

# Project Title – Diwali Sales Analysis

## **\*\*Project Overview:\*\***

In this project, I meticulously cleaned and analyzed sales data to gain valuable insights. The main objective was to enhance customer experience and boost revenue by identifying key patterns and preferences within the data.

## **\*\*Key Steps:\*\***

1. **\*\*Data Cleaning:\*\*** I started by cleaning the raw sales data, ensuring accuracy and reliability for the subsequent analysis.
2. **\*\*Exploratory Data Analysis (EDA):\*\*** With a curious mind, I delved into the data using various statistical techniques to uncover hidden trends, outliers, and correlations.
3. **\*\*Data Visualization:\*\*** To make the insights easily digestible, I created captivating visualizations that conveyed complex information in a simple manner.
4. **\*\*Insight Generation:\*\*** By combining data-driven analysis and domain knowledge, I identified that married women aged 26-35 years, hailing from UP, Maharashtra, and Karnataka, and working in the IT, Healthcare, and Aviation sectors, are more inclined to purchase products from the Food, Clothing, and Electronics categories.

## **\*\*Project Learning:\*\***

Through this project, I gained a profound understanding of how data-driven insights can be harnessed to make informed business decisions. It's fascinating to see how specific demographics and preferences can be targeted to improve customer experiences and boost sales.

### **\*\*Achievements:\*\***

- Successfully completed end-to-end data analysis from cleaning to insights generation.
- Discovered actionable insights that can guide marketing and sales strategies.
- Enhanced skills in data cleaning, EDA, data visualization, and deriving business insights.

### **\*\*Next Steps:\*\***

Armed with these valuable insights, I'm excited to collaborate with cross-functional teams to implement strategies that cater to the identified customer segments. This project has ignited my passion for leveraging data to drive meaningful impact.

Thank You.