

# Sales Data Analysis Report

## Introduction

This report presents the findings from an analysis of sales data. The primary objectives are to identify trends, understand the key factors driving sales, and provide actionable insights for improving sales performance. The analysis includes data cleaning, exploratory data analysis (EDA), visualization.

## Data Description

The dataset used for this analysis contains the following columns:

1. User\_ID
2. Cust\_name
3. Product\_ID
4. Gender
5. Age
6. Group
7. Age
8. Marital\_Status
9. State
10. Zone
11. Occupation
12. Product\_Category
13. Orders
14. Amount
15. Status
16. Unnamed

## Data Cleaning

Steps Taken:

1. Missing Values: Checked for and handled missing values.
2. Duplicates: Removed duplicate records.
3. Formatting: Standardized date formats and ensured numerical data types were consistent

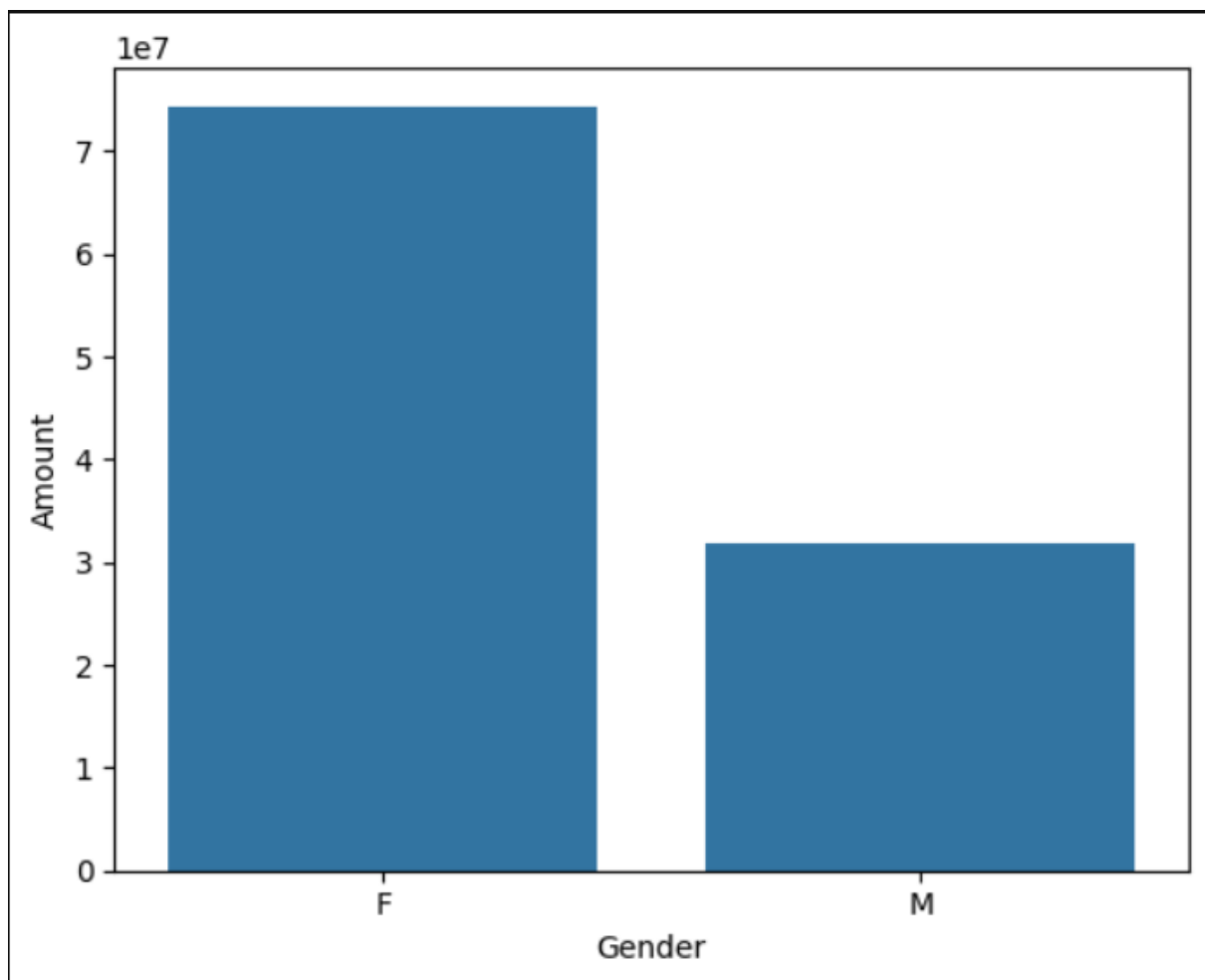
## Summary

1. Initial Records: 11251
2. Records after Cleaning: 11239

## Exploratory Data Analysis (EDA)

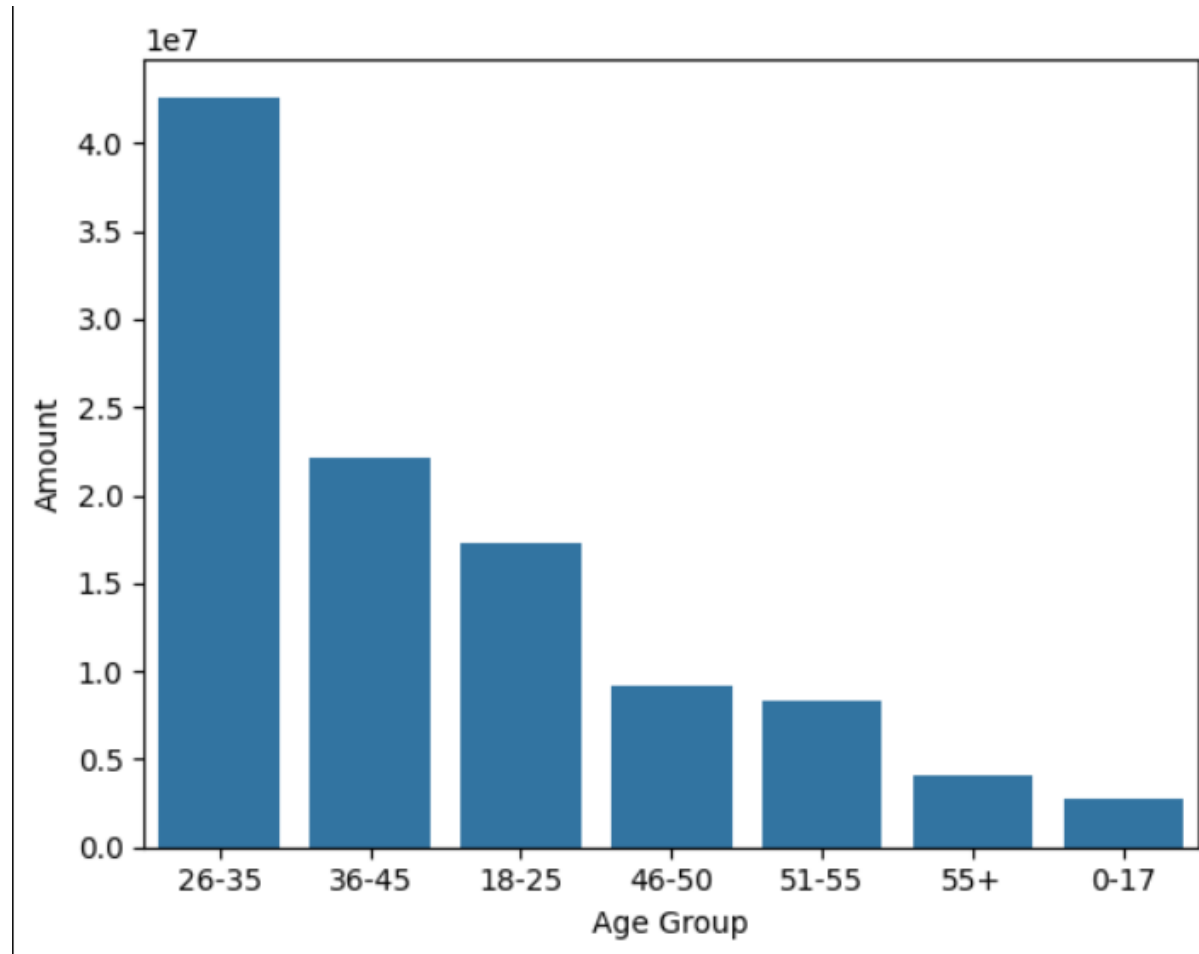
Key Insights:

