**Project titles:** Black Friday sales

**Team members name:**

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**Project Description:**

Age group based on gender In this project we are trying to analyze dataset from Kaggle to identify certain shopping behaviors and product demands. We are specifically trying to analyze shopping data for a specific store. The kind of questions trying to solve are:

**Research Questions:**

1. Based on gender, which group shows the greatest value for purchase amount?

2. Which city category shows the greatest value for purchase amount?

3. Analyze the total sales based on customer’s occupation?

4. How does marital status compare with purchase amount?

5. For each product category (1,2,3) which product is the most popular?

**Data sets to be used:**

* Black Friday – A study of sales based on consumer behaviors

<https://www.kaggle.com/mehdidag/black-friday>

**Rough breakdown of Tasks:**

* Clean data using pandas, based on research questions
* Display age group and purchase amount based on gender (2 dataframes – Male and Female)
* Create dataframe for purchase amount v/s city and plot graphs for analysis
* Create dataframe total sales based on customer’s occupation and plot graphs for analysis
* Create dataframe purchase amount v/s Marital status and plot graphs for analysis
* Create dataframe product (1,2,3) for per item count plot pie graphs for analysis