Objective:

In order to improve customer experience by analyzing Diwali sales data. It is important to know the demand of customer so that we can improve our sales strategi for all age group and all gender.

Sample questions:

- Which gender and age group are purchasing more?
- What is the ratio of purchase according to gender?
- Top ten states which have the highest number of orders.
- Who purchased more married or unmarried?
- Which product's sales were heigh?
- Which occupation has done maximum purchase?

About dataset

This dataset contains total sales of Diwali. Where we can see which product's sales was more, which gender has purchased more. And ratio of sales in different states.
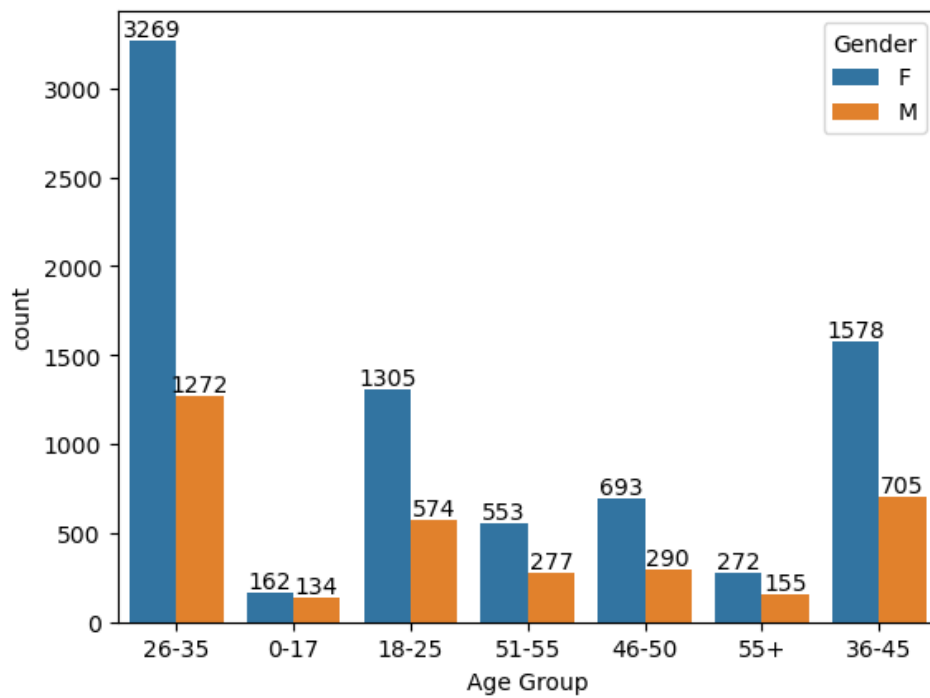
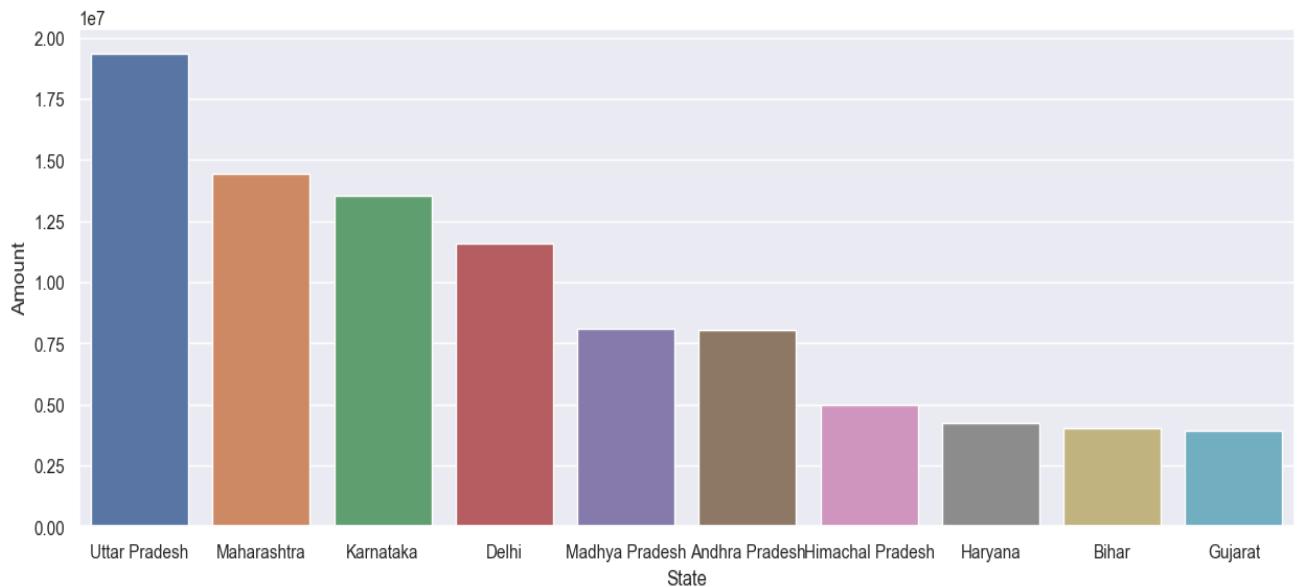## Analysis and finding

