

Diwali Reports

Introduction Part of page 1 and 2

Customer Demographics Insights

- . Gender-wise spending: Do men or women spend more ?
- . Age group spending: Which age group buys the most?
- . Martial Status : Are married people spending more?
- . Occupation – based trends : Which profession contributes most of sales ?
- . State – wise revenue : Which state gives the highest revenue ?

Sales & Product Insights

- . Top product categories by revenue and order count.
- . Which products are most/least popular ?
- . Product categories preferred by different age/ gender groups.

Marketing Strategy Insights

- Target customers by state , age, and occupation.
- . Plan Diwali offers based on most active buyers.
- . Segment customers for personalized recommendations.

Visualization Ideas

Kaggle dataset link : <https://www.kaggle.com/datasets/prajwal6362venom/diwali-sales/data>

Jupyter Notebook Code : <https://github.com/Shishupal466/Python-project.git>

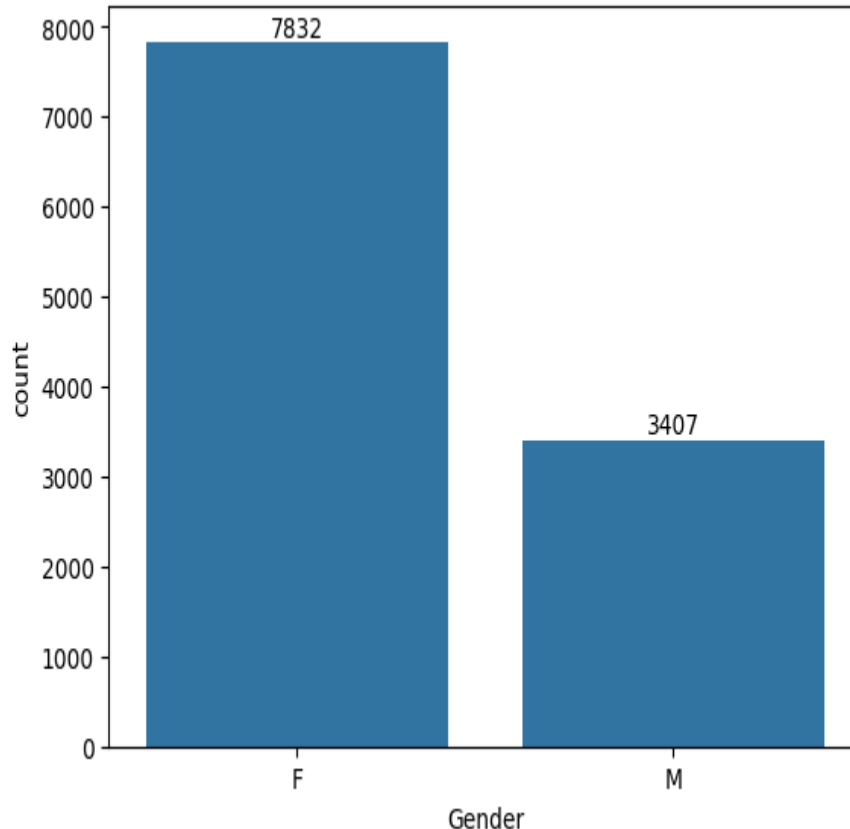
Report Created by Shishupal kumar , Phone No. 9798679120 , LinkedIn Link : <https://www.linkedin.com/in/shishupal-kumar-952b2727b>

Diwali Reports

- . Bar chart: Top 10 product categories by revenue
- . Pie chart : Gender – wise spending
- . Heatmap : State vs Amount
- . Line plot : Age vs Amount spend
- . Grouped bar : Martial Status + Gender vs Total Orders

Customer Demographics Insights

. Gender-wise spending: Do men or females spend more



⇒ The Most of the buyers are females (7873) and even the purchasing power of females are greater than

