Data Analysis on Diwali Sales

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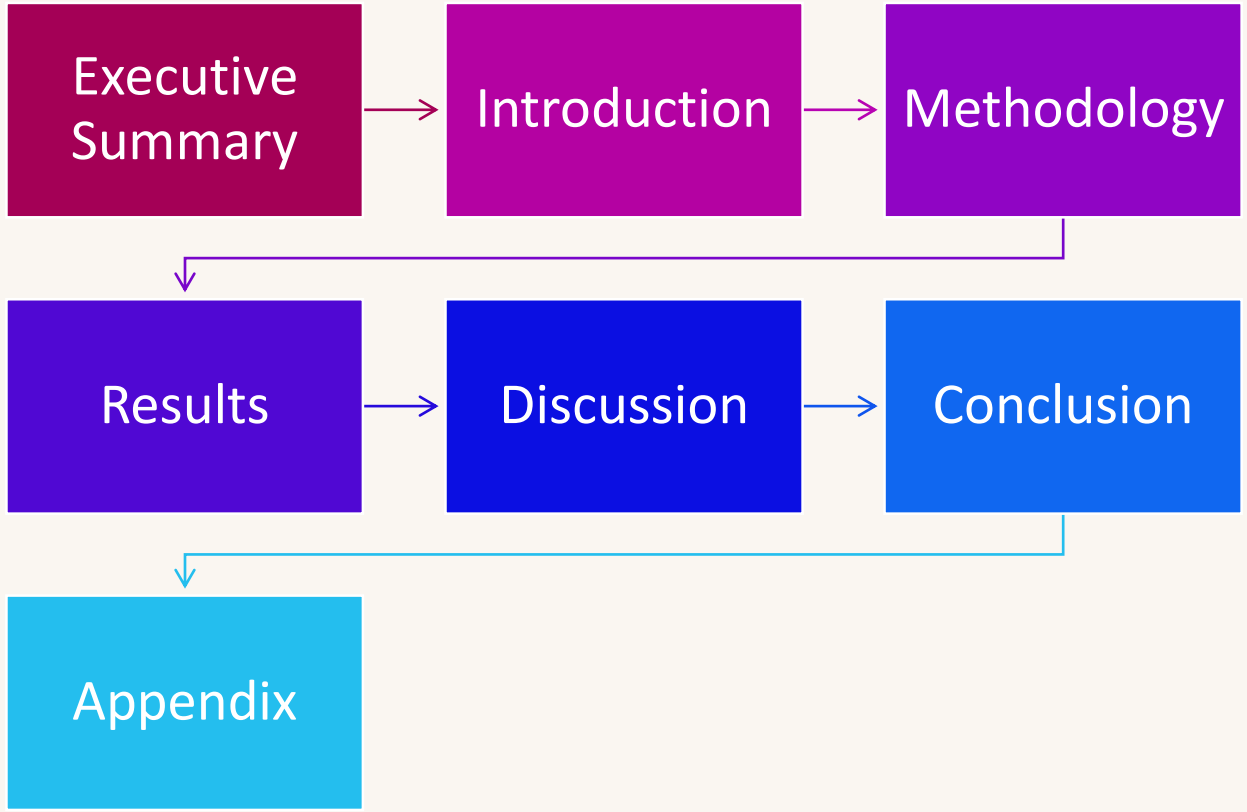
OUTLINE


Executive Summary
Introduction
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EXECUTIVE SUMMARY

Sales Trend: Analysis reveals overall sales Trend during Diwali Season

Top Selling Products : This reveals what are top selling products during the season

Geographical insights : Geographical analysis provide regional insights i.e. from which region there are more sales .helping businesses tailor strategies based on specific market segment.

INTRODUCTION

About:

ANALYSING THE TRENDS IN DIWALI SALES.