> **Purchase rate according to gender**
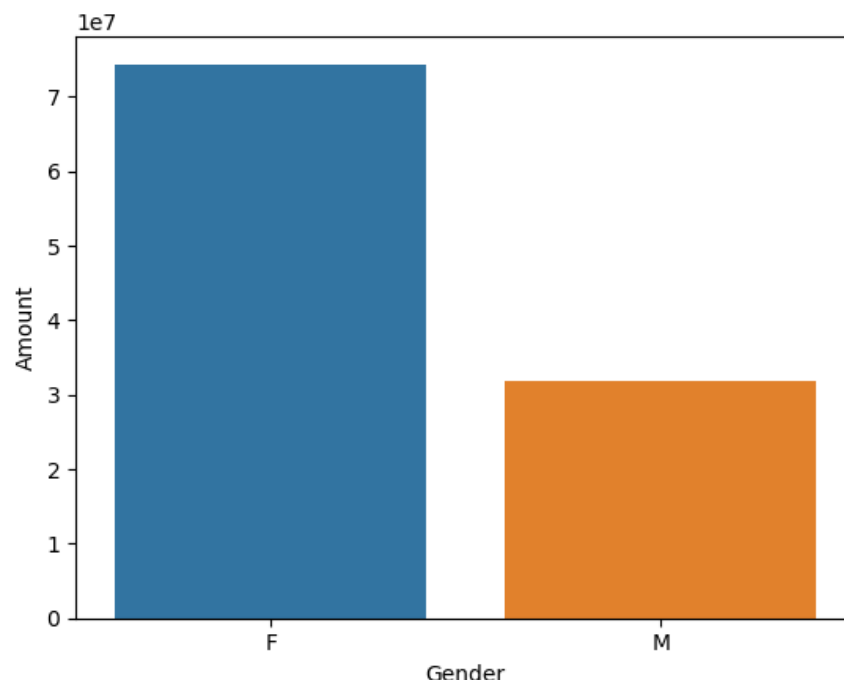
From above graphs we can see that most of the buyers are females and even the purchasing power of females are greater than men
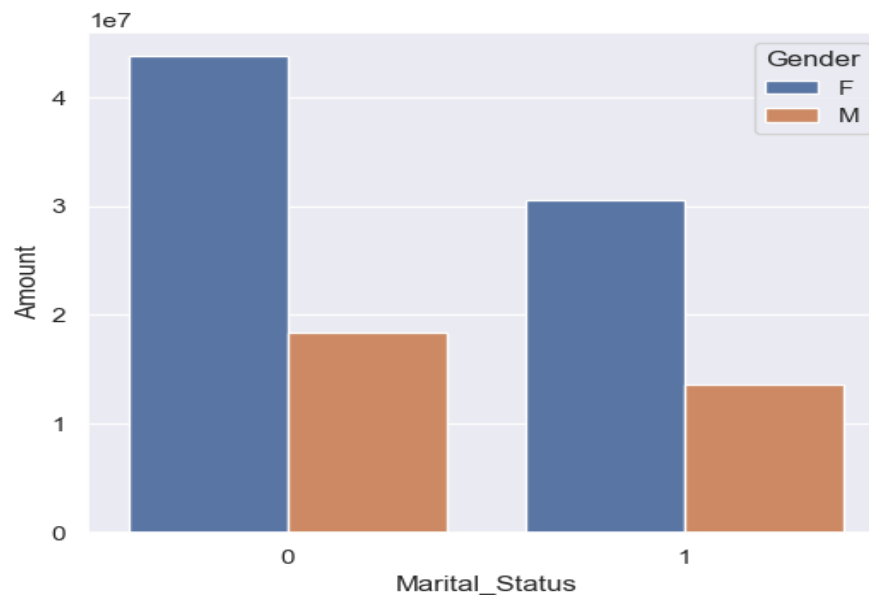
➢ **Different age group who purchased more**