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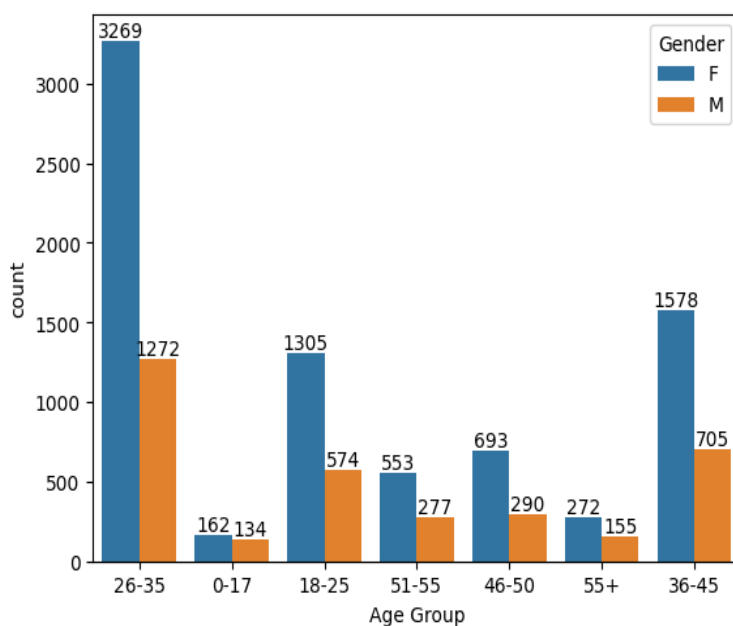
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men

. Age group spending: Which age group buys the most?



⇒ Most of the buyers are of age group between 24-35 years females (3269) and men is (1272) age group between 24 – 35 years.

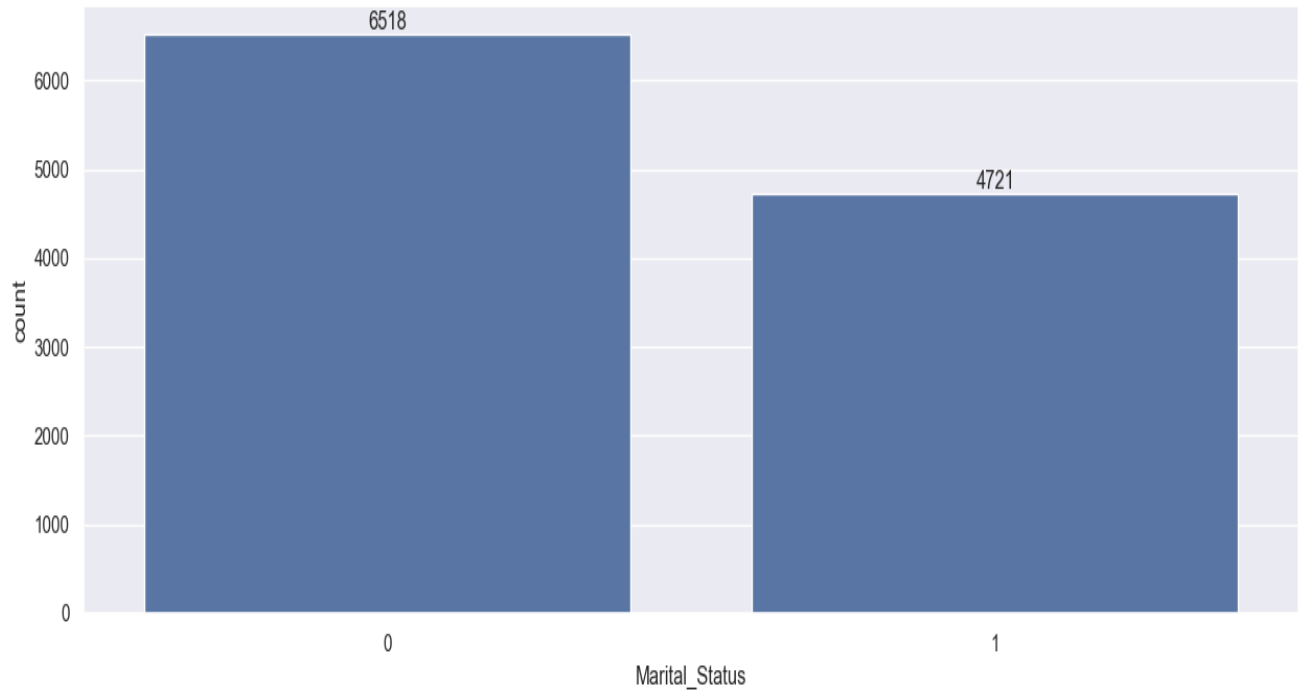
. Martial Status : Are married people spending more?

