Executive Summary – Diwali Sales Analysis

Objective

The objective of this analysis was to explore Diwali sales data to understand customer demographics, purchasing behaviour, and product preferences. The goal is to identify high-value customer segments and recommend targeted strategies to maximize festive season sales.

Key Insights

1. Gender Distribution

- **~65% of buyers are females, while ~35% are males.**
- Females contribute **to ~70% of total sales revenue,** highlighting their **higher purchasing power compared to males.**

2. Age Group Analysis

- The **26–35 years age** group is the dominant buyer segment, contributing **~40% of total sales.**
- Within this group**, females account for over 60% of purchases.**
- Other age groups like **18–25 years (~20%) and 36–45 years (~25%)** also show significant contribution but less than the core 26–35 group.

3. State-wise Sales Performance

- Top 3 states leading in orders and sales**:**
  - **Uttar Pradesh (~18%)**
  - **Maharashtra (~16%)**
  - **Karnataka (~14%)**
- Together, these three states contribute nearly **48% of total sales revenue**, making them the **most profitable regions.**

4. Marital Status

- **Married customers (~60%)** form the majority of buyers compared to **unmarried (~40%).**
- **Married women** specifically drive the **highest sales volume and value, reflecting stronger purchasing power during festive seasons.**

5. Occupation

- Majority of buyers are working professionals in:
  - **IT sector (~30%)**
  - **Healthcare (~25%)**
  - **Aviation (~15%)**
- Collectively, these three occupations contribute **~70% of total sales revenue.**

6. Product Category Preferences

- Top 3 categories by sales share:
  - **Food (~28%)**
  - **Clothing (~24%)**
  - **Electronics (~22%)**
- Together, they make up **~74% of total purchases,** confirming that these categories dominate festive buying behaviour.

Conclusion

The analysis reveals that the **core customer segment** driving Diwali sales is:

Married women aged 26–35 years, from Uttar Pradesh, Maharashtra, and Karnataka, working in IT, Healthcare, or Aviation, primarily purchasing Food, Clothing, and Electronics.

This segment alone contributes to the **majority of revenue (~50%+),** making them the **most profitable target audience** for festive marketing campaigns.

Recommendations

I. **Targeted Marketing Campaigns →** Focus advertisements **on 26–35-year-old married women** in top states (UP, Maharashtra, Karnataka).
II. **Category Promotions →** Offer **bundled discounts on Food, Clothing, and Electronics, since** they account for ~74% of sales.
III. **Occupation-Based Discounts →** Introduce corporate offers for **professionals in IT, Healthcare, and Aviation** (covering ~70% of sales).
IV. **State-Specific Strategies →** Launch **regional promotions in UP, Maharashtra, and Karnataka, as** they generate nearly half of all sales.