Objective:

The Main Motive Is to Analyse The Present Trend on Diwali Sales From The Given Data

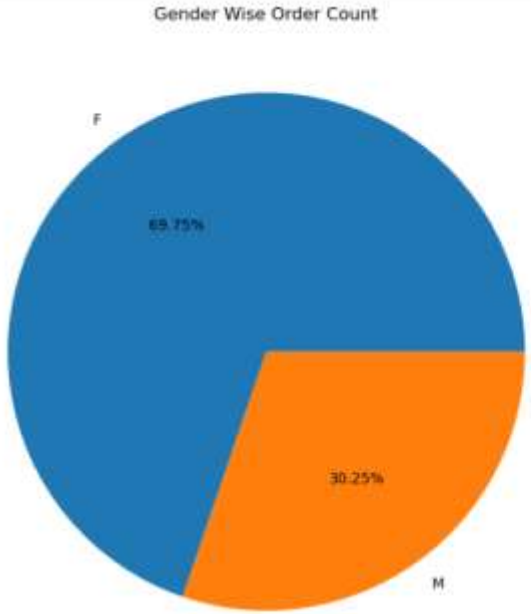
Identifying the People from the state are spending on different categories with highest amount

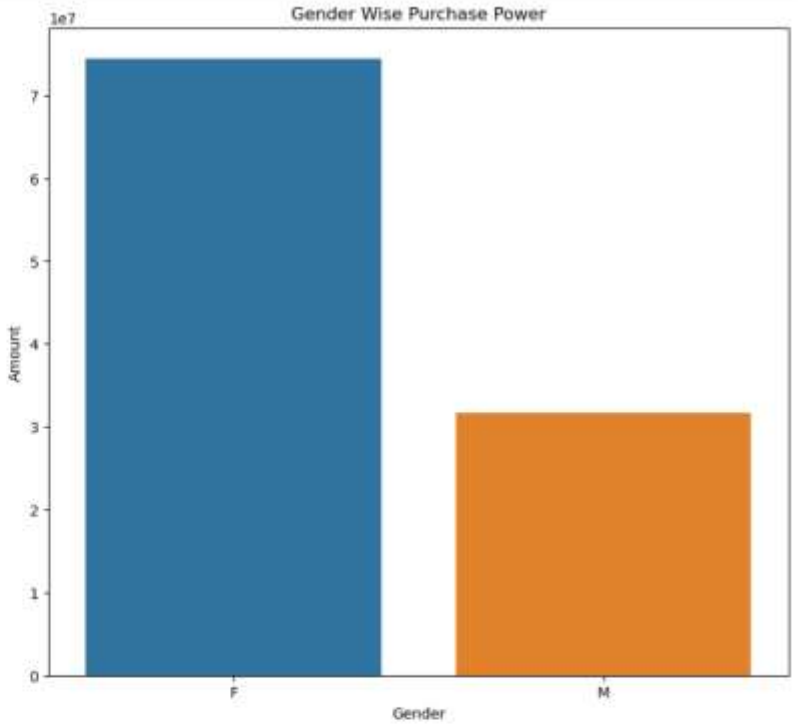
METHODOLOGY

- Data Collection
- Data Exploration
- Data Cleaning
- Data Visualization
- Presentation
- Conclusion