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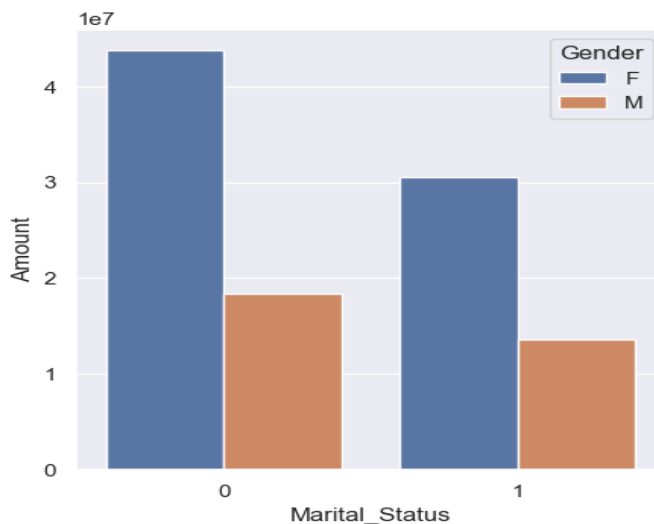
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⇒ Most of the single (not married) are the buyers and have high purchasing powers.



⇒ According to the datasets, Most of the buyers are single (married) and they have high purchasing power.

