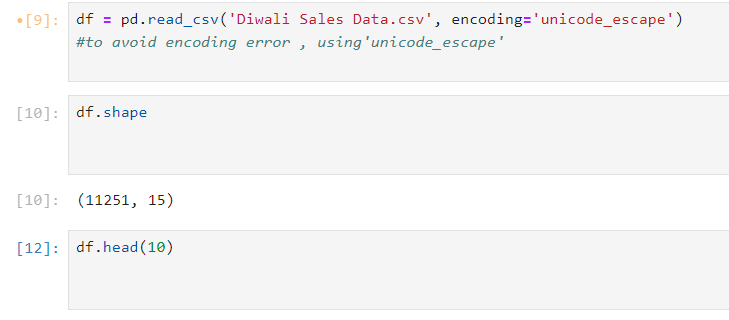
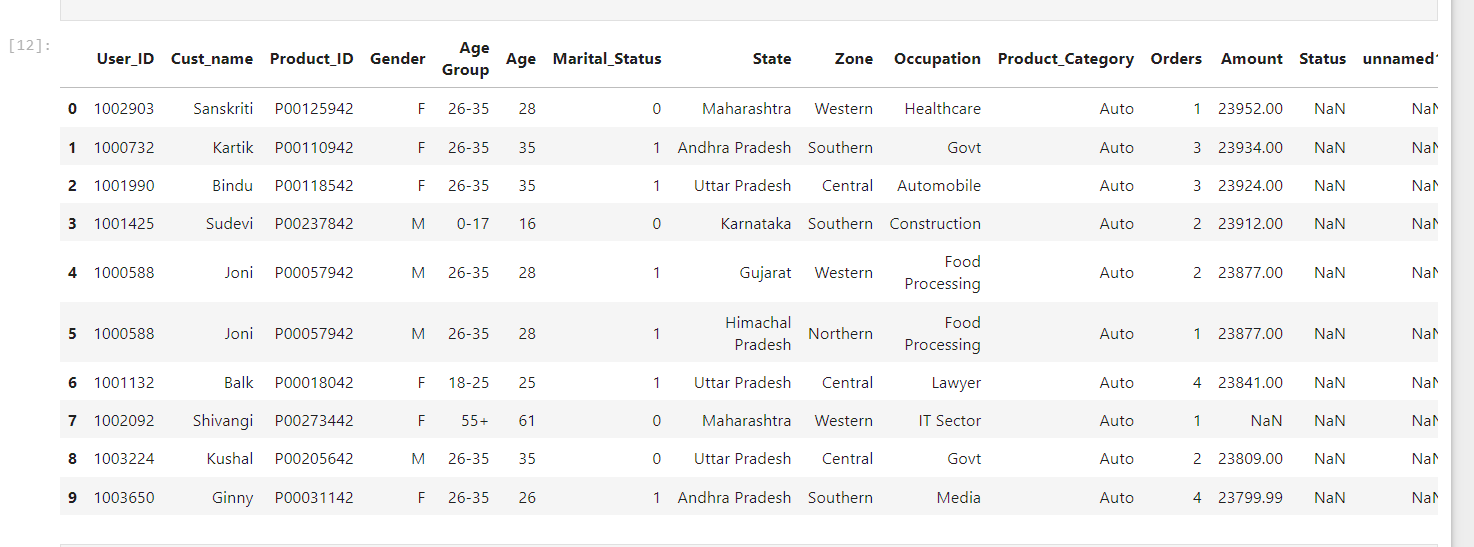
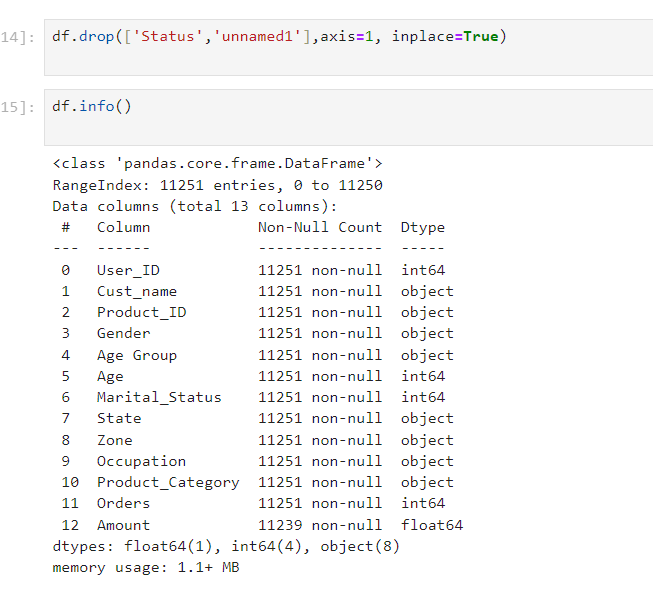
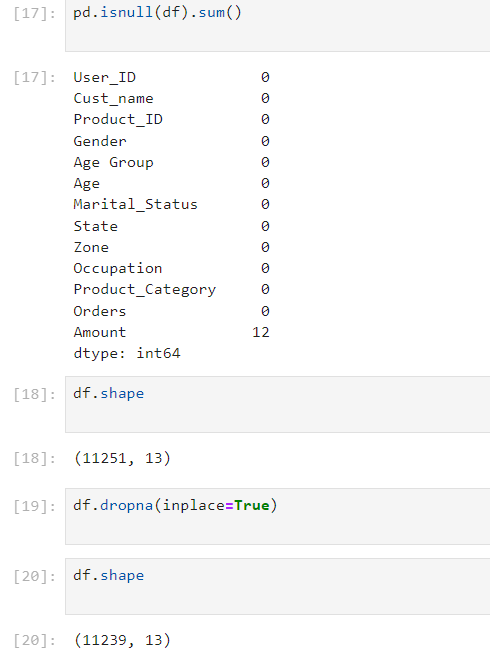
# Exploratory Data Analysis of Diwali Sales:

