I am super excited to share a recent project - Diwali sales analysis with Python programming language. Dive into the world of sales analytics and explore the power of data-driven insights.

Project Objective: Improve customer experience by analysing Diwali sales data.

Skill: Python, EDA.

Task Done:  
Import Dataset from Excel to Jupyter Notebook.   
Did data cleaning process like unnecessary column removal, deleting NULL value, changed data type, replacing error value.  
Did Exploratory data analysis by plot different chart.  
Used efficient and suitable visuals to represent Insights.

Dataset Overview:15 cloumns,11251 records.

Insights:

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

Project Learnings:

Performed data Cleaning and manipulation.

Performed exploratory data analysis using Pandas, matplotlib and Seaborn libraries.

Improved customer experience by identifying potential customers across different states, occupation, gender, and age groups.

Improved sales by identifying most selling product categories and products, which can help to plan inventory and hence meet the demands.