

# Diwali Sales Analysis

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**An In-depth Analysis of Sales Trends and  
Customer Insights.**

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# Diwali Sales Analysis

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## Business Problem:

The Diwali season is a crucial period for sales, and understanding customer purchasing behavior is essential for maximizing revenue. Despite the importance of this sales window, the business faces challenges in:

- Identifying the most profitable customer segments.
- Understanding which regions perform best during the festive season.
- Optimizing product category offerings based on demand.
- Tailoring marketing strategies to different demographic groups.

## Business Impact:

Failure to address these challenges can lead to missed revenue opportunities, inefficient inventory management, and lower customer satisfaction.

## Objective:

To extract actionable insights from sales data to help:

- Improve sales and marketing strategies
- Optimize product distribution and inventory
- Personalize customer engagement efforts

# Diwali Sales Analysis

## Key Finding and Insights:

### 1st Finding: Total Orders and Amount as per Gender

We analyzed the total orders and sales amount by gender during the Diwali season. The data was aggregated by gender to understand the purchasing behavior.

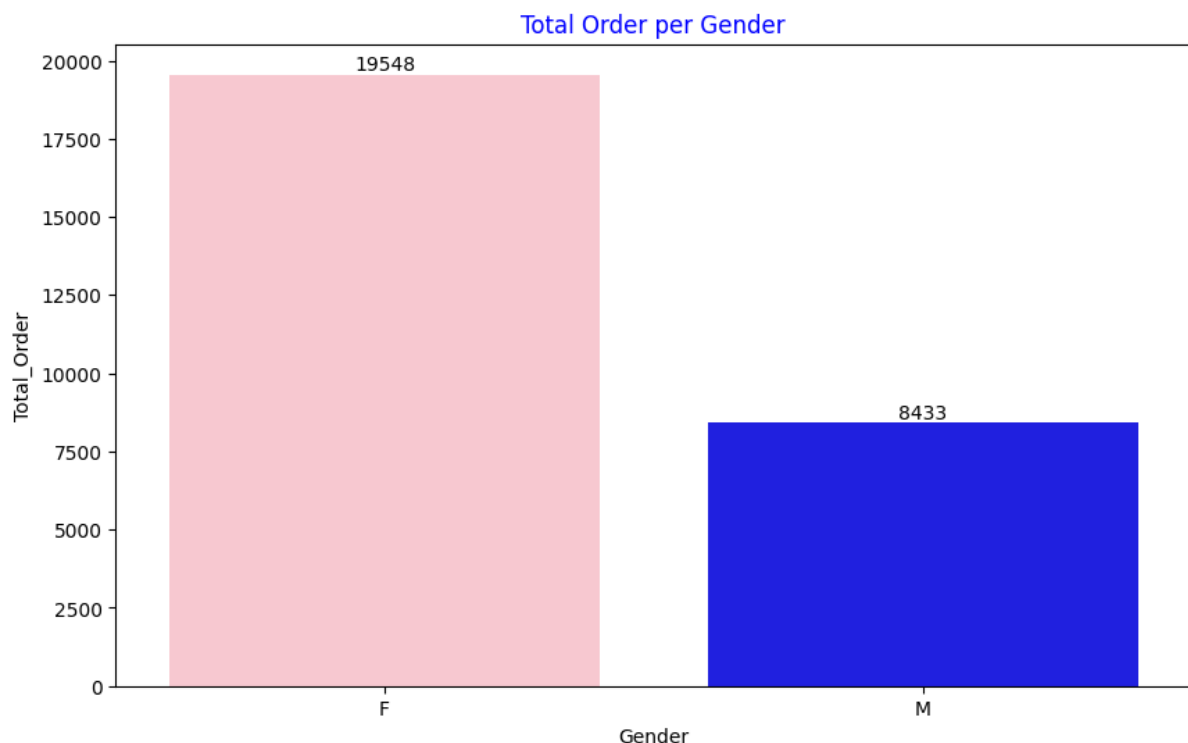
#### Key Findings:

- **Female Customers:** 19,548 orders, ₹74.34 million in sales.
- **Male Customers:** 8,433 orders, ₹31.91 million in sales.

Female customers contributed more to both orders and total sales.

