EXECUTIVE SUMMARY

Diwali Sales Analysis Report

Background

The Diwali sales dataset, comprising over 11,000 transactions, was analyzed to study customer demographics, purchasing behavior, and product preferences. Using charts and visualizations, clear patterns of consumer spending during the festive season were identified.

Key Findings

Gender Insights

- The **Gender distribution chart** shows that **females dominate purchases**, both in number of orders and total sales amount.

- Women also demonstrate **higher purchasing power than men**, making them the most valuable customer group.

Age Group

- The **Age group vs. sales chart** highlights that customers in the **26–35 years segment** are the highest buyers, with females leading this category.

- This age group accounts for the **largest share of overall revenue**.

State-wise Analysis

- The **State-wise bar charts** reveal that most orders come from **Uttar Pradesh, Maharashtra, and Karnataka**.

- However, in terms of sales value, **Uttar Pradesh and Karnataka lead, followed by Maharashtra**, showing strong festive demand in these states.

Marital Status

- The **Marital status chart** shows that **married customers, especially women, make more purchases**.

- This suggests household-driven buying behavior during Diwali.

Occupation

- The **Occupation distribution chart** indicates that most buyers work in **IT, Aviation, and Healthcare sectors**.

- These groups represent higher income levels and strong festive spending.

Product Categories

- The **Product category chart** reveals that the most purchased items are from **Clothing & Apparel, Footwear, and Electronics/Automobiles**.

- These categories dominate festive sales, indicating consumer preference for lifestyle and utility goods during Diwali.

Recommendations

- **Target Audience**: Focus campaigns on **women aged 26–35, married, and working professionals**.

- **Regional Focus**: Strengthen marketing in **Uttar Pradesh, Maharashtra, and Karnataka**.

- **Product Bundling**: Promote festive bundles in **clothing, footwear, and electronics**.

- **Family Offers**: Design **household-oriented promotions** to engage married women.

- **Professional Segments**: Launch **premium offers** tailored for IT, Aviation, and Healthcare employees.

Conclusion

The analysis clearly shows that the **core customer segment** driving Diwali sales consists of **married women aged 26–35, employed in IT, Aviation, or Healthcare, and residing in Uttar Pradesh, Maharashtra, or Karnataka**. Their strong purchasing power and preference for clothing, footwear, and electronics make them the primary drivers of festive season revenue

THANK YOU