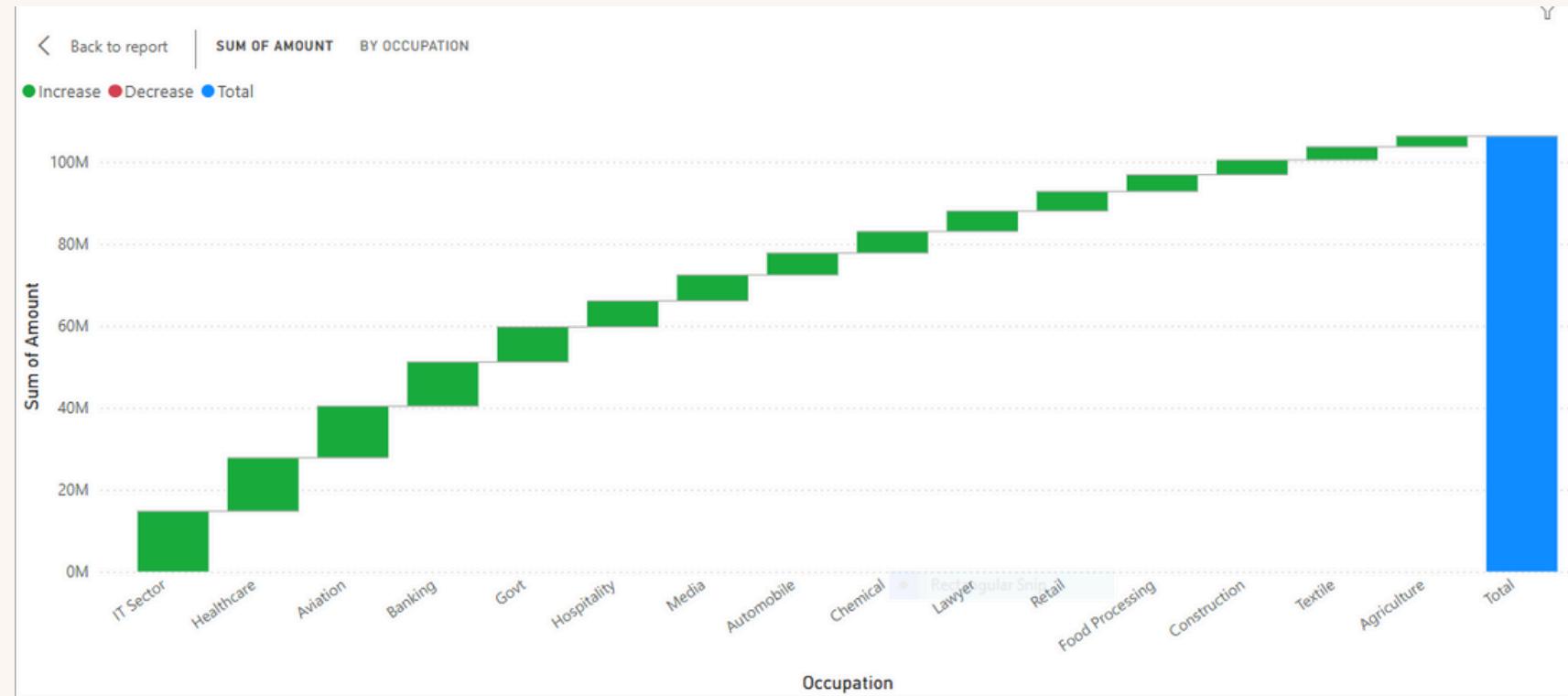


- The 0-17 age range customers has ordered less and spent less.