RESULTS

GENDER WISE ANALYSIS





Conclusion

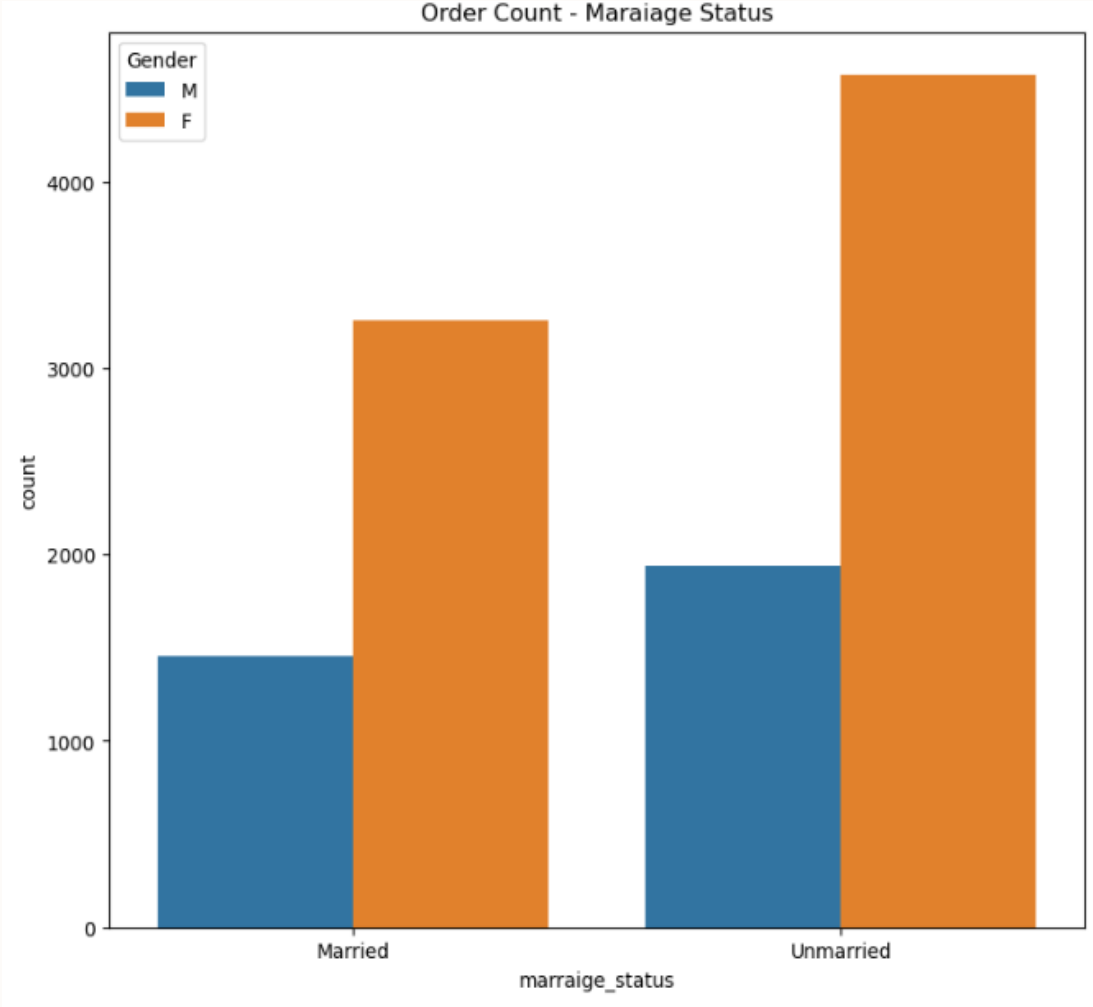
Females generally place smore orders and their purchase power is also is higher