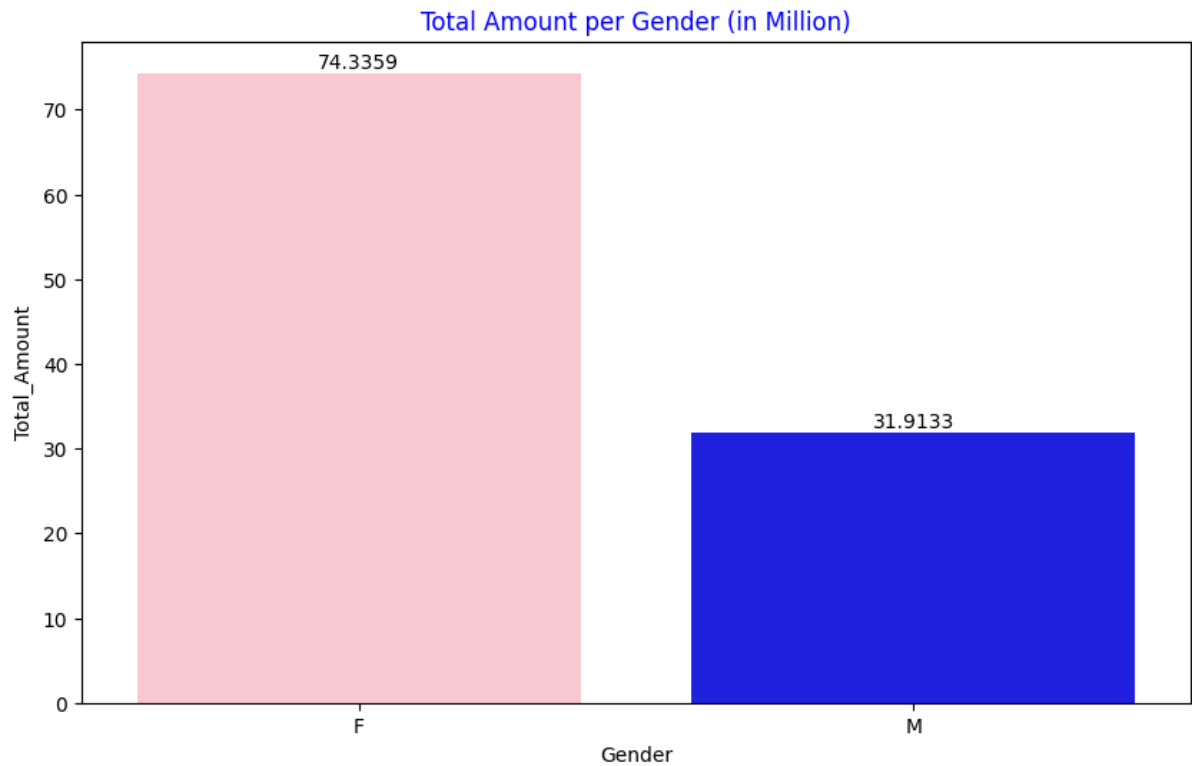
#### Conclusion:

Female customers accounted for a larger share of sales, suggesting that businesses should focus on targeting them in future marketing campaigns to boost sales during the festive season.



# Diwali Sales Analysis

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## 2nd Finding: Total Orders and Amount as per Age Group

We analyzed the total orders and sales amount by age group during the Diwali season. The data was aggregated by age group to identify trends in purchasing behavior.

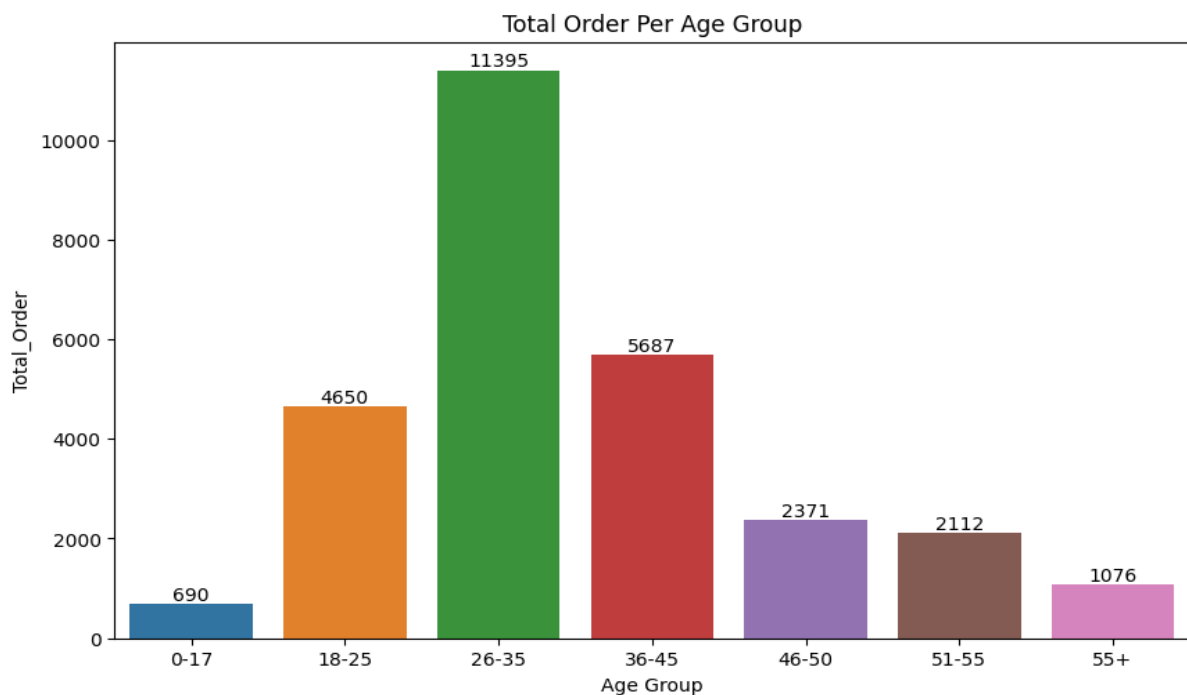
### Key Findings:

- **Age Group 0-17:** 690 orders, ₹2.70 million in sales.
- **Age Group 18-25:** 4,650 orders, ₹17.24 million in sales.
- **Age Group 26-35:** 11,395 orders, ₹42.61 million in sales.
- **Age Group 36-45:** 5,687 orders, ₹22.15 million in sales.
- **Age Group 46-50:** 2,371 orders, ₹9.21 million in sales.
- **Age Group 51-55:** 2,112 orders, ₹8.26 million in sales.
- **Age Group 55+:** 1,076 orders, ₹4.08 million in sales.

The **26-35 age group** has the highest contribution in both orders and total sales.

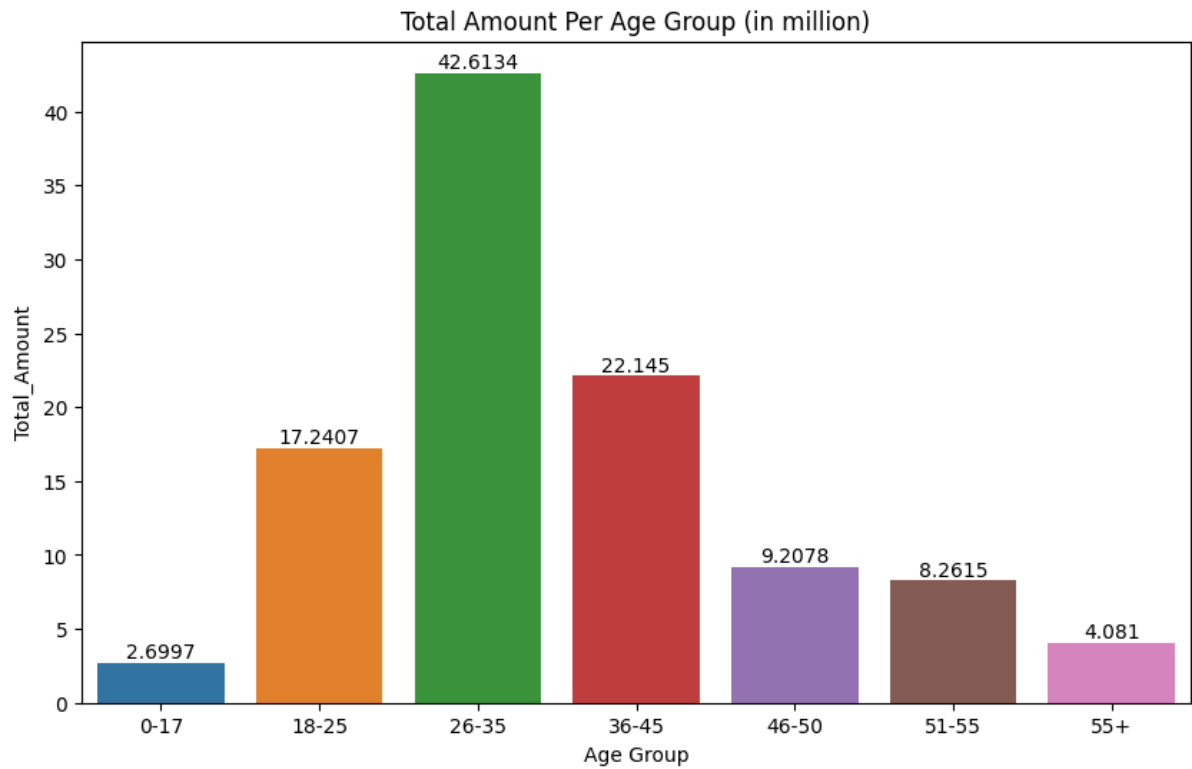
### Conclusion:

The **26-35 age group** stands out as the primary driver of sales, both in terms of order volume and revenue. This suggests that marketing efforts could be focused more on this age group to enhance sales during the Diwali season.



