**Problem Statement**

A Retail Company wants to analyse their sales happened around Diwali festival time.

**Objective:**

* Improve customer experience by analysing sales data.
* Increase revenue.

**Conclusion:**

*Married women from age-group (26-35 yrs.) from UP, Maharashtra and Karnataka working in IT, Healthcare and Aviation are more likely to buy products from Food, Clothing and Electronics category.*

**Project Learnings**

* Performed data cleaning and data processing in Python.
* Performed exploratory data analysis (EDA) using pandas, matplotlib and seaborn libraries.
* Improved customer experience by identifying potential customers across different states, occupation, gender and age groups.
* Improved sales by identifying most selling product categories and products, which can help to plan inventory and hence meet the demands.