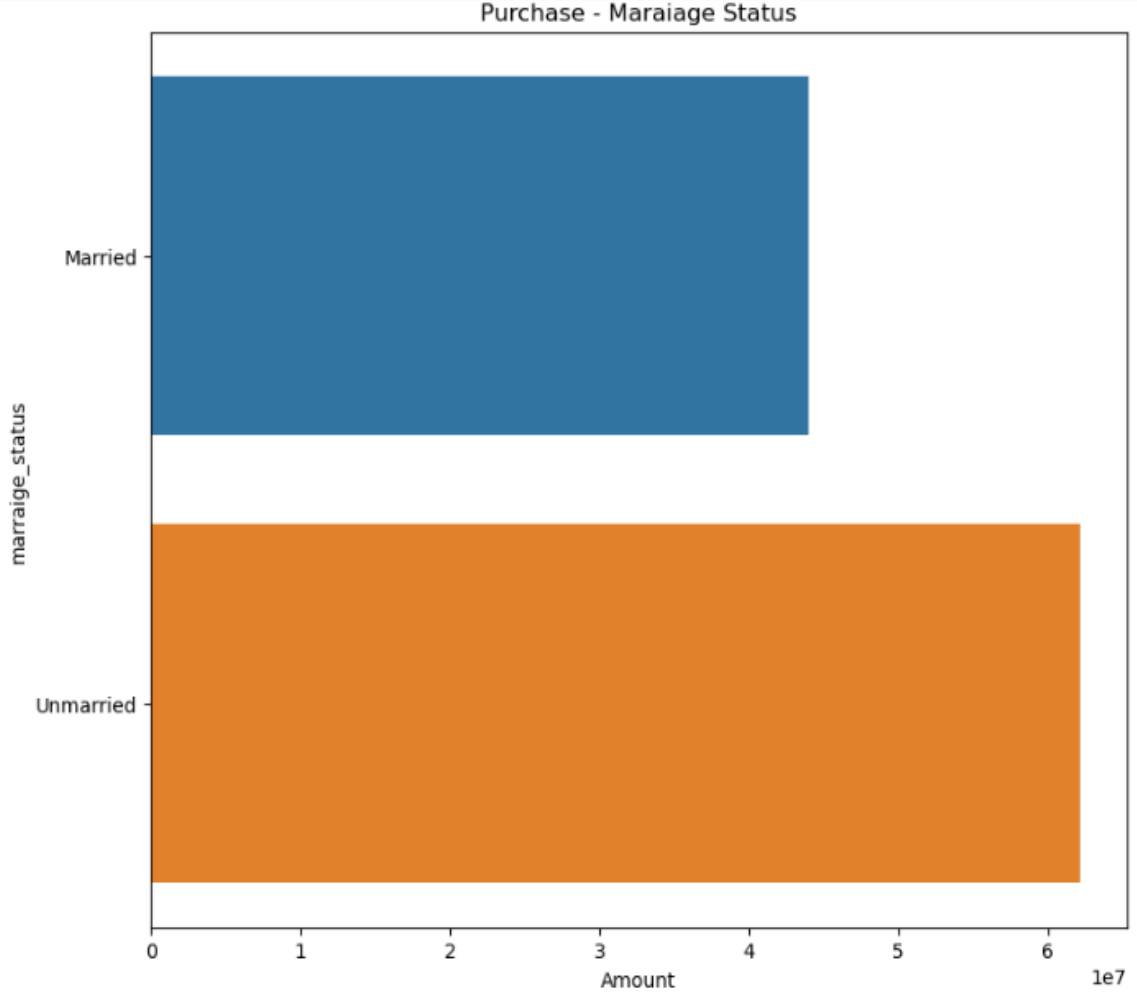
Gender Wise Analysis – Findings

Gender Wise order Count

Gender Wise Purchase Power

Marital_Status Wise Analysis



