

Final Report on Gozzly Company (Fashion Industry) sales Data

We were being asked to bring analysis on the sales data provided by the company so that Gozzly company can take necessary steps to improve their product manufacturing, sales, customer satisfaction and to predict the industry pattern for future purposes.

Plan:-

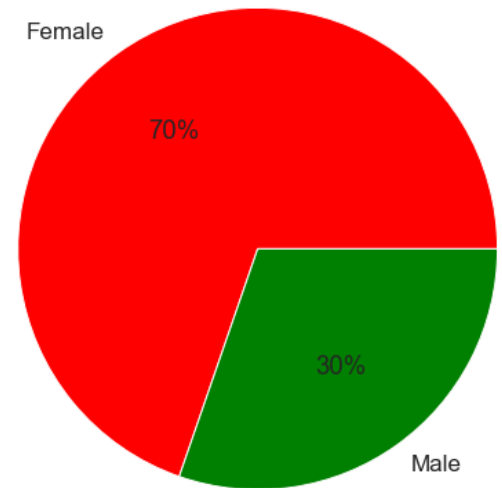
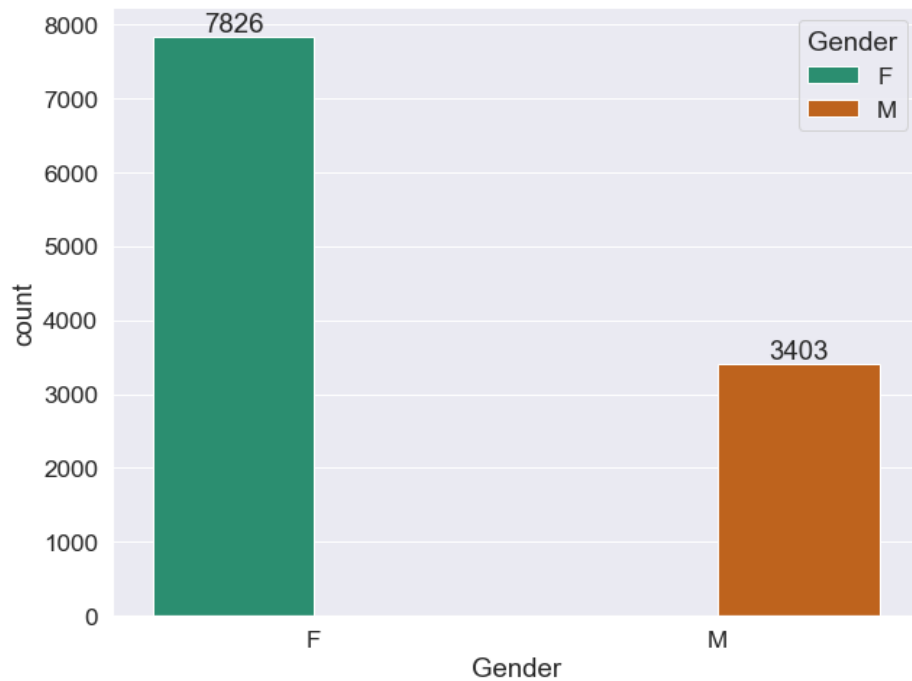
- Data was cleaned as it had lot of errors and mistakes using Pandas.
- Various plots were plotted using the seaborn library and matplotlib library of python.

Planning:-

Certain questions were asked when the data was first studied. Here are some questions: -

- Who spends more – Male or Female?
- Who has the highest purchasing power among the age group criteria?
- Who spends the most on the age group category?
- Which State has the highest number and least number of orders?
- Who buys more—Married or Unmarried couple?
- Which customers from which Occupation bought the most products?

