



Diwali Sales Dashboard:

₹106.25M in Festive Success

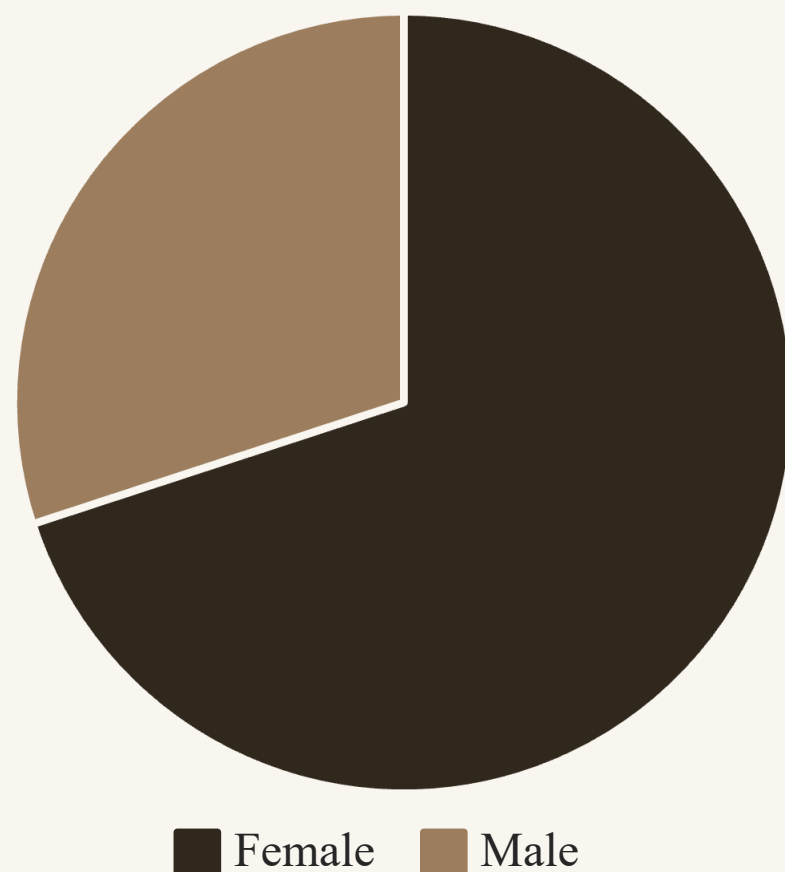
Unveiling insights from our comprehensive Diwali sales analysis across 16 states, 1,250 customers, and multiple product categories. This data-driven story reveals the patterns behind India's most profitable festive season.

Executive Overview: The Numbers That Matter

₹106.25M	1,250	16	₹9.45K
Total Sales	Customers	States Covered	Average Spend
Record-breaking festive revenue	Active buyers during Diwali season	Pan-India market reach	Per customer transaction value

Our Diwali campaign achieved exceptional results, demonstrating the power of targeted festive marketing across diverse demographics and regions.

