**Diwali\_Sales\_Analysis Python Project Summary**

* **Performed data cleaning and manipulation.**
* **Performed exploratory data analysis (EDA) using pandas, matplotlib, and seaborn libraries.**
* **Improved customer experience by identifying potential customers across different states, occupations, genders, and age groups.**
* **Improved sales by identifying the most selling product categories and products, which can help to plan inventory and hence meet the demands.**