Gender



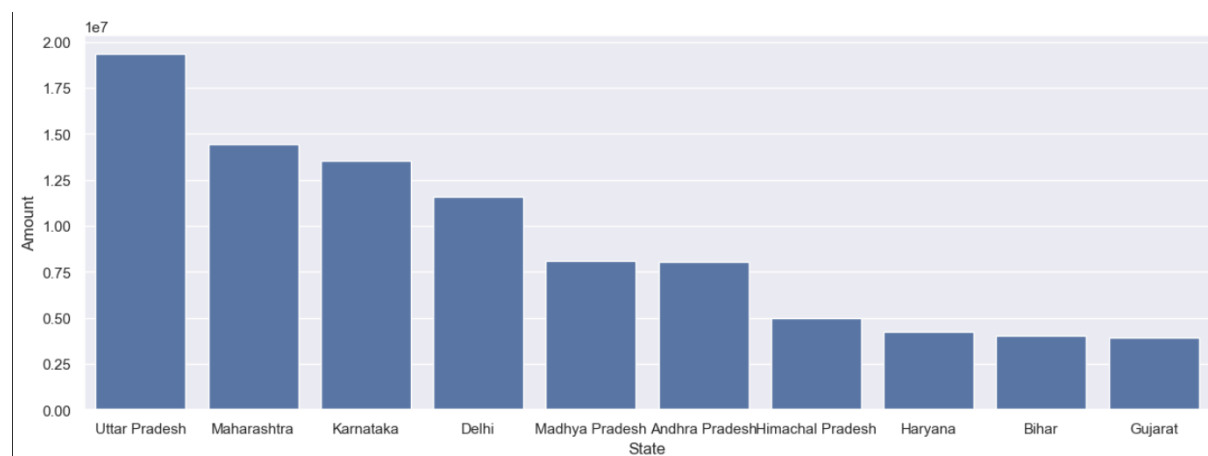
From above graphs we can see that most of the buyers are females and even the purchasing power of females are greater than men

## Age



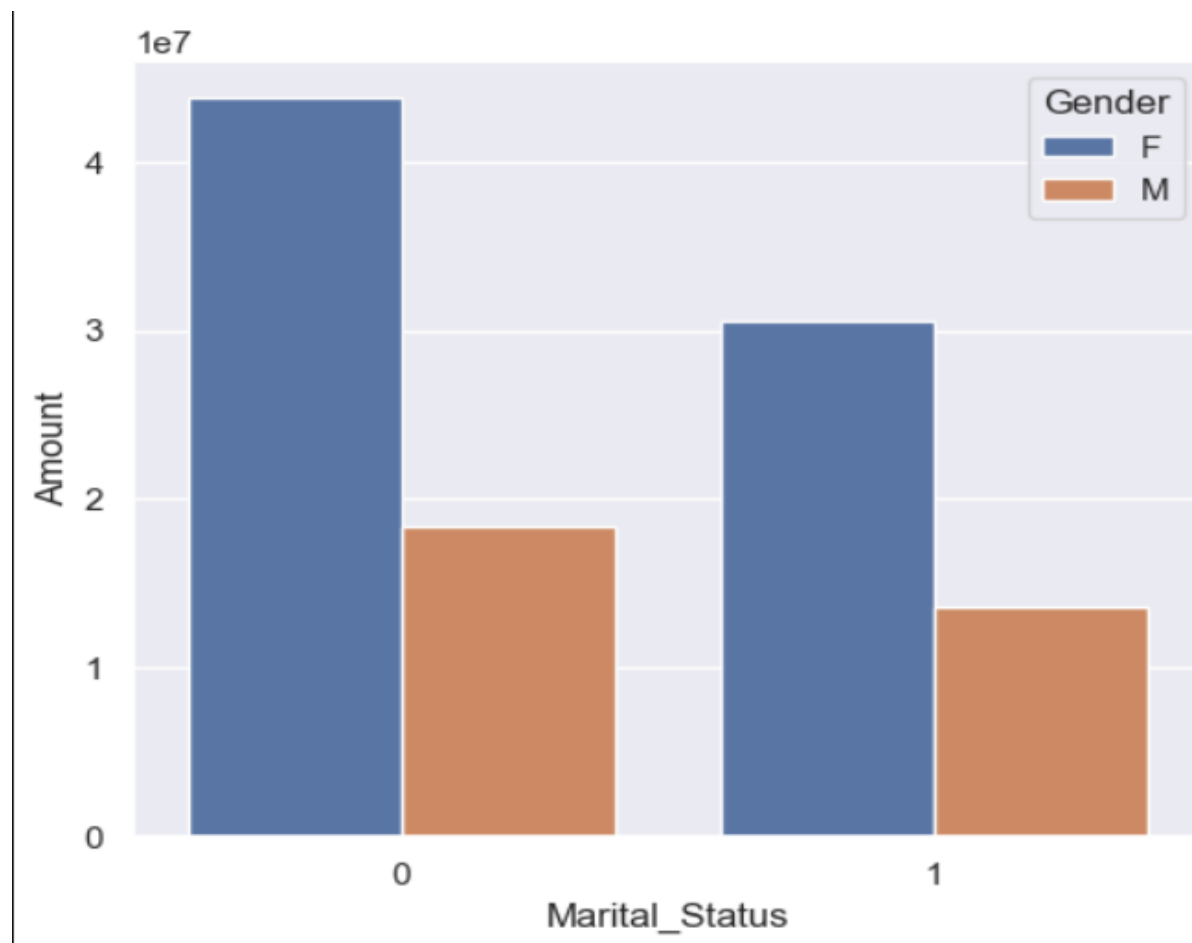
*From above graphs we can see that most of the buyers are of age group between 26-35 years female*