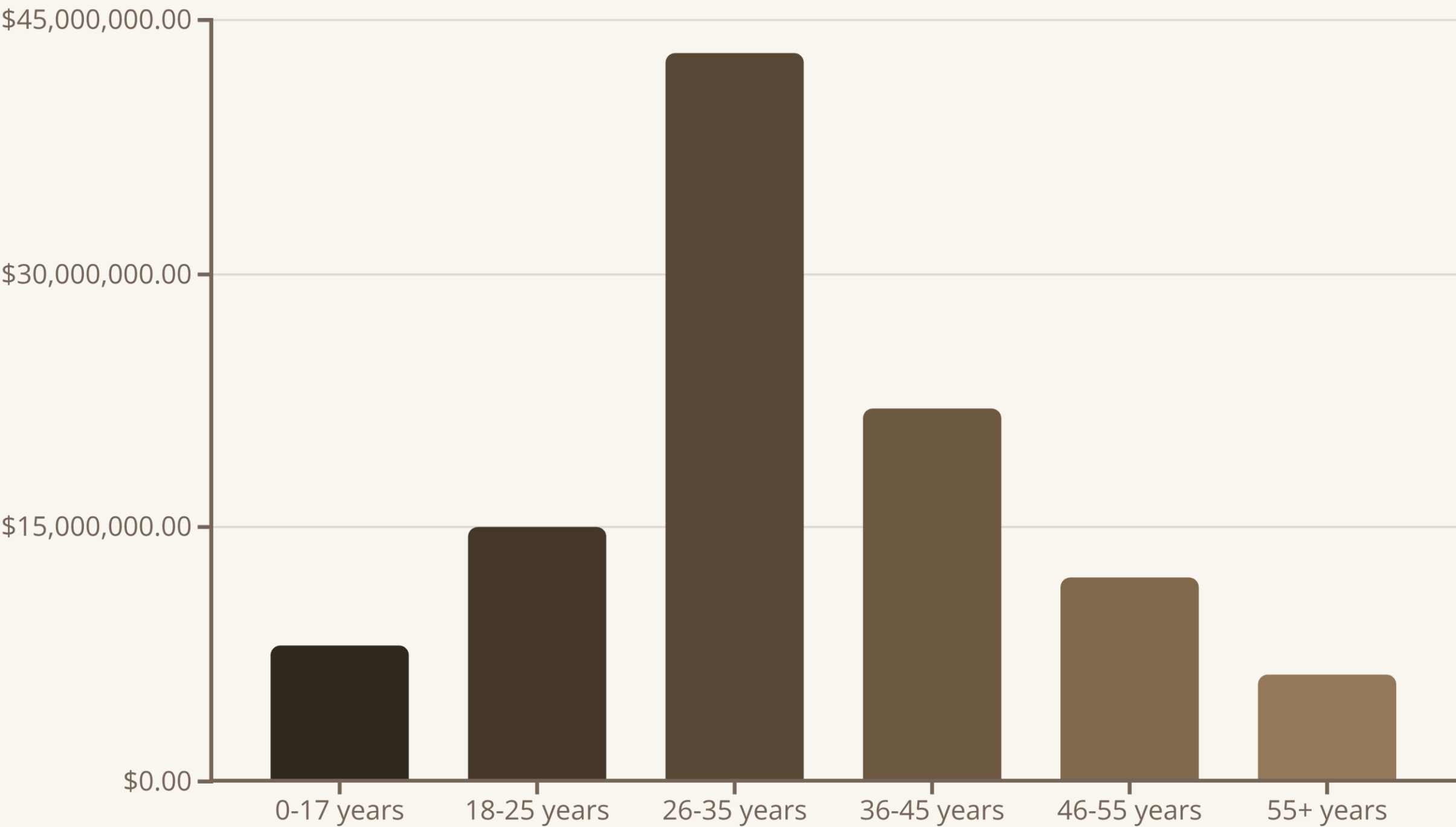
The Female-Driven Festival Economy



Women Lead Festive Shopping

Female customers account for **70% of total sales** (₹74.34M), significantly outspending male customers who contribute 30% (₹31.91M). This pattern reflects women's traditional role as household decision-makers during festivals, particularly for gifts, clothing, and home decorations.

Age Groups: The Millennial Advantage





Professional Spending Power

1 IT Sector Leads at ₹15M

Technology professionals demonstrate highest festive spending, driven by strong salaries and digital shopping comfort.

