

Festival Sales Report

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Project Overview