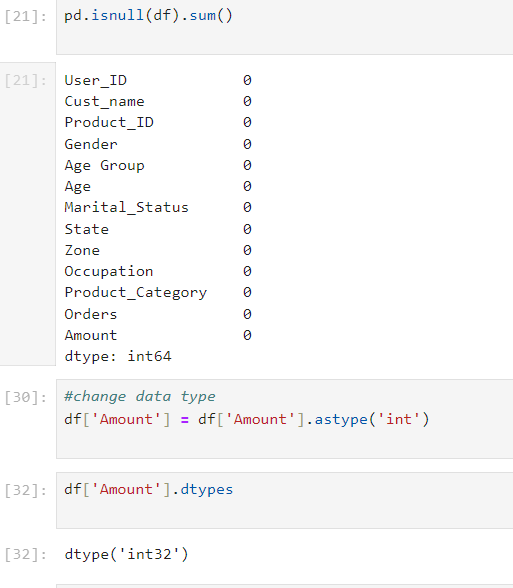
1. Installing python libraries : Numpy, Pandas, Matplotlib, Seaborn
2. Data cleaning and processing using Python :

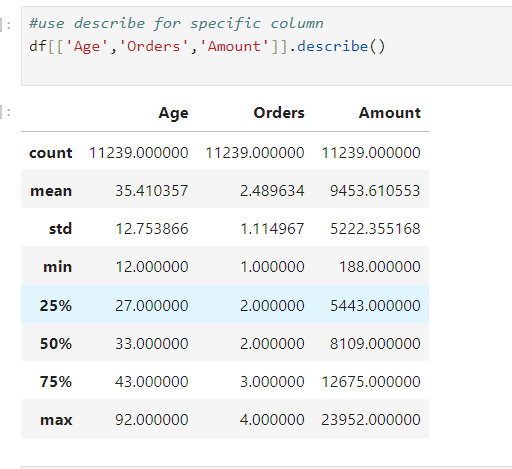