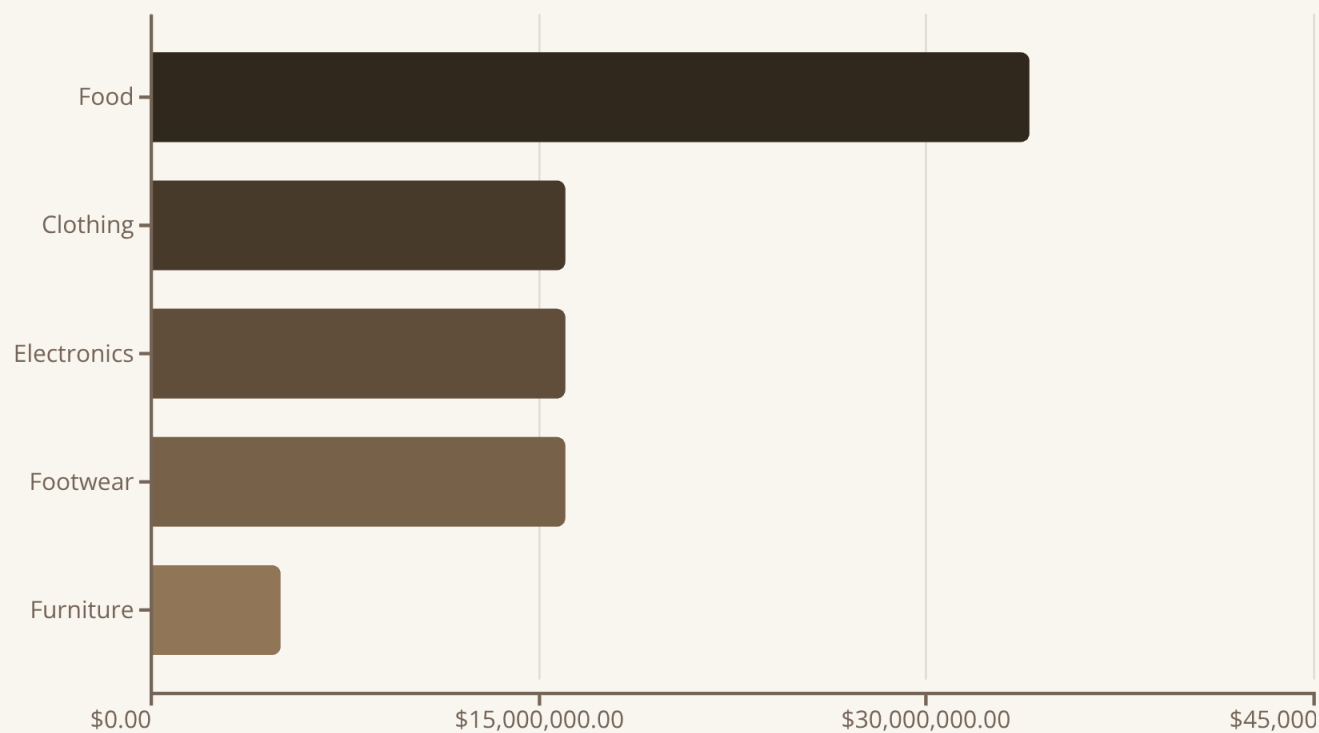
2 Healthcare & Aviation Tie at ₹13M Each

Essential service professionals show robust purchasing patterns, reflecting job security and steady incomes.

3 Banking Sector Contributes ₹11M

Financial sector workers maintain strong festive budgets, understanding the value of celebratory investments.