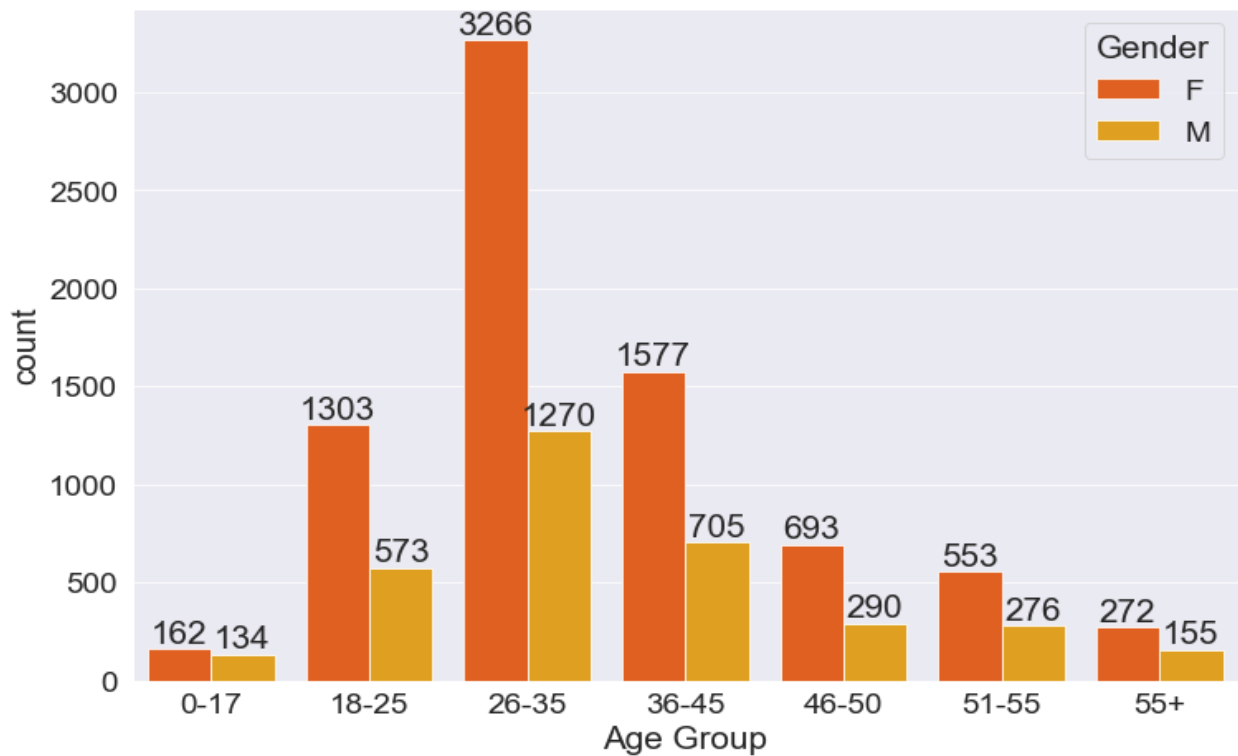
Analysis and Findings



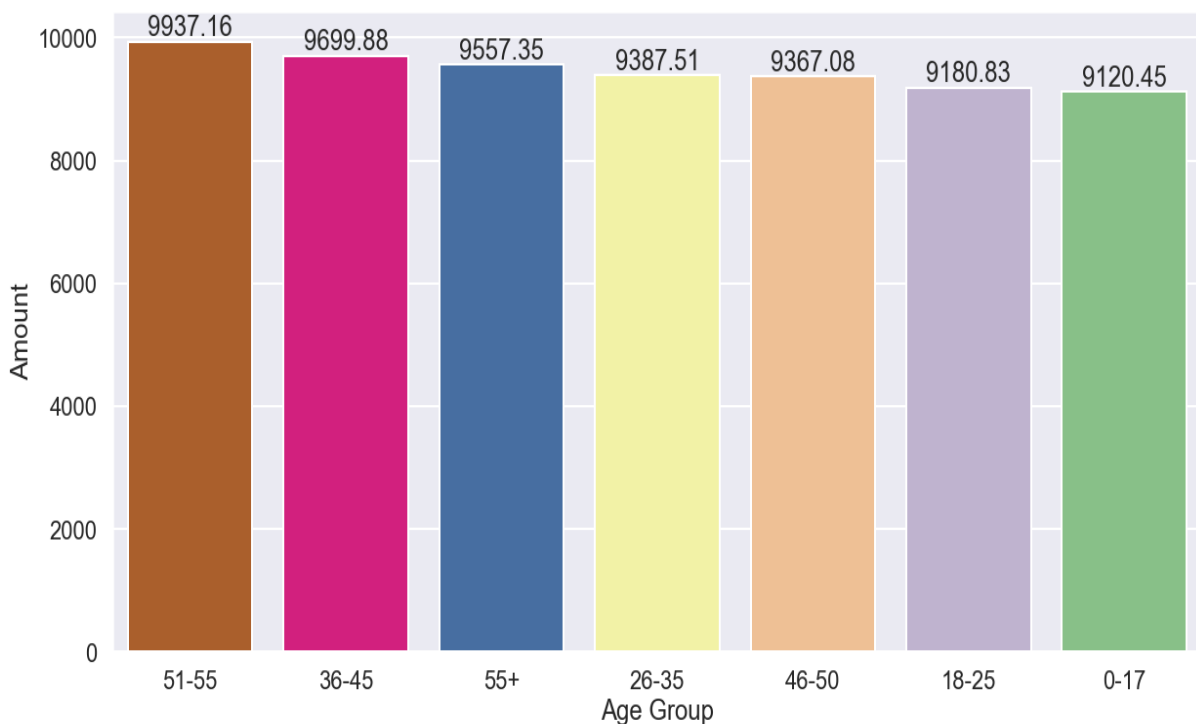
These two graphs were plotted.