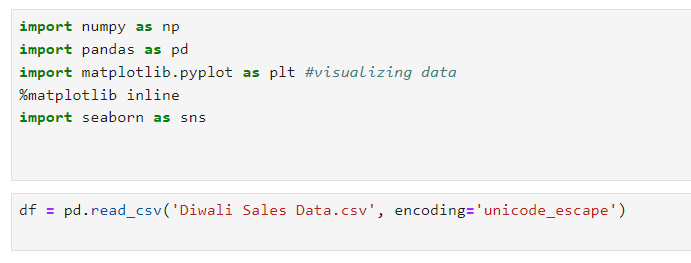






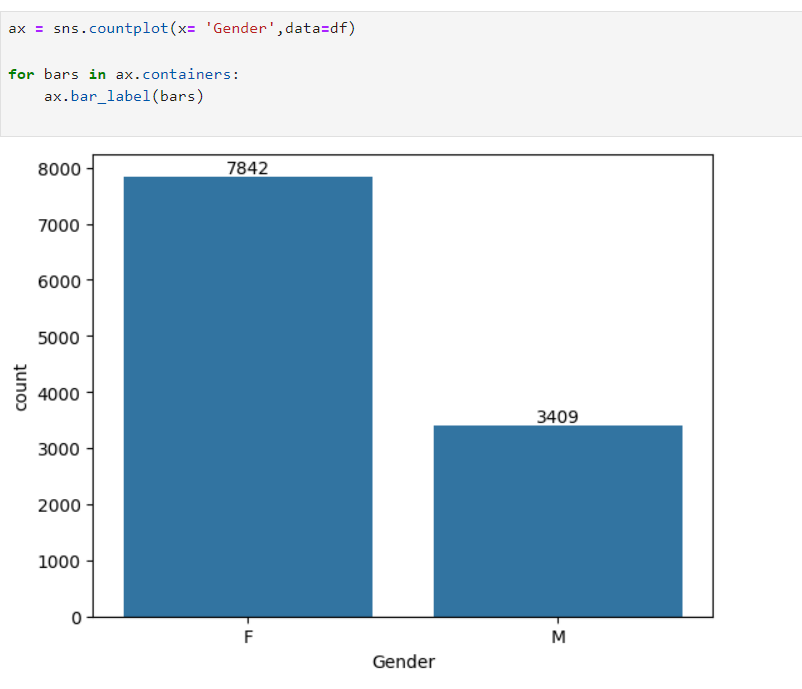




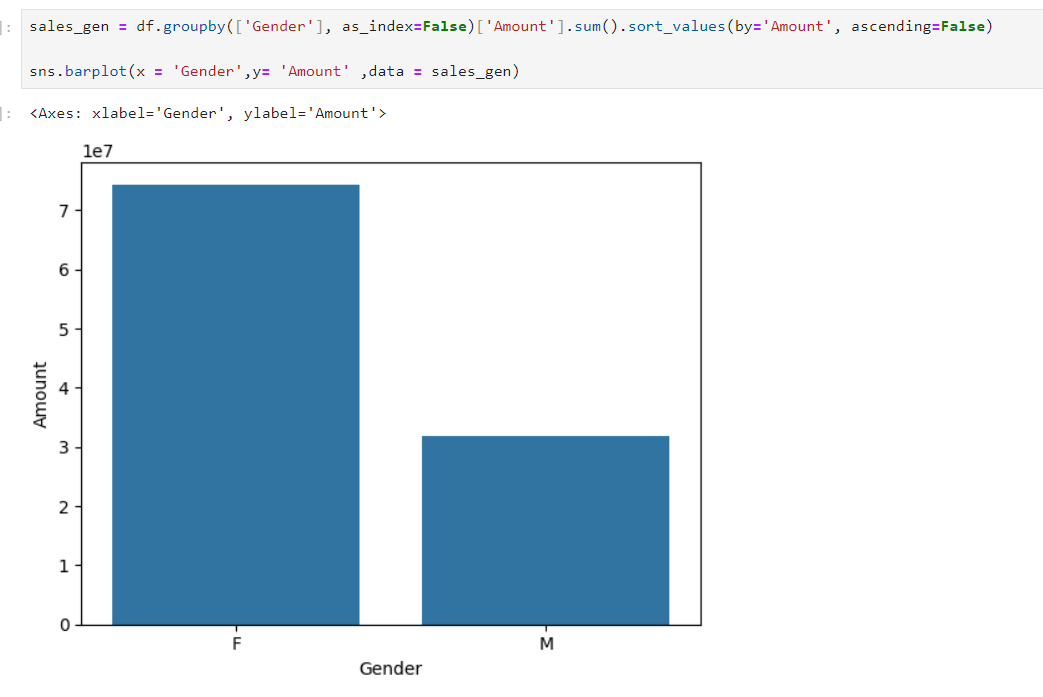


1. Data Analysis and providing insights :

**Gender**

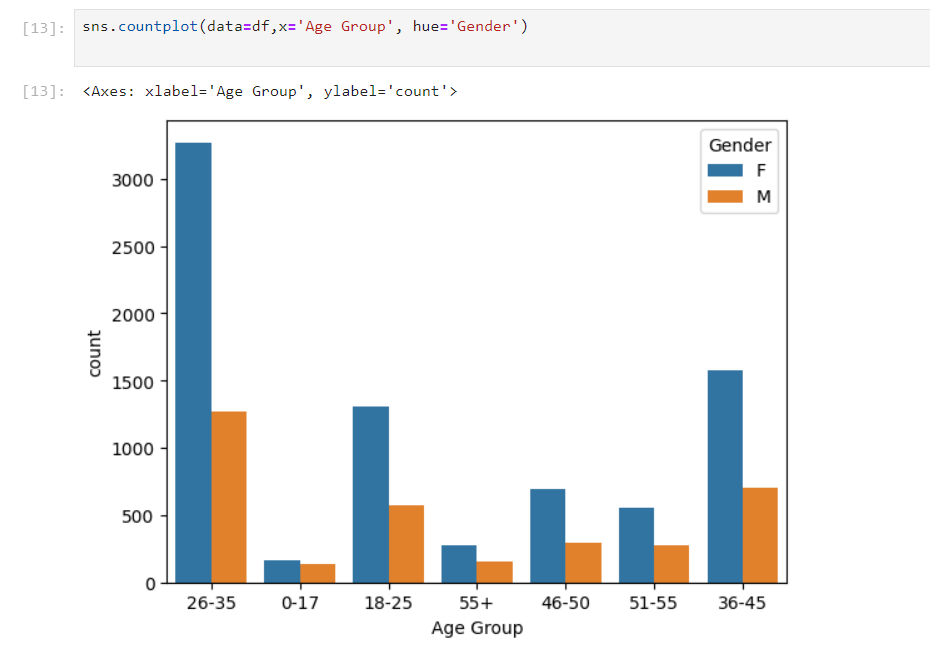
1. 