# Diwali Sales Analysis

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# Diwali Sales Analysis

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## 3rd Finding: Total Orders and Amount as per Zone

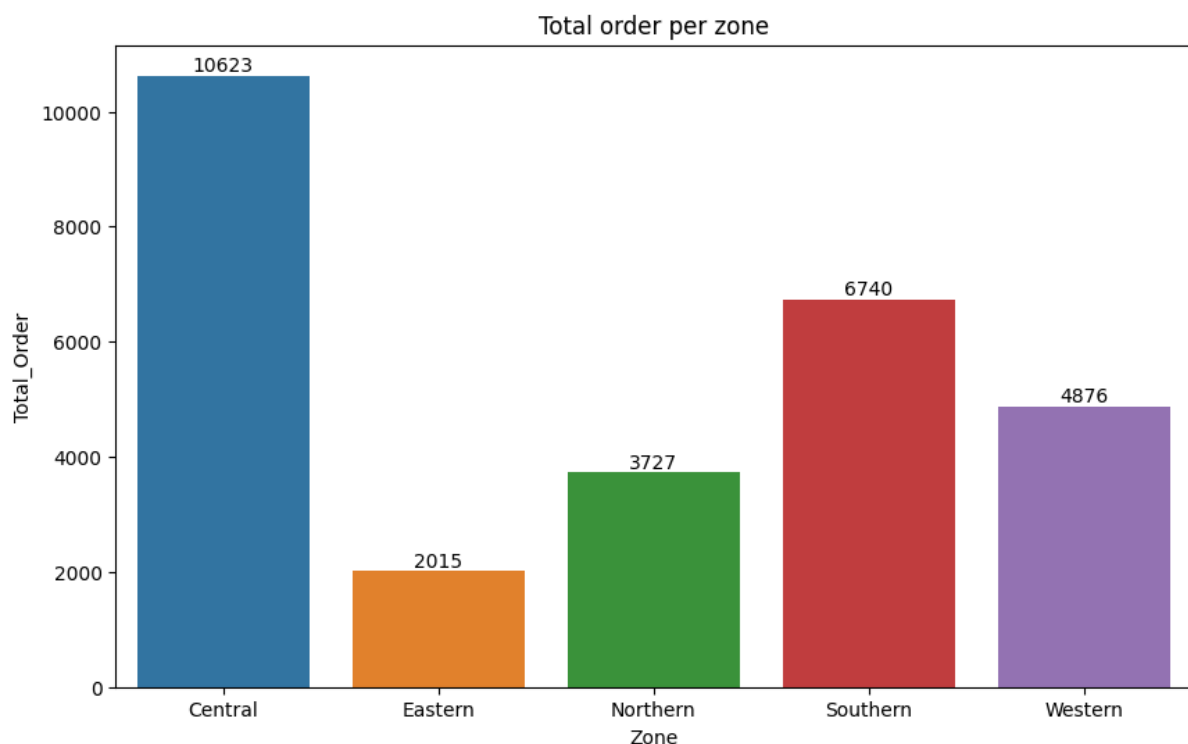
We analyzed total orders and sales amount by zone during the Diwali season.

### Key Findings:

- **Central Zone:** 10,623 orders, ₹41.60 million (highest)
- **Southern Zone:** 6,740 orders, ₹26.61 million
- **Western Zone:** 4,876 orders, ₹18.37 million