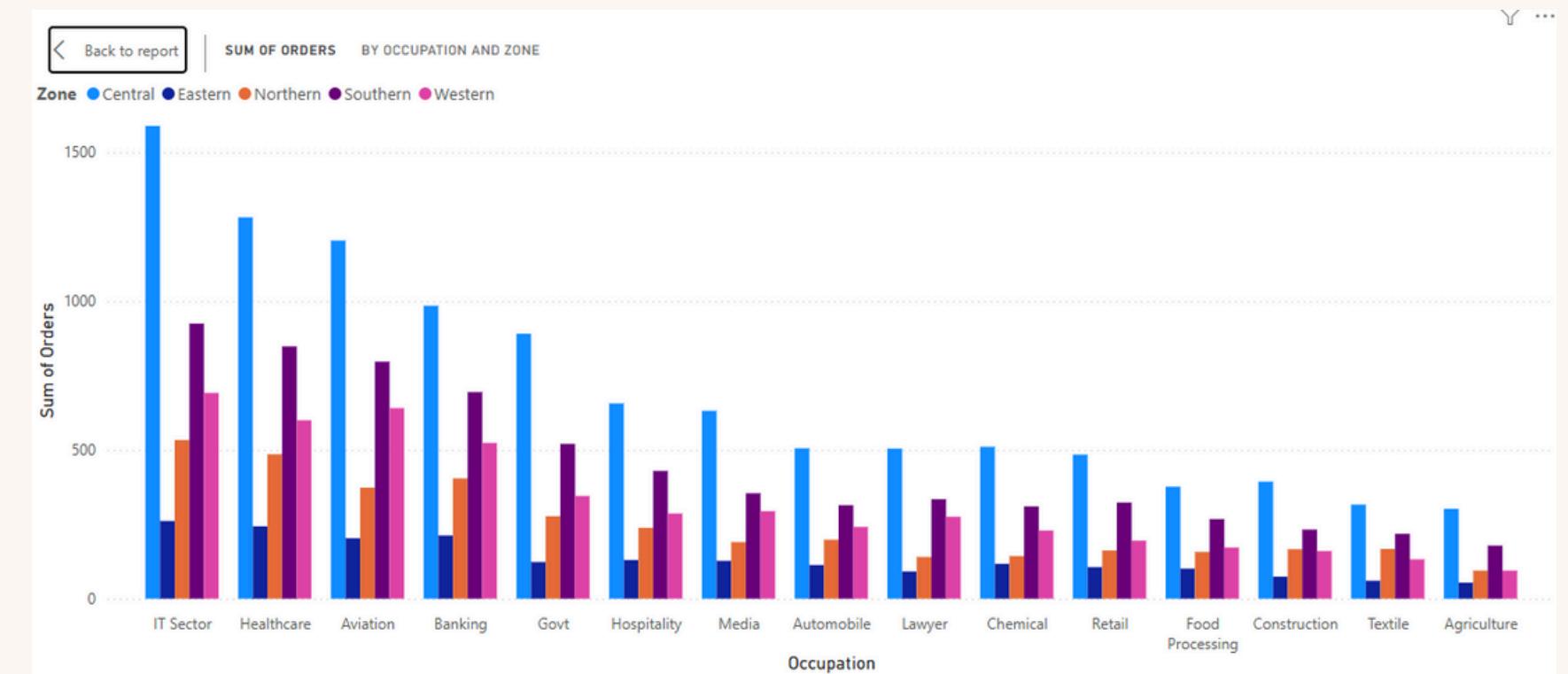
- The 26-35 age range customers has ordered lot and spent lot.