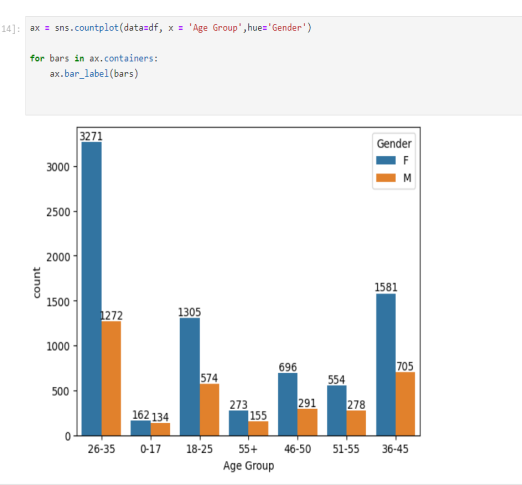


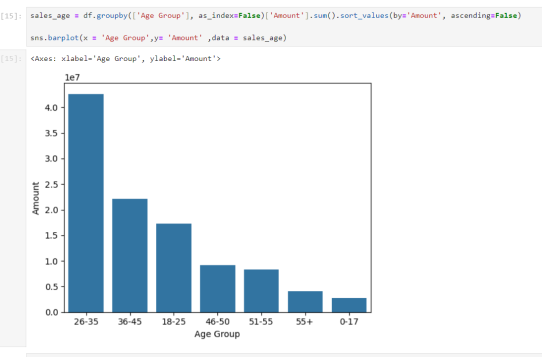


**Insights :** *from the above graphs we can see that the no. of females are more than males and also the amount spend by them is more.*