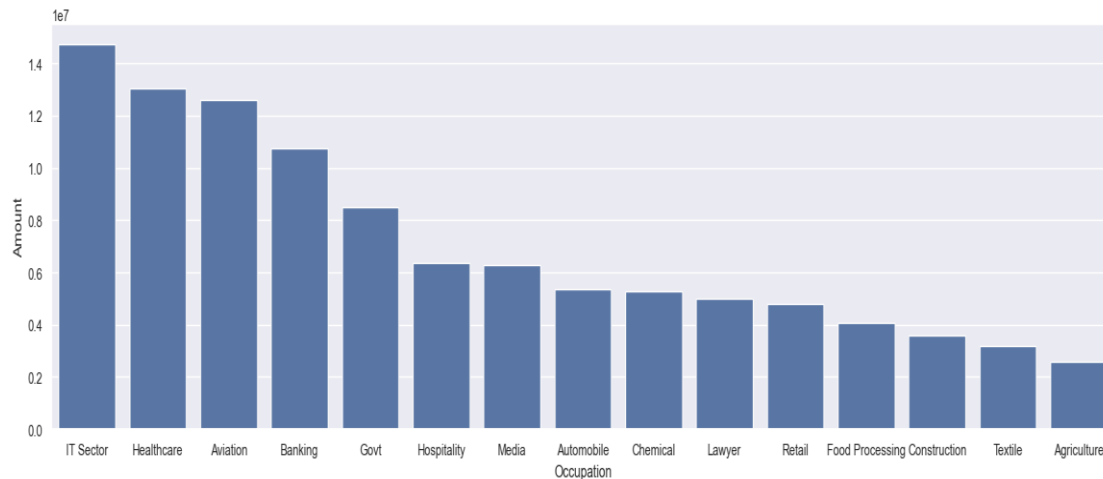
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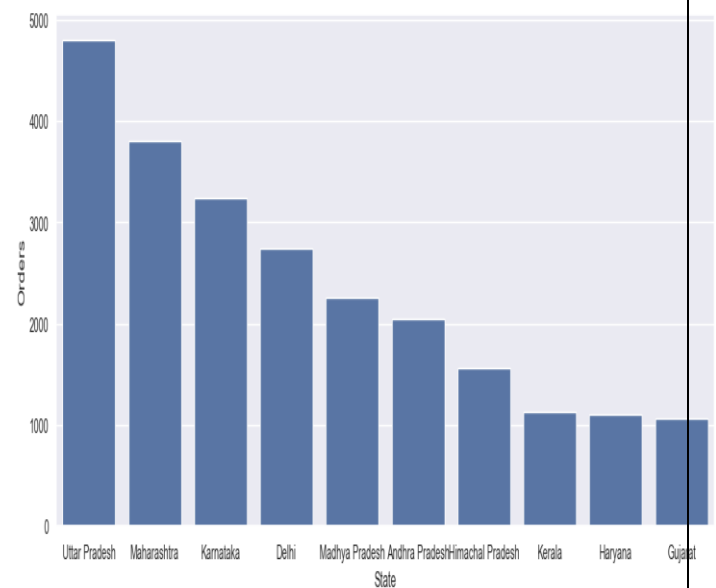
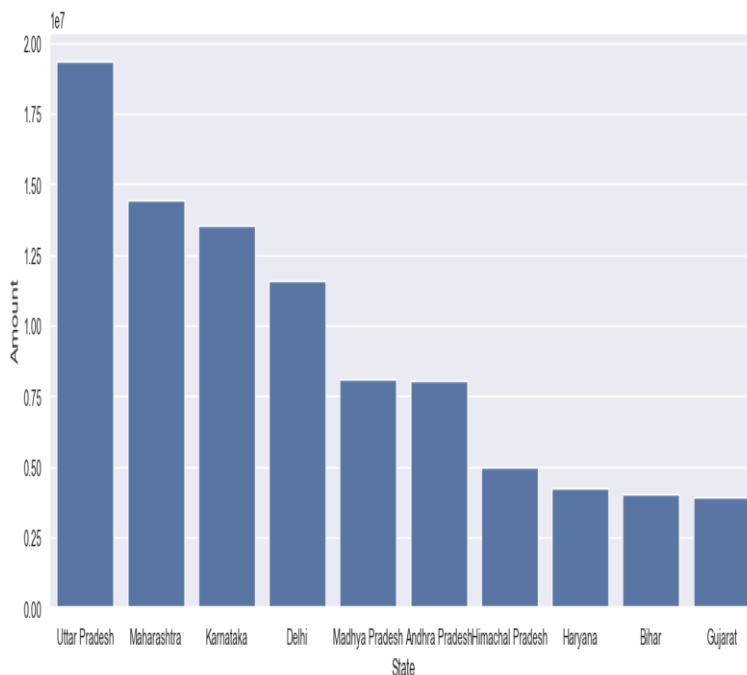
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⇒ Most of the buyers are working in IT Sector , Healthcare Sector, Aviation Sector.

State – wise revenue : Which state gives the highest revenue ?