Product Categories: Tradition Meets Aspiration

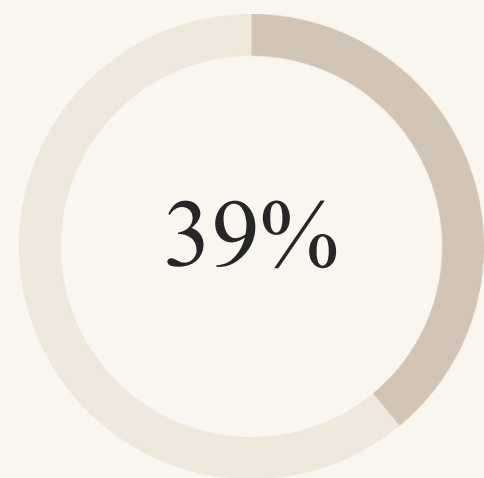


Food Dominates Traditional Spending

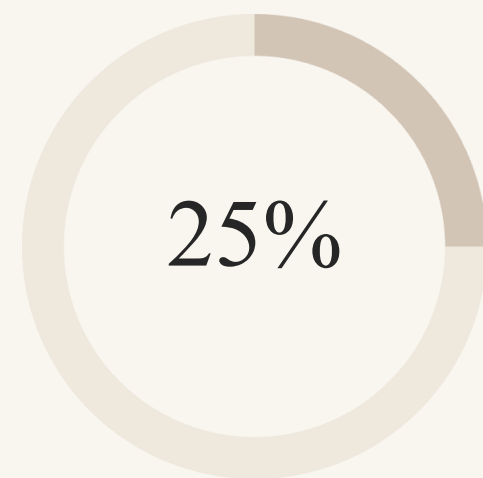
Food leads at ₹34M, reflecting Diwali's emphasis on sweets, gifting, and family gatherings.

Clothing, Electronics, and Footwear each contribute ₹16M, showing how modern consumers blend traditional celebrations with aspirational purchases.

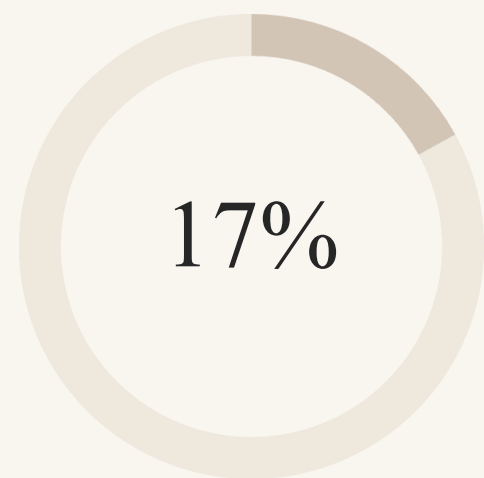
Regional Sales Distribution



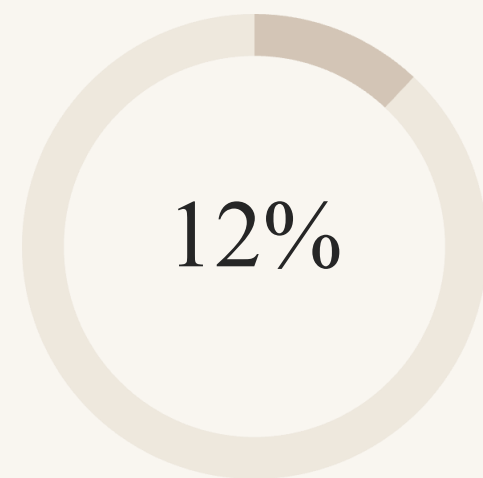
Central Zone
₹41.6M - Market leader



Southern Zone
₹26.6M - Strong performer



Western Zone
₹18.4M - Steady growth



Northern Zone
₹12.6M - Emerging potential

Central and Southern India drive the majority of sales, with Uttar Pradesh (₹19M), Maharashtra (₹14M), and Karnataka (₹12M) leading individual state performance.

Key Strategic Insights



Female Power

Women aged 26-45 are the primary growth drivers, accounting for the majority of high-value purchases across all categories.



Category Mix

Traditional food purchases remain dominant, while aspirational categories like electronics and footwear show strong growth potential.



Professional Segments

High-income professionals in IT, healthcare, and banking demonstrate the strongest festive spending patterns and brand loyalty.

Strategic Recommendations



Targeted Marketing

Focus campaigns on female shoppers aged 26-45 with personalized promotions emphasizing family and tradition.



Expand Aspirational Offers

Develop premium electronics, clothing, and footwear bundles with exclusive festive discounts and financing options.



Regional Investment

Increase marketing spend in Central and Southern regions while building awareness campaigns in Eastern markets.



Occupation-Based Targeting

Create exclusive corporate partnerships and loyalty programs for IT, healthcare, and banking professionals.

Next Steps

Immediate Actions

- Launch female-focused campaign designs
- Develop professional segment offers
- Expand Central/Southern presence

Long-term Strategy

- Build aspirational product portfolios
- Invest in Eastern region development
- Create year-round loyalty programs

With these insights, we're positioned to make next Diwali even more successful—transforming data into meaningful customer connections and sustained growth.