**Age:**

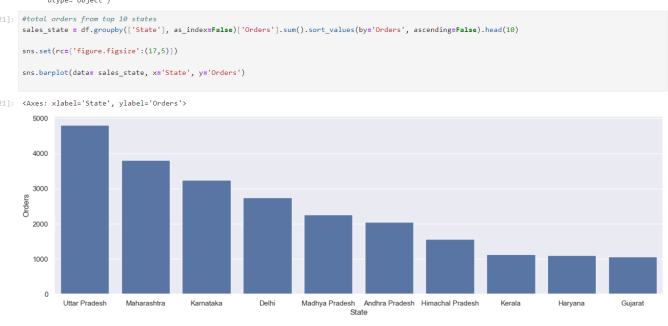
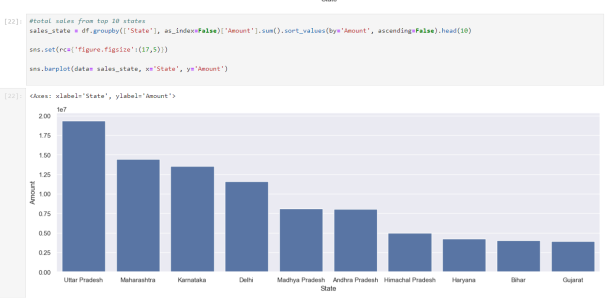
**





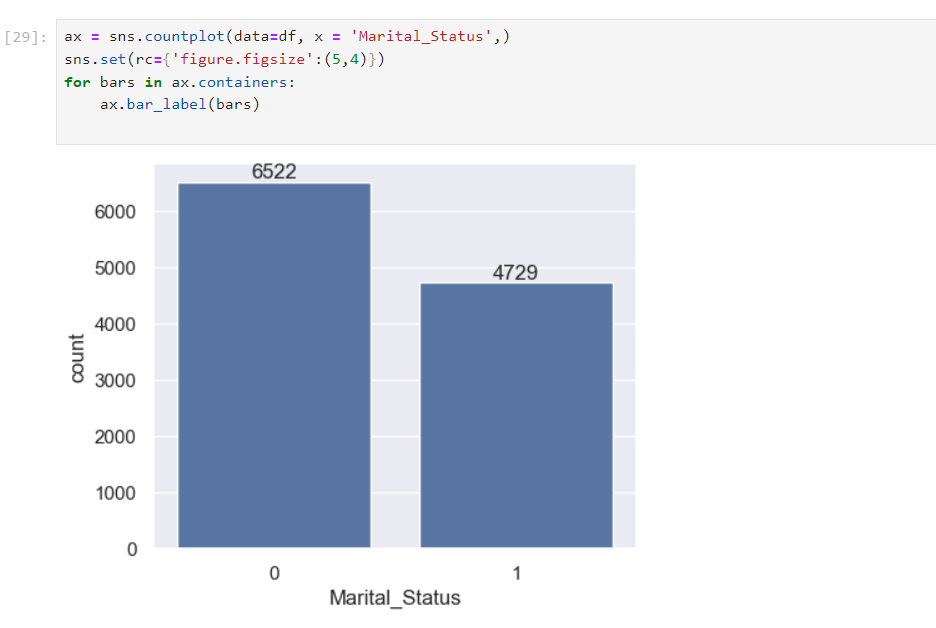
**Insights:** *From the above graphs we can see that most of the buyers are from the age group 26-35 years.*

**State:**

****

**Insights :** *from the above graphs we can see that most of the orders and sales/amount are from Uttar Pradesh,Maharashtra, and Karnataka respectively.*