From the above graph we can see that female gender is doing highest count of shopping
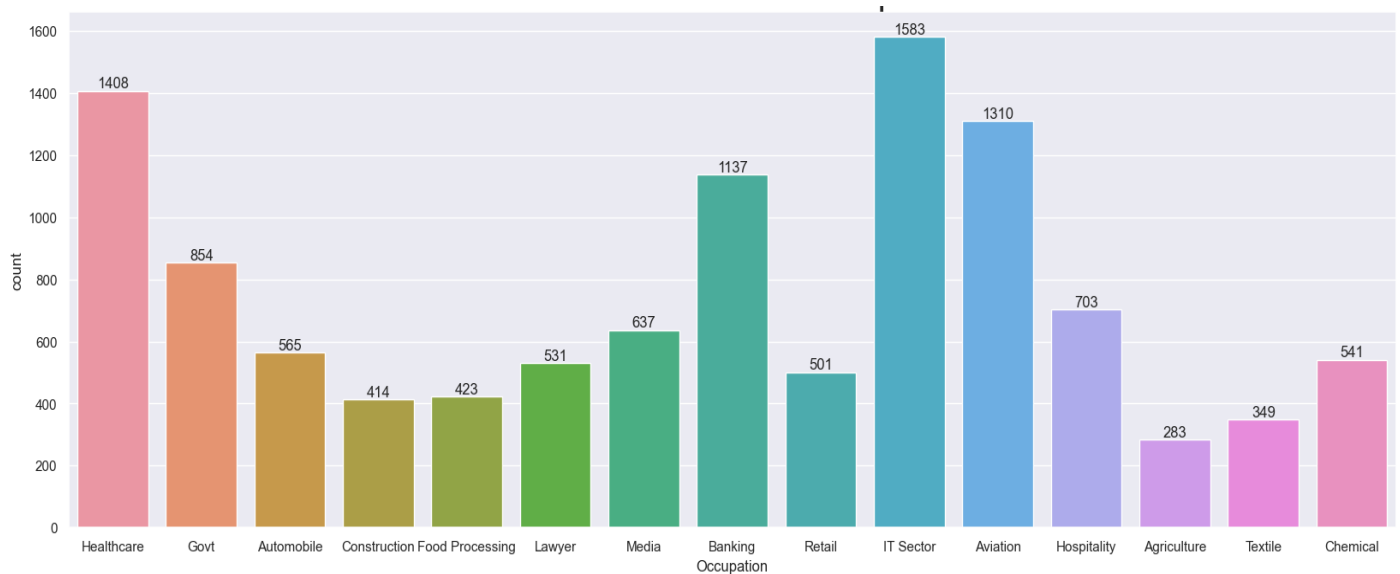
➢ **Maximum orders made according to state**

From above graphs we can see that most of the orders & total sales/amount are from Uttar Pradesh, Maharashtra and Karnataka respectively.
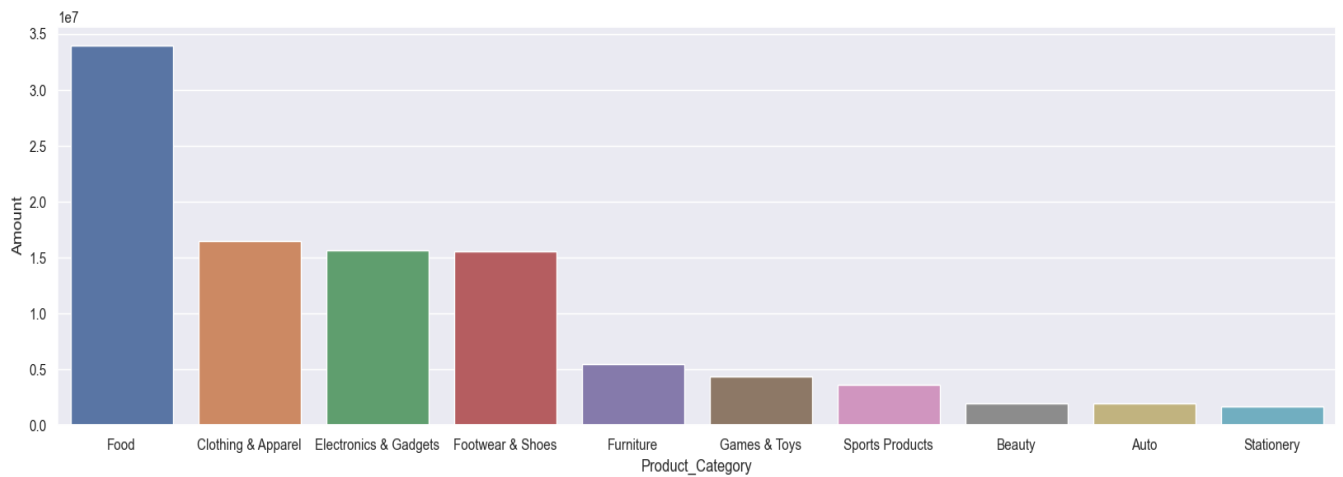
➢ Purchase made by marital status

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

➢ Maximum order according to occupation

In the above graph we can see that IT sector, Healthcare and aviation sector has made maximum orders.

➢ **Purchase made by different product**

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

Conclusion

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