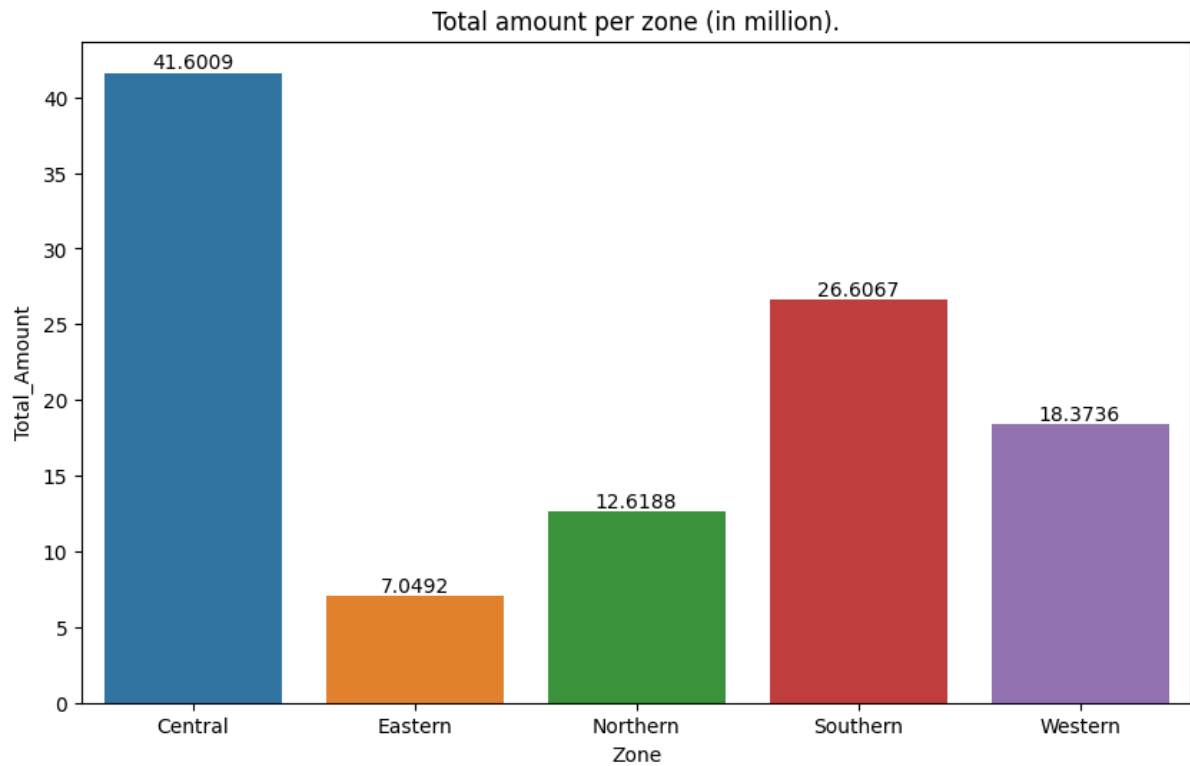
### Conclusion:

The **Central zone** contributed the highest in both orders and sales, suggesting that businesses could focus marketing efforts more in this region to maximize Diwali sales.



# Diwali Sales Analysis

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# Diwali Sales Analysis

## 4th Finding: Total Orders and Amount as per State

We analyzed total orders and sales amount by state during the Diwali season.

### Key Findings:

- **Uttar Pradesh:** 4,807 orders, ₹19.38 million (highest)
- **Maharashtra:** 3,810 orders, ₹14.43 million
- **Karnataka:** 3,240 orders, ₹13.52 million

### Conclusion:

**Uttar Pradesh** led in both order volume and sales amount, highlighting it as a key region for future sales and marketing efforts during Diwali.

State	Total_Order	Total_Amount
Andhra Pradesh	2051	8.0371
Bihar	1062	4.0228
Delhi	2740	11.6038
Gujarat	1066	3.9461
Haryana	1109	4.2202
Himachal Pradesh	1568	4.9634
Jharkhand	953	3.0265
Karnataka	3240	13.5235
Kerala	1137	3.8945
Madhya Pradesh	2252	8.1011
Maharashtra	3810	14.4275
Punjab	495	1.5258
Rajasthan	555	1.9094
Telangana	312	1.1515
Uttar Pradesh	4807	19.375
Uttarakhand	824	2.5209

# Diwali Sales Analysis

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## Conclusion and Recommendations

Based on the analysis of Diwali sales data, several key trends were observed:

- **Gender:** Female customers contributed significantly more to total sales compared to male customers.
- **Age Group:** The 26-35 age group showed the highest purchasing behavior in terms of both orders and revenue.
- **Zone:** The Central zone led in total sales, indicating it as a critical region for businesses to focus on.
- **State:** Uttar Pradesh emerged as the top contributor to total sales, suggesting strong market potential in this region.

## Recommendations:

- **Targeting Female Customers:** Future campaigns could benefit from focusing more on female customers, as they generate a larger portion of revenue.
- **Engage the 26-35 Age Group:** This age group is a major driver of sales and could be a focal point for marketing strategies.
- **Focus on Central Zone and Uttar Pradesh:** Both the Central zone and Uttar Pradesh should be prioritized for regional marketing efforts during Diwali to maximize sales potential.