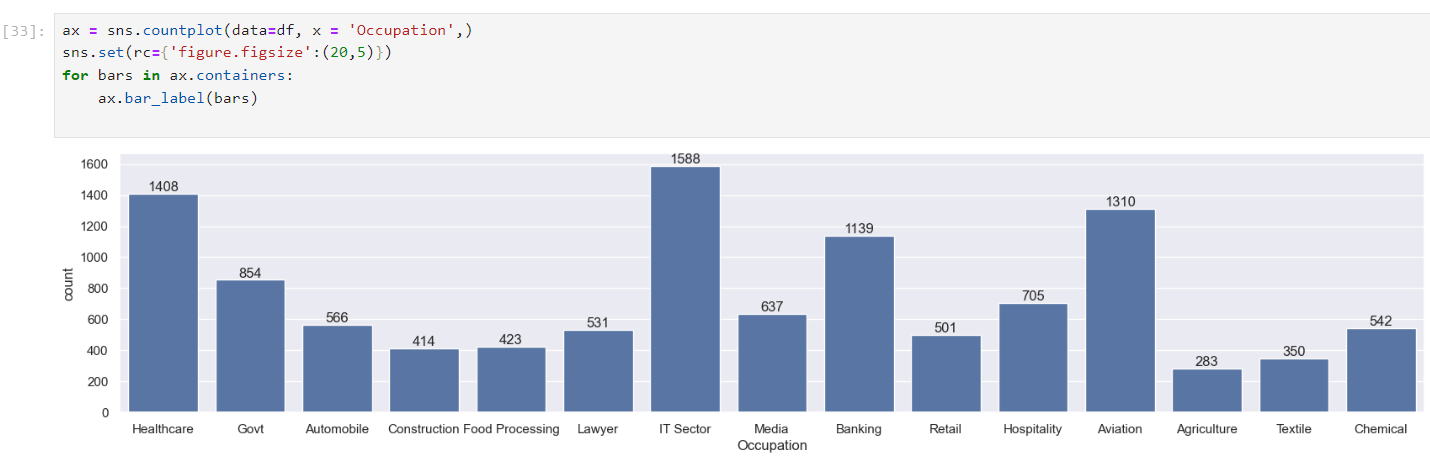
**Marital Status:**

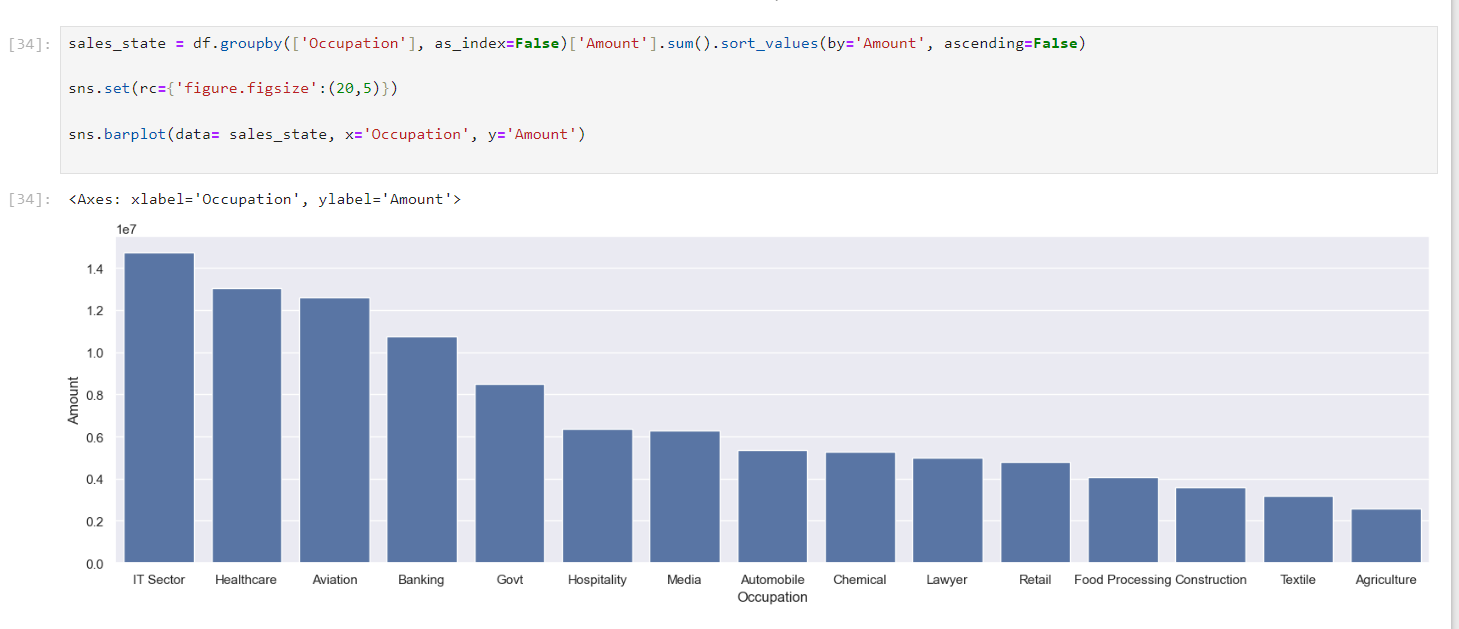




**Insights :** *from the above graphs we can see that most of the buyers are married (Women) and they have high purchasing power*