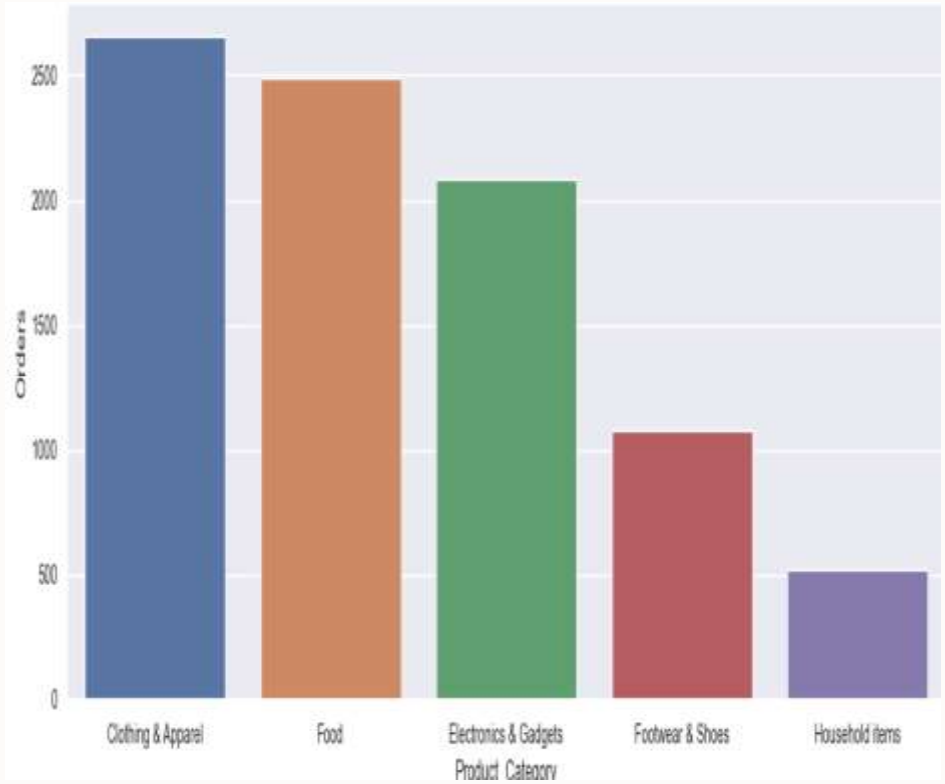


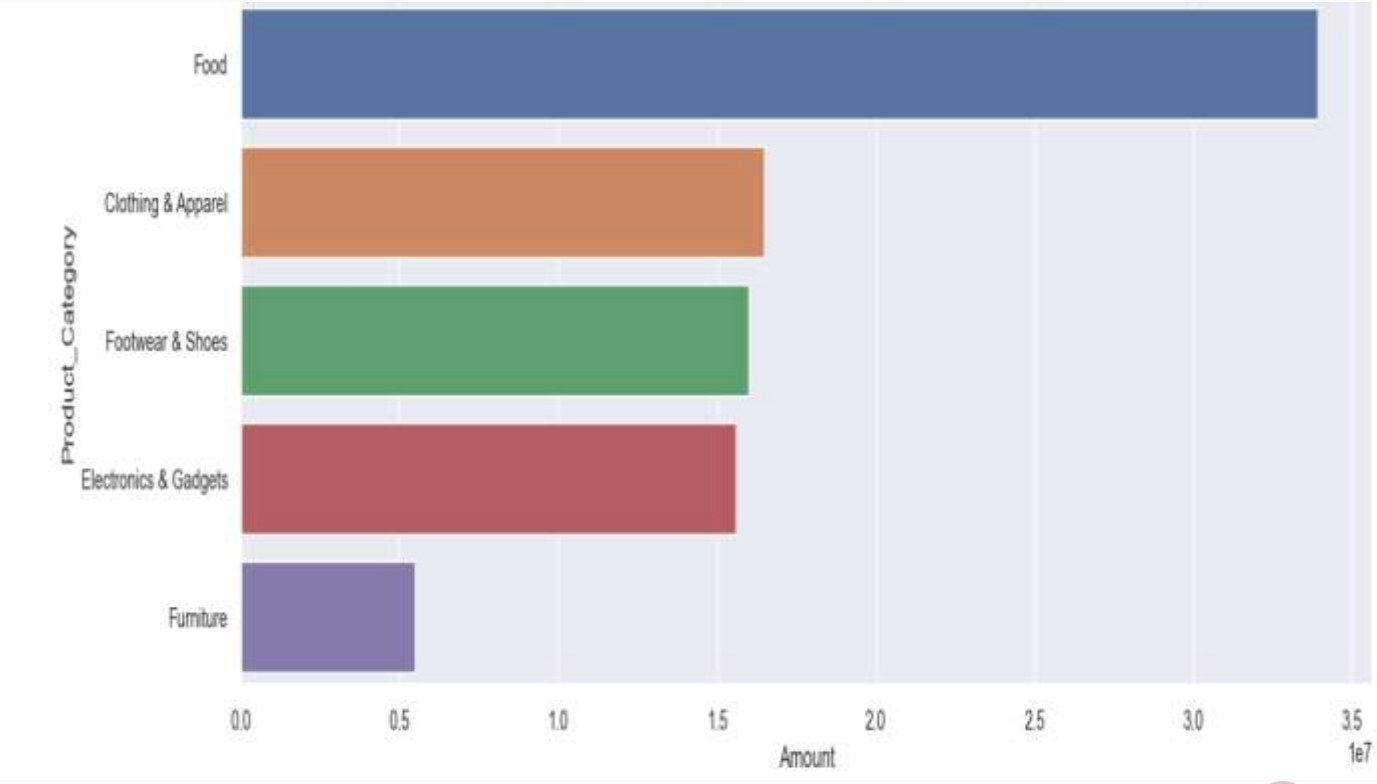
Findings

Unmarried Females are counting the more orders and next married females

