**Team Name:** Team Rockstars

**Project titles:** Black Friday sales

**Team members name:**

1. Jahnavi
2. Loveleen
3. Fatema

**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. Which age group based on gender shop more for both purchase count and purchase amount?

Based on gender who shopped more and generated more revenue?

1. Purchase amount v/s city – Which city generated more revenue?
2. Purchase amount v/s product category – Which product generated more revenue?
3. Analyze the shopping trend by marital status?
4. Analyze the total sales based on customer’s occupation?

**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 purchase amount v/s product category and plot graphs for analysis
* Create dataframe purchase amount v/s marital status and plot graphs for analysis
* Create dataframe total sales based on customer’s occupation and plot graphs for analysis