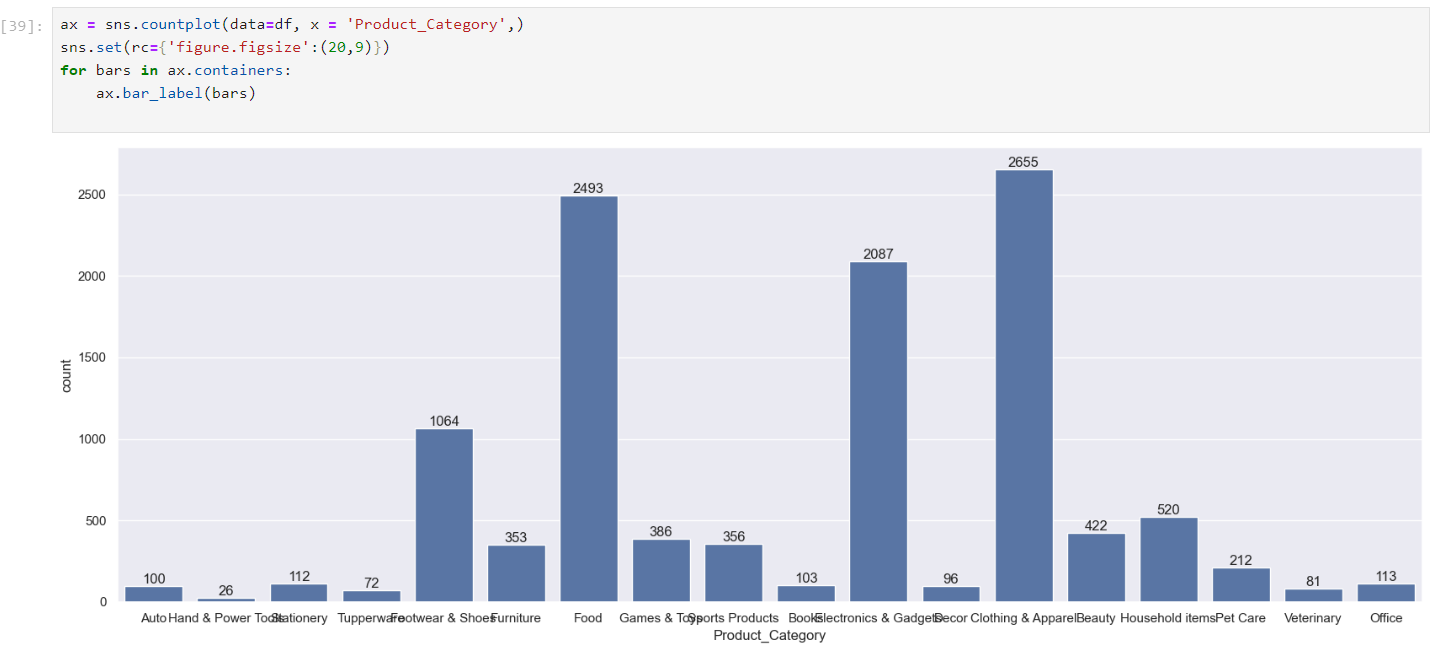
**Occupation:**

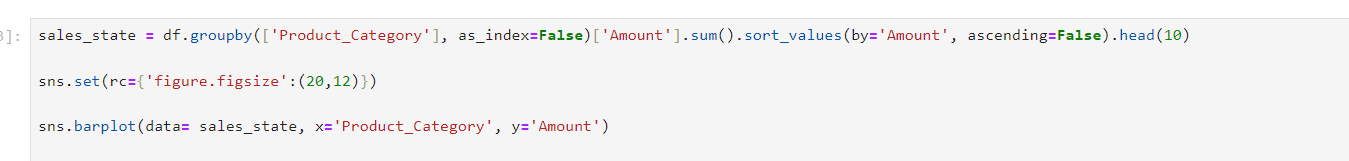
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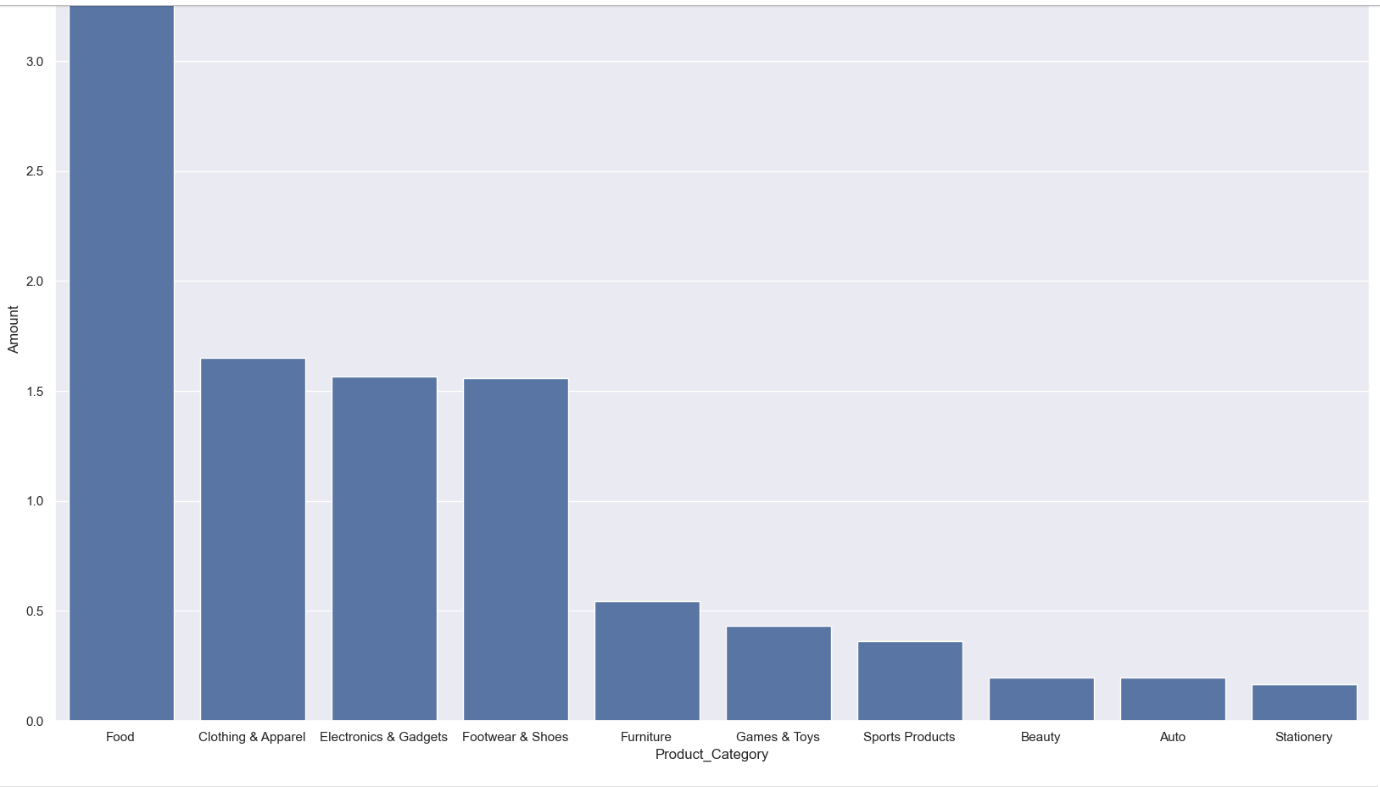


**Insights :** *from the above graphs we can see that most of the buyers are from IT,Healthcare and Aviation.*

**Product Category:**







**Insights :** *from the above graphs we can see that most of the sold products are from Food, Footwear,and Electronics category*

***Conclusion :***

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