Married Males are spending less money compare to unmarried males

Product_Category Analysis



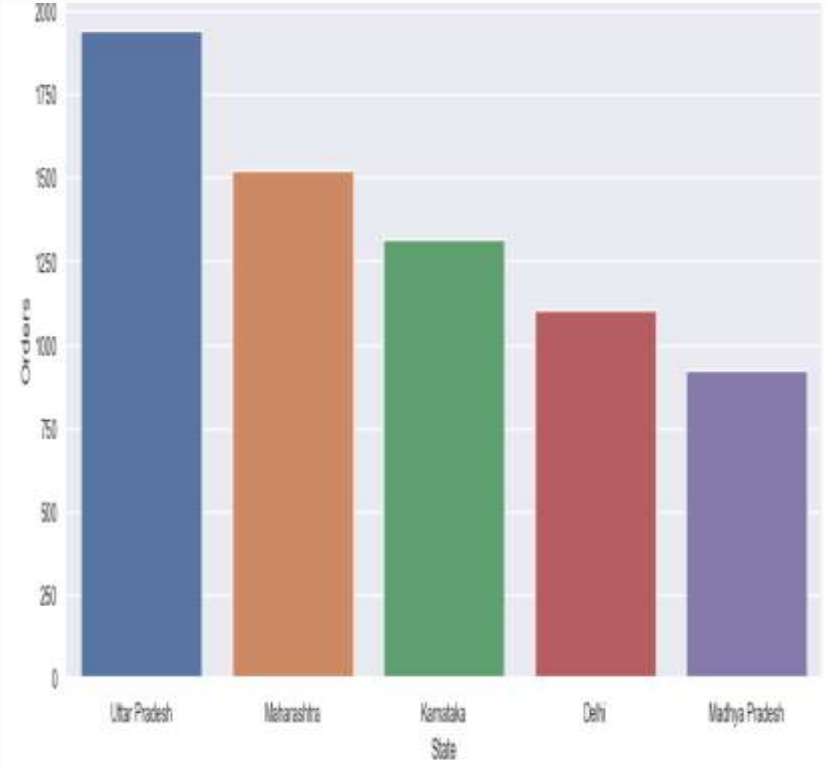


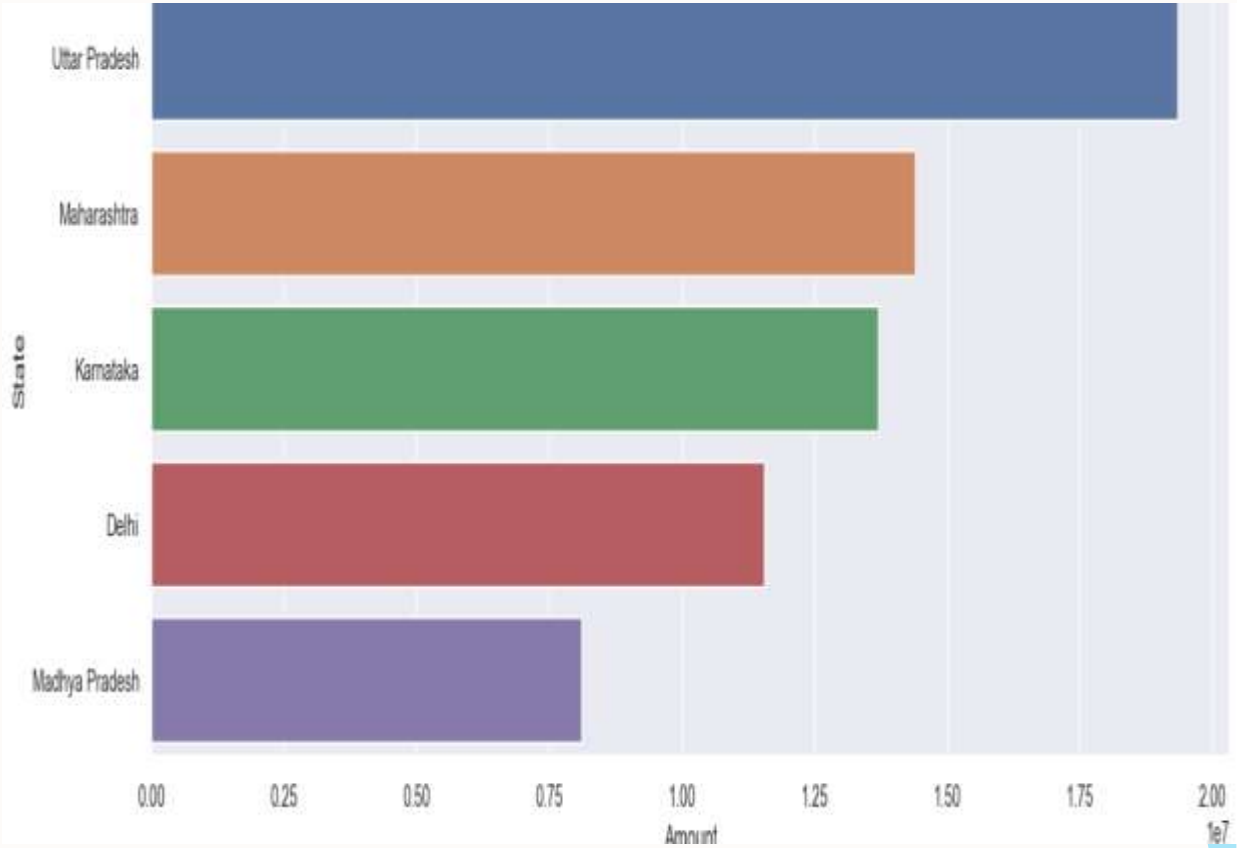
Findings

The Product Which got more order are from Clothing and Apperal

The Highest amount was spent on the food products inrespect to orders got in clothing