Sum Of Amount by Occupation & Sum of orders by Occupation and Zone

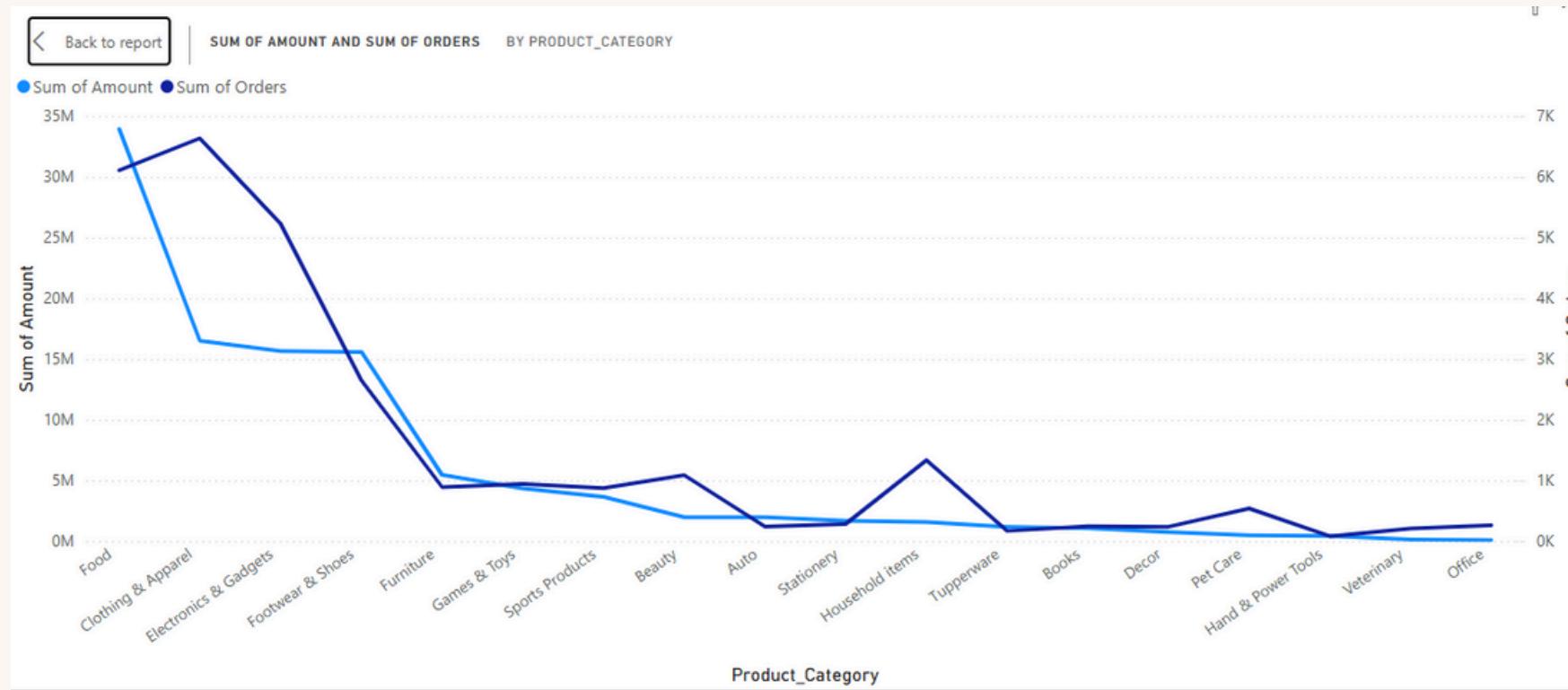


- The highest amount has spent by IT sector customers, and lowest from agriculture.

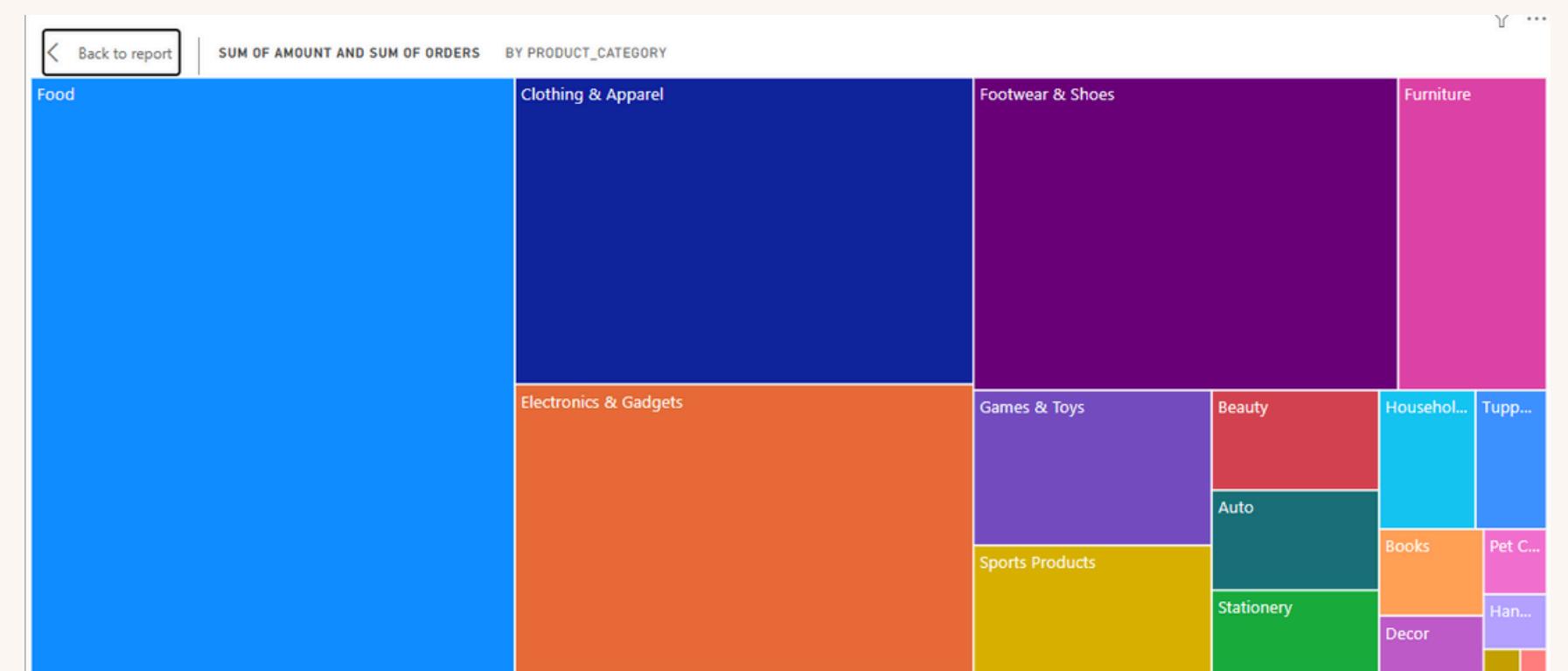


- According to occupation and zone, sum of orders decrease respectively from Central, Southern, Western, Northern, and Eastern.

Sum Of Amount by Product category & Sum of orders by Product category



- The highest amount has spent for Food product category and highest orders from clothing and apparel category.



Sum Of Amount & Sum of orders by customer.

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Cust_name	Sum of Orders	Sum of Amount
Aastha	62	266,961.00
Akshat	69	241,349.00
Alejandro	73	272,517.00
Gopal	52	239,147.00
Hazel	57	242,343.00
Neola	58	275,234.00
Shreyshi	75	265,603.00
Sudevi	71	287,142.00
Vasudev	58	281,034.00
Vishakha	106	382,782.00
Total	681	2,754,112.00

- The highest amount has spent by Aastha and highest orders has ordered by Vishakha.

Presented by Sasindu Chanaka

Thank you very much!