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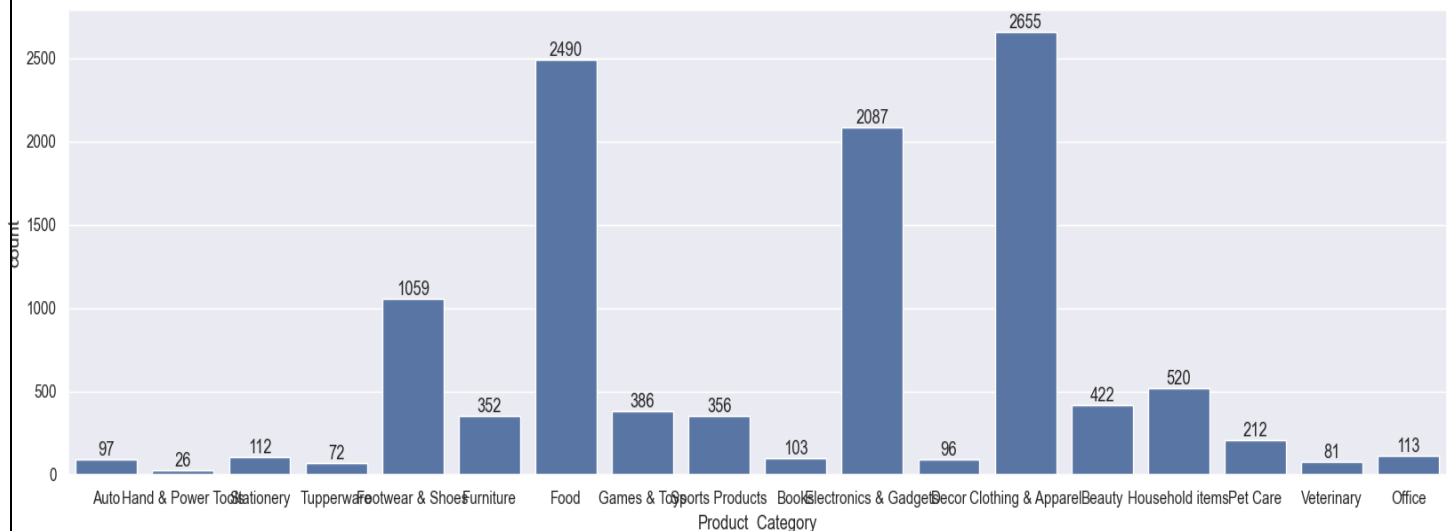
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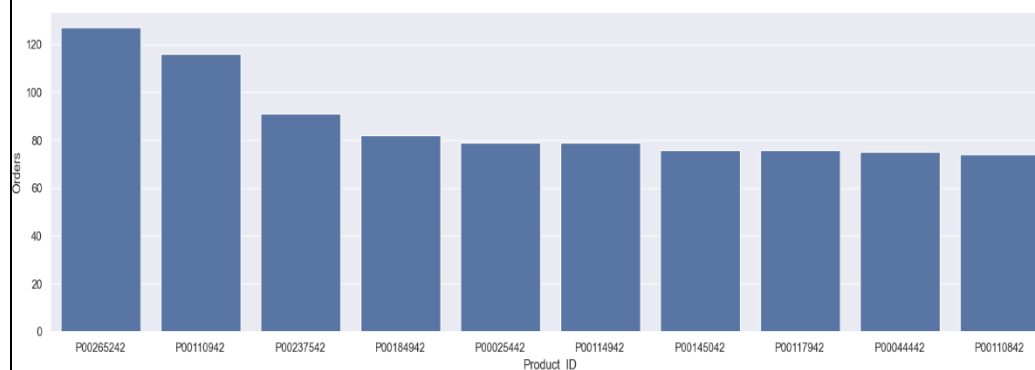
- ⇒ Most of the orders and total sales/amount are from the Uttar Pradesh , Maharashtra and Karnataka respectively.

Sales & Product Insights

. Top product categories by revenue and order count.



- ⇒ Clothing & Apparel , Food, Electronics & Gadgets are the the top 3 most sold products .



- ⇒ Top 10 Product_id
Are bought the products.

. Which products are most/least popular ?

- ⇒ Clothing & Apparel , Food, Electronics & Gadgets are the top 3 most popular products.

- ⇒ Hand & Power Tools are least popular.

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Conclusion:

Marketing Strategy Insights

. Product categories preferred by different age/ gender groups.

- Age Groups between (26 – 35) are most interested and Females also included.

. Target customers by state , age, and occupation.

- ⇒ Uttar Pradesh , Maharashtra and Karnataka are the top 3 orders & sales/amount. Between the age is 26 – 35 years are the IT sectors .

. Plan Diwali offers based on most active buyers.

- Age between 26 – 35 years are the most active buyers.

. Segment customers for personalized recommendations.

- Clothing & Apparel , Food, Electronics & Gadgets are the selling power is high. So these 3 are the most recommendations.

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