Left one is bar graph and right one is a pie chart.

Both graphs clearly show that most customers who bought the products were Women (Female) as compared to Men (Male).

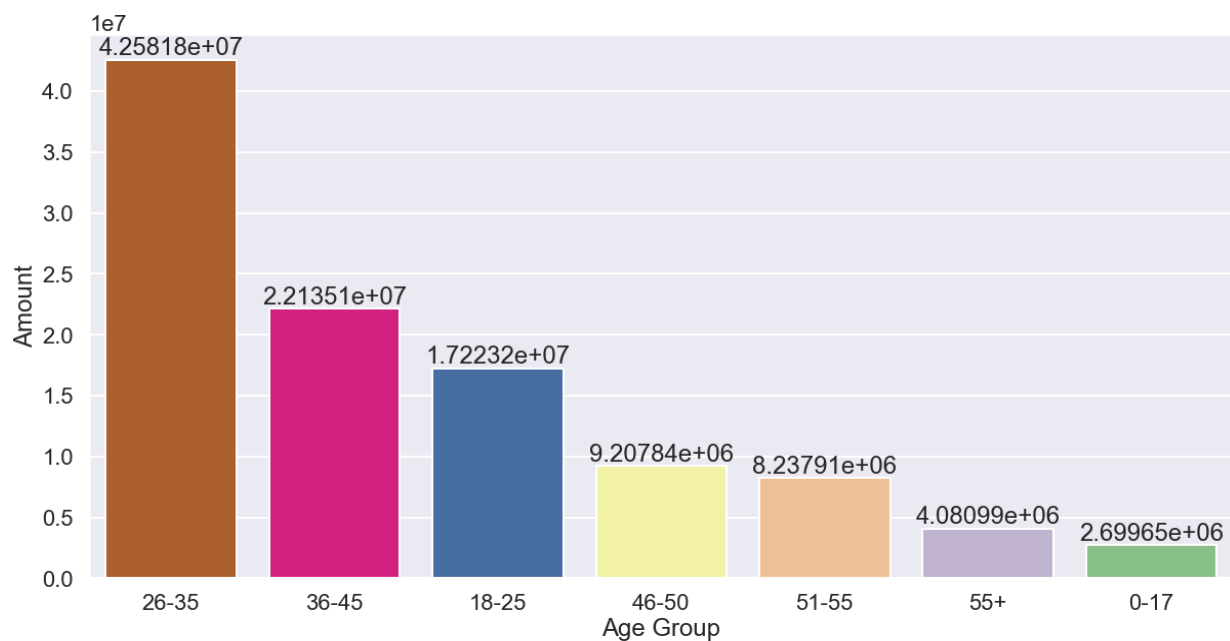


Here we can see from this graph that Men and Women of the Age Group-(26-35) have bought the most products from the

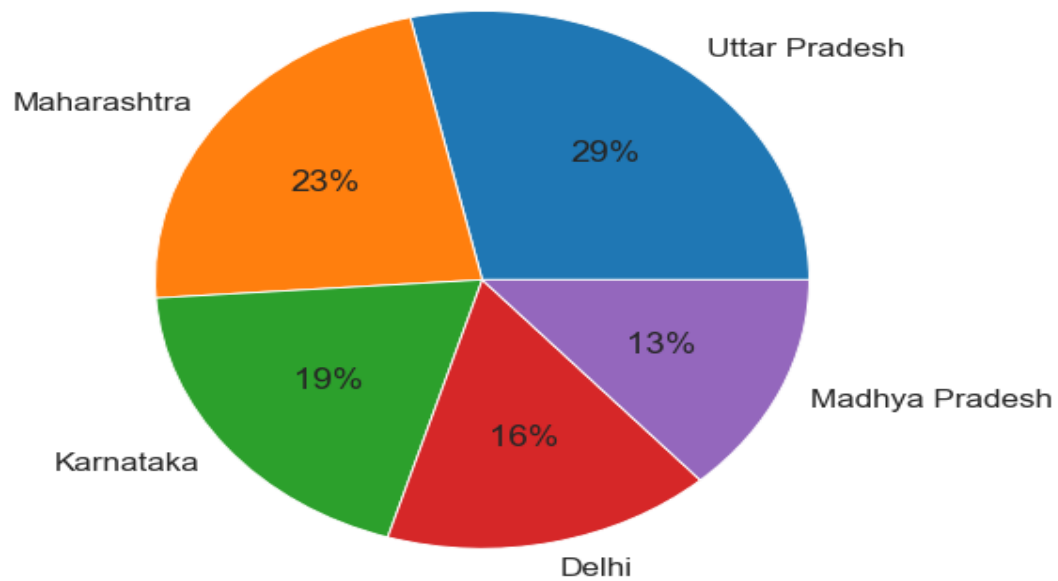


company stores in which 3266 customers were Female and 1270 customers were Male.

From the above graph, we can say that the Age Group → (51-55) have the highest purchasing power.

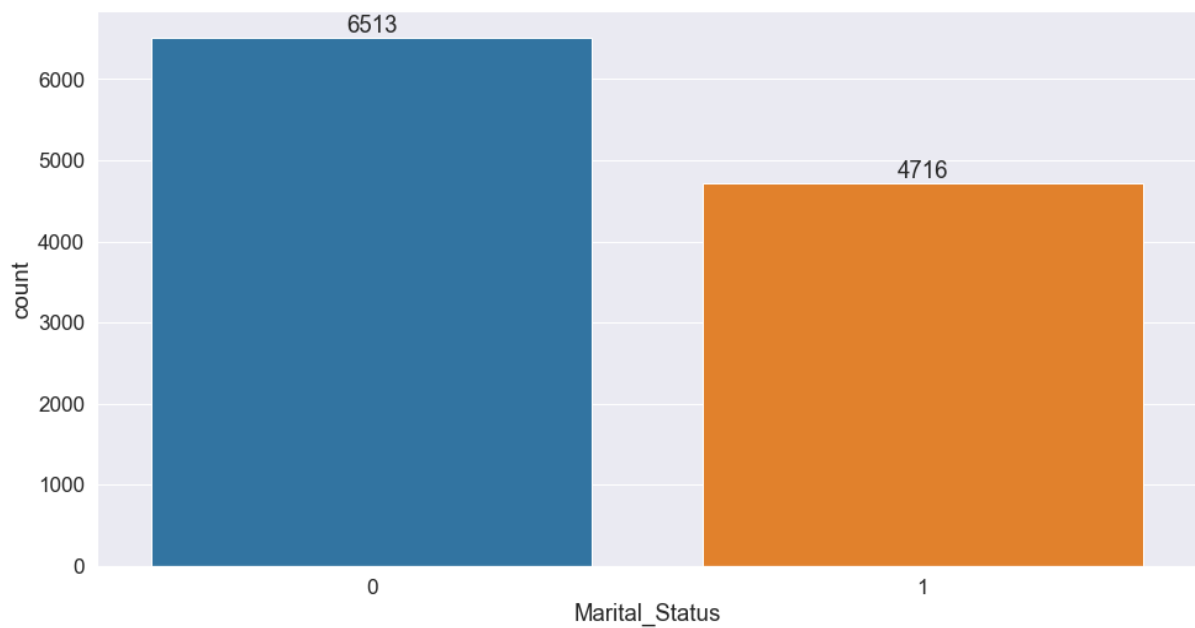


From this graph, we can say that Men and Women customers of the Age Group → (26-35) have spent the most on the products as compared to other age group.

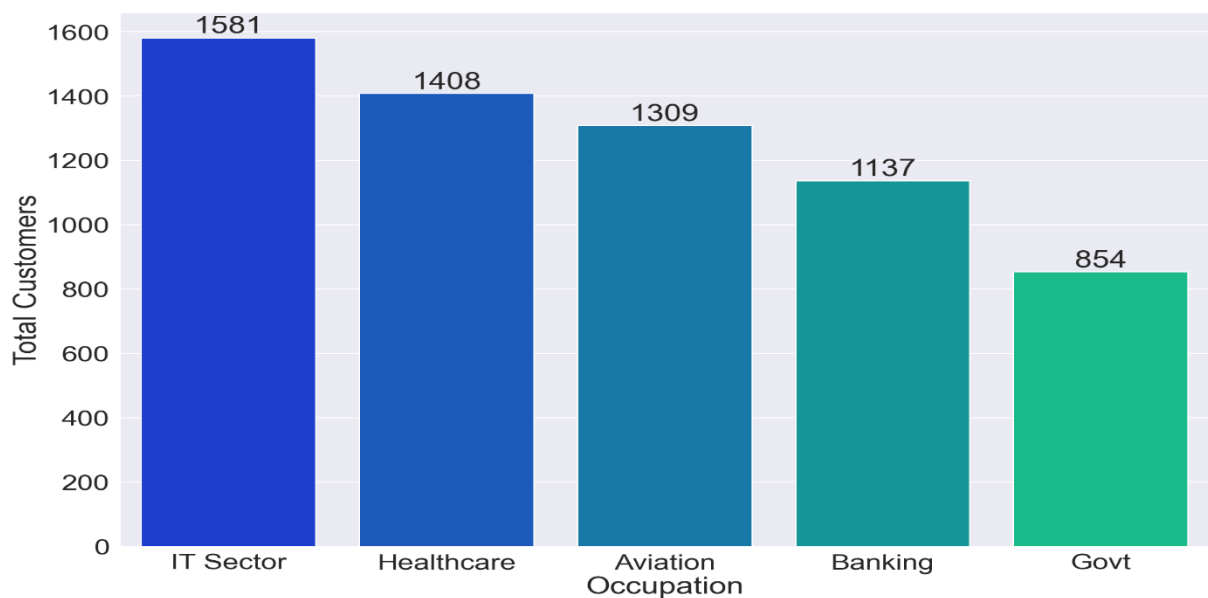


This is the chart of the top 5 highest sales producing states.

From the above pie chart, we clearly see that Uttar Pradesh state has offered highest number of customers as compared to other states.



0 means No (False) and 1 means Yes (True). So, as per that concept, by looking at the above graph we can say that Unmarried men and Unmarried women buy more products as compared to Married men and women.



From this graph, we can say that most customers come from IT sector.

Suggestions: -

- Company should understand female customer preferences and must create discounts for male customers to attract them.
- Creative designs must be implemented on the new clothes so that the company attracts more Men and Women belonging to the age group-> (26-35) and should collaborate with influencers.
- Company should increase their concentration of the stores in Uttar Pradesh, Maharashtra and Karnataka as these three states offer more sales.
- Company should give targeted discounts to attract the customers that are married men and women.
- Company must open stores near the IT industry, HealthCare industry and Aviation industry as most customers came from these sectors.