## State



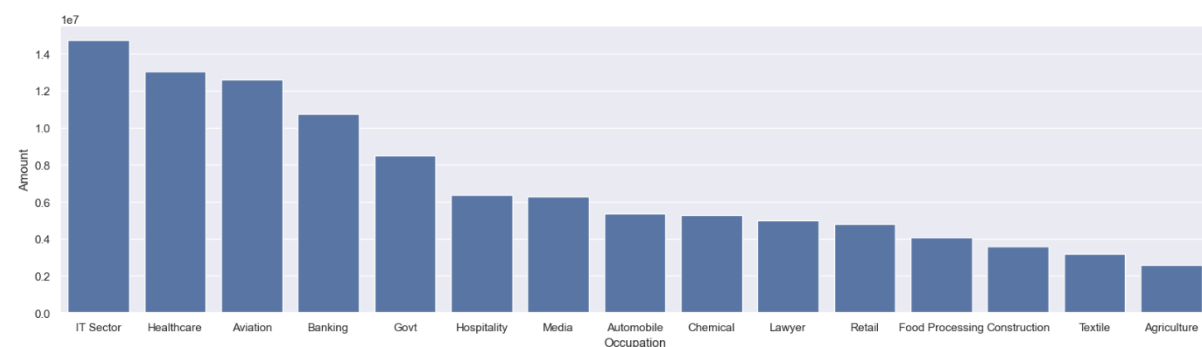
From above graphs we can see that most of the orders & total sales/amount are from Uttar Pradesh, Maharashtra and Karnataka respectively

## Marital status



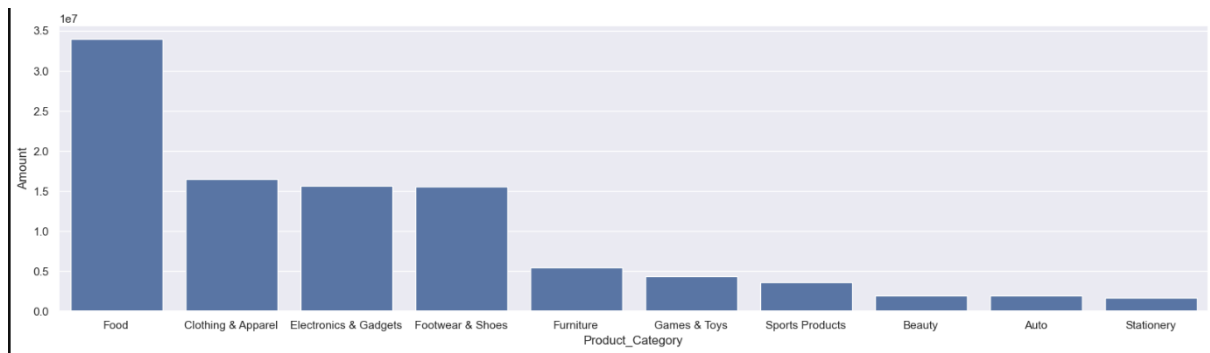
*From above graphs we can see that most of the buyers are married (women) and they have high purchasing power*

## Occupation



*From above graphs we can see that most of the buyers are working in IT, Healthcare and Aviation sector*

## Product Category



*From above graphs we can see that most of the sold products are from Food, Clothing and Electronics category*

## Conclusion

*Married women age group 26-35 years from Uttar Pradesh Maharashtra and Karnataka working in IT, Healthcare and Aviation are more likely to buy products from Food, Clothing and Electronics category*