State Wise Analysis



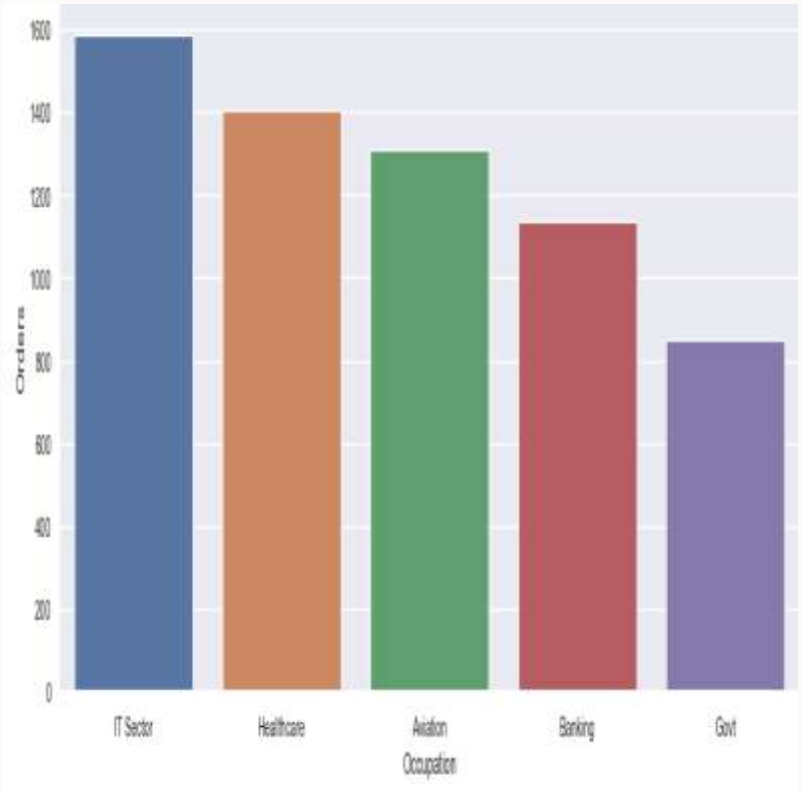


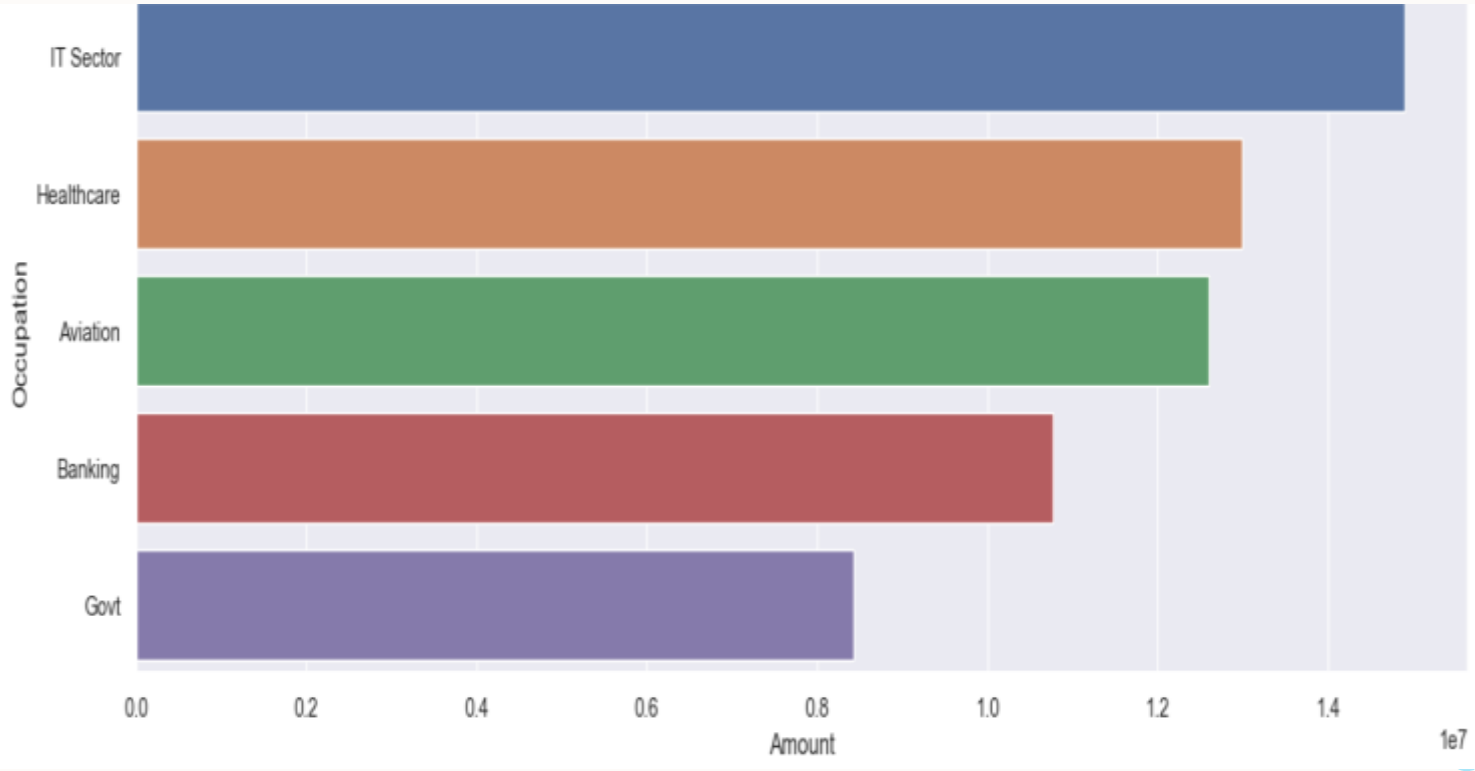
Findings

Uttarpradesh has got most number of orders ,and the same state has spent highest amount compare to other states.

Maharashtra is second most state which has spent amount on the products.

Occupation Wise Analysis





Findings

IT Sector has got posted orders compare to other occupation

Occupation from IT Sector has spent most amount

conclusion

- From Entire Analysis we can Conclude that UnMarried Females from AgeGroup 26-35 from states uttarpradesh,Maharashtra,Karnataka. Working in IT_Sector,Health Care and Aviation spending more money on Food , Clothing and FootWare and Shoes