Diwali Sales Report

From above Graphs we can see that most of the buyers are Females and Purchasing Power of Females is higher than Males, as Females have ordered more products and spent more money than Males.
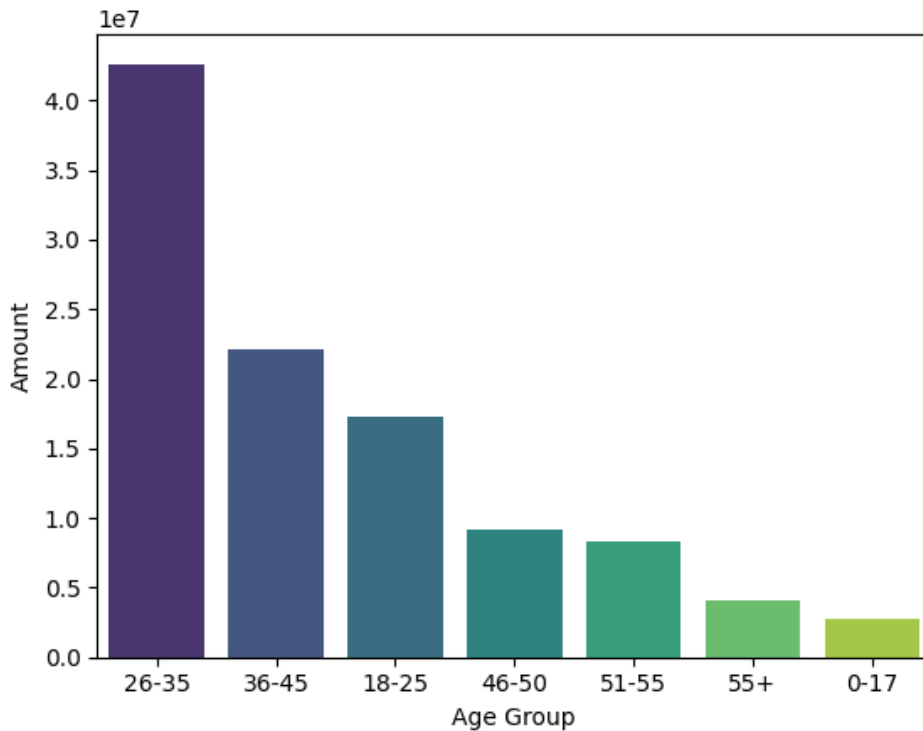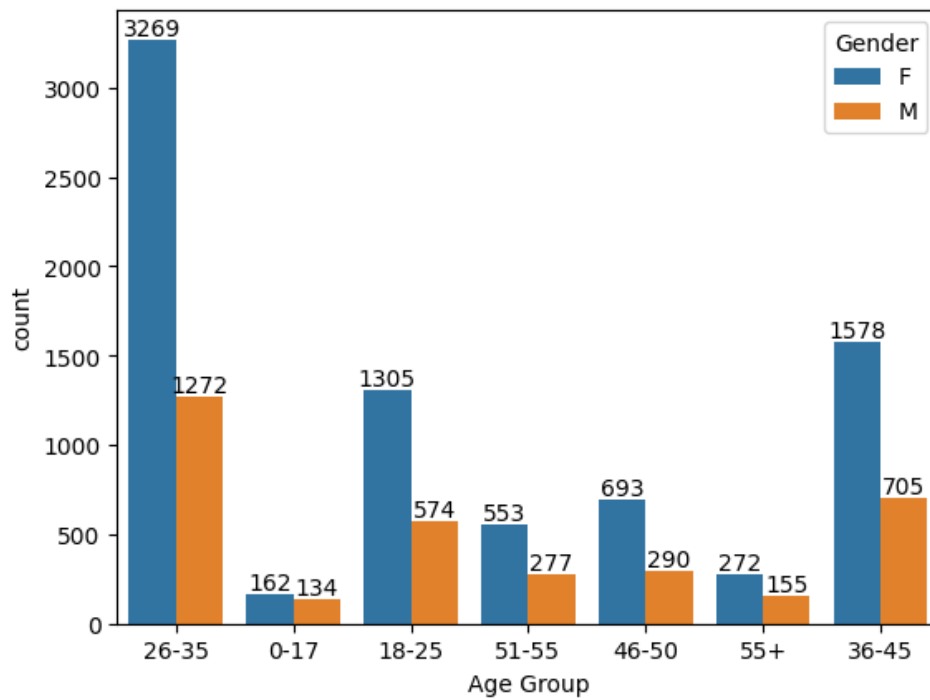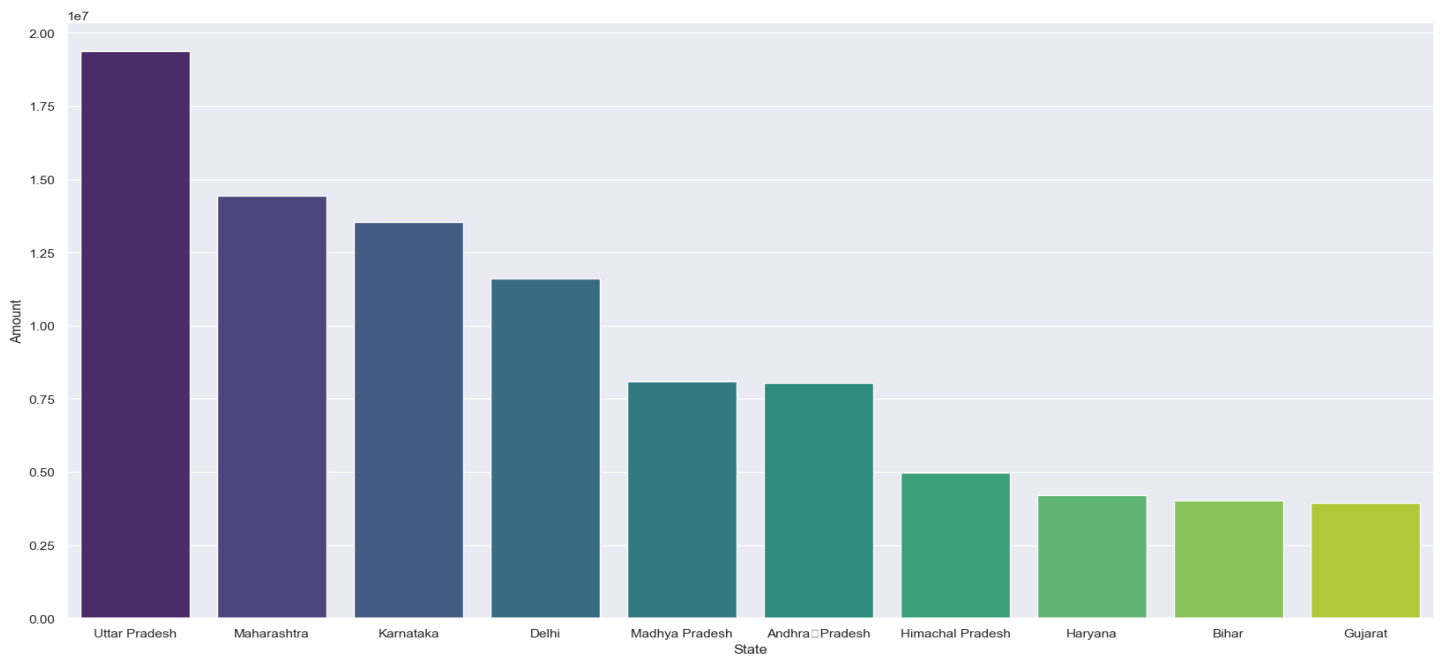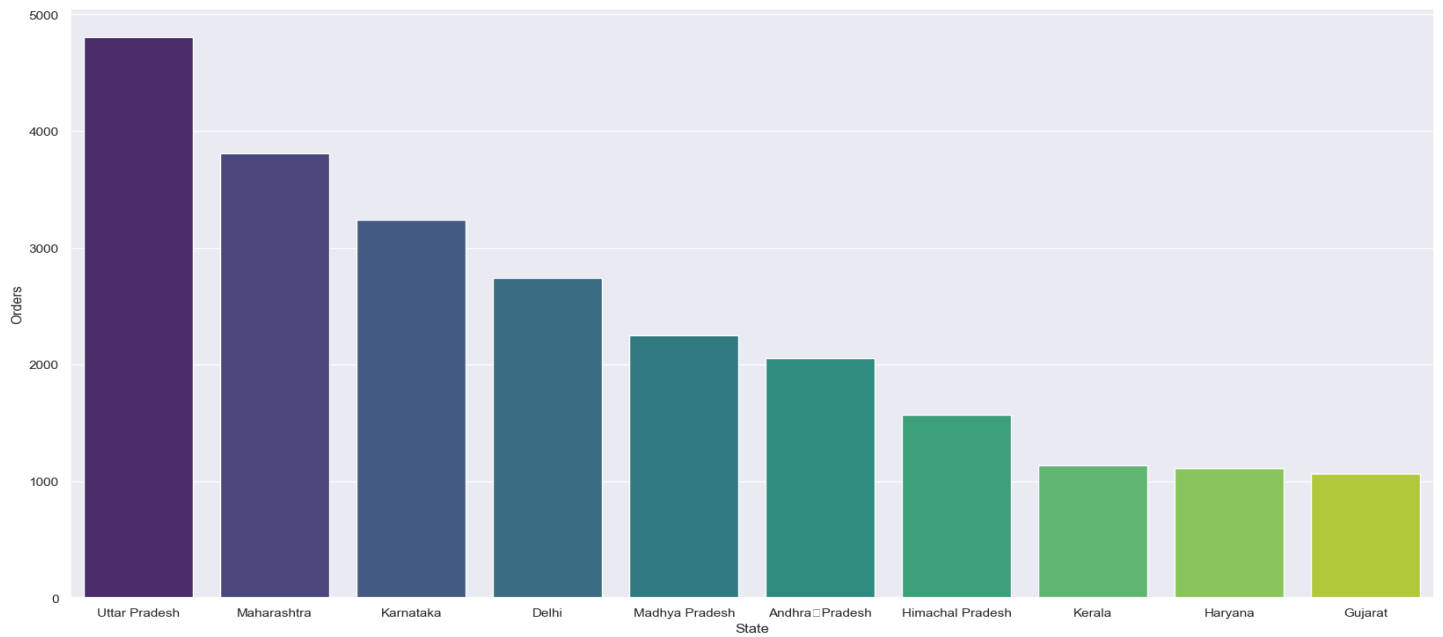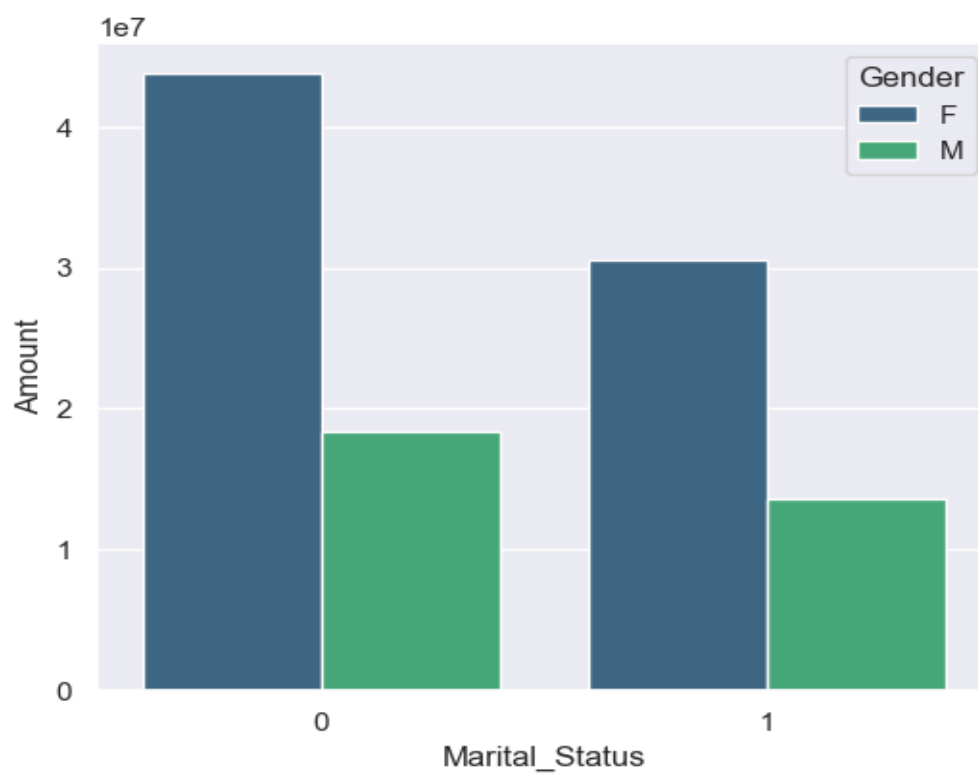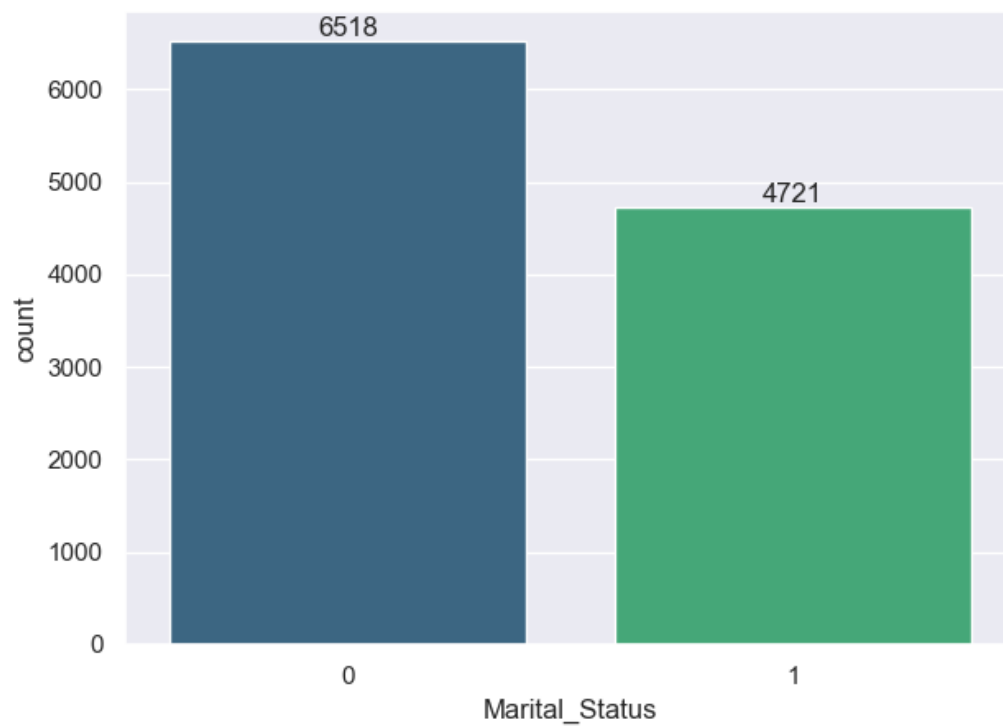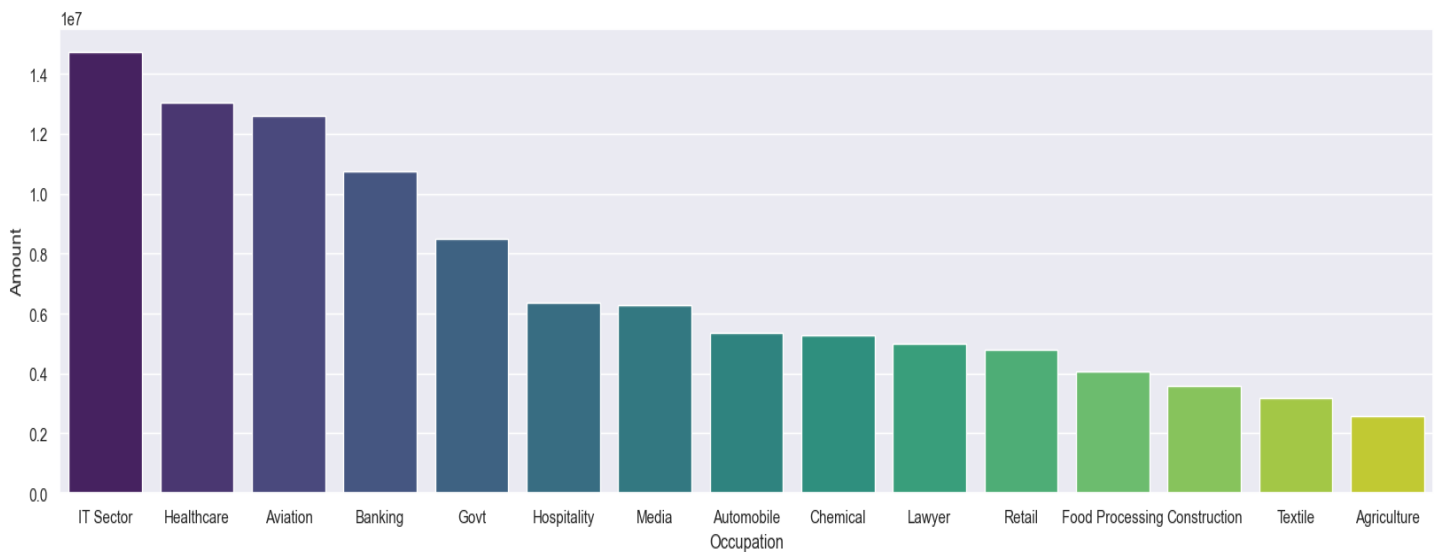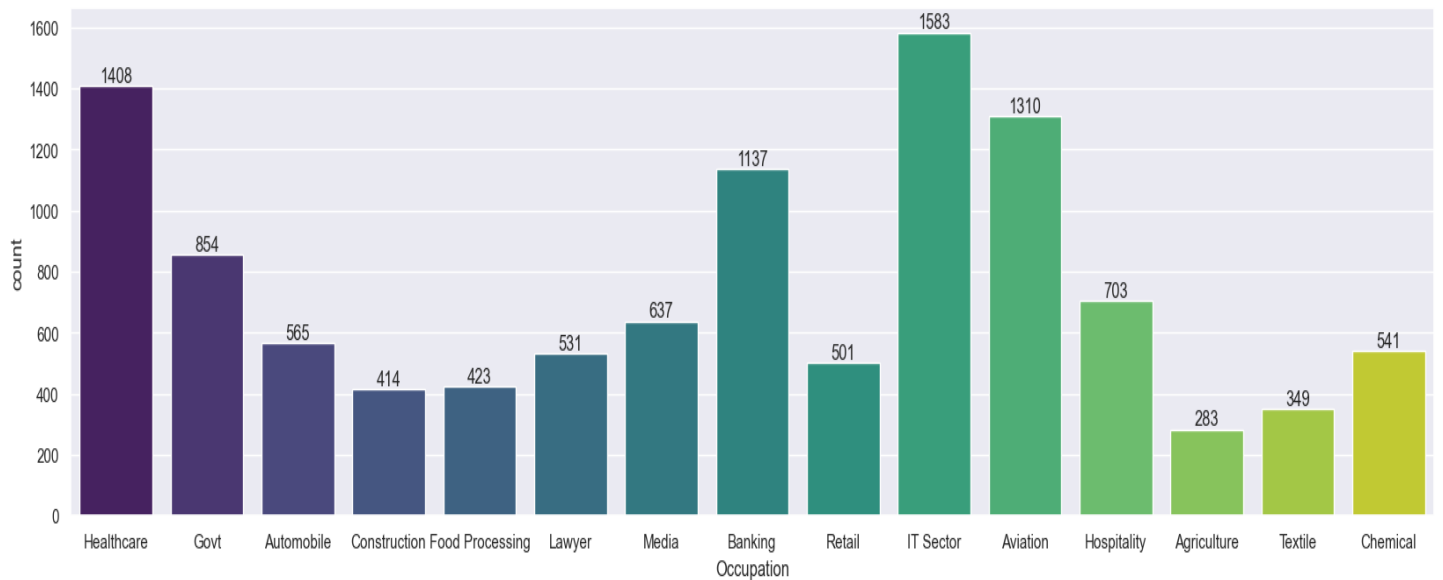
From above Graphs we can see that Females between the Age Group of 26-35 buy more products than Males.

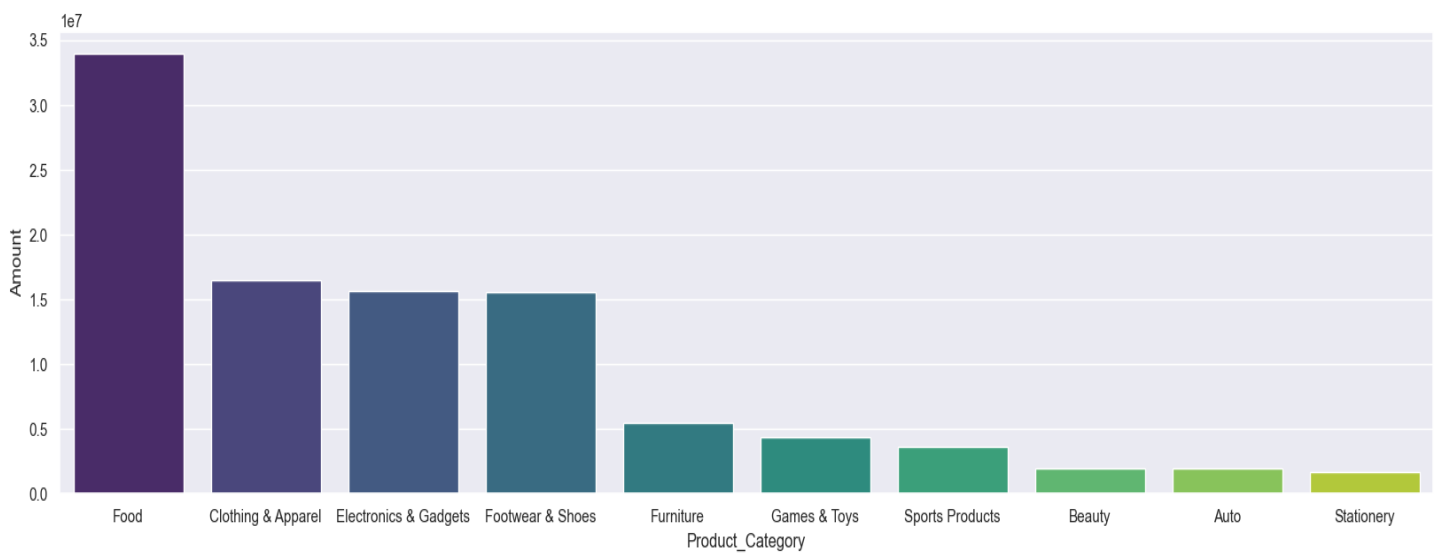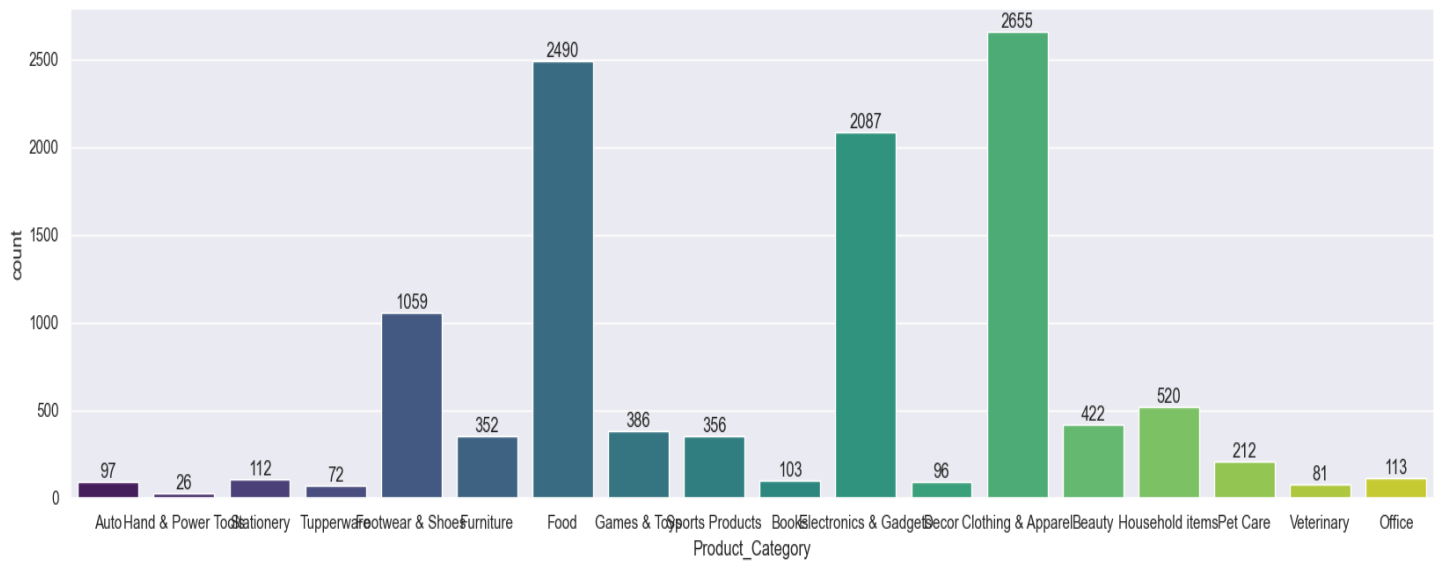From above Graphs we can see that most of the orders are from Uttar Pradesh, Maharashtra and Karnataka respectively both in terms of Orders and Amount.
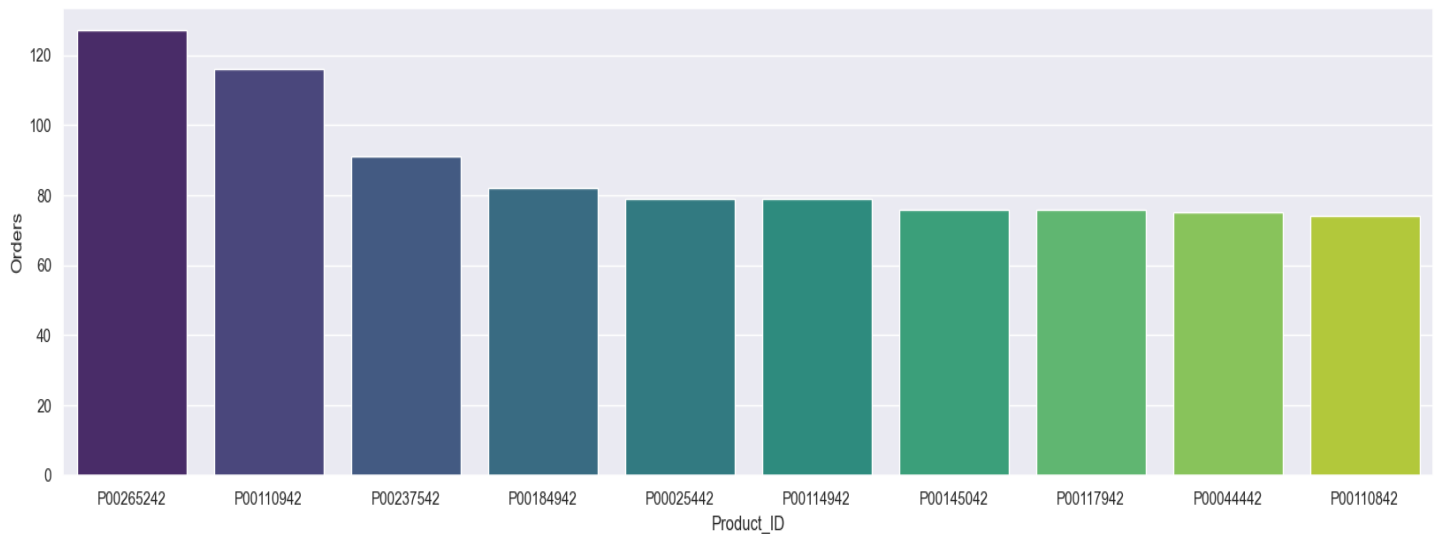
From above Graphs we can see that most of the buyers are Married Women, and they have more Purchasing Power in comparison with Men.

From above Graphs we can see that most of the buyers are working in Information Technology, Healthcare and Aviation sector.

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

From the above graph we can see that Products with code P00265242, P00110942 and P00237542 are the most selling products in our store.

Conclusion:

Married Women between the Age Group of 25-36 years of age, residing in Uttar Pradesh, Maharashtra and Karnataka, working in Information Technology, Healthcare and Aviation Sector are more likely to buy products from Food, Clothing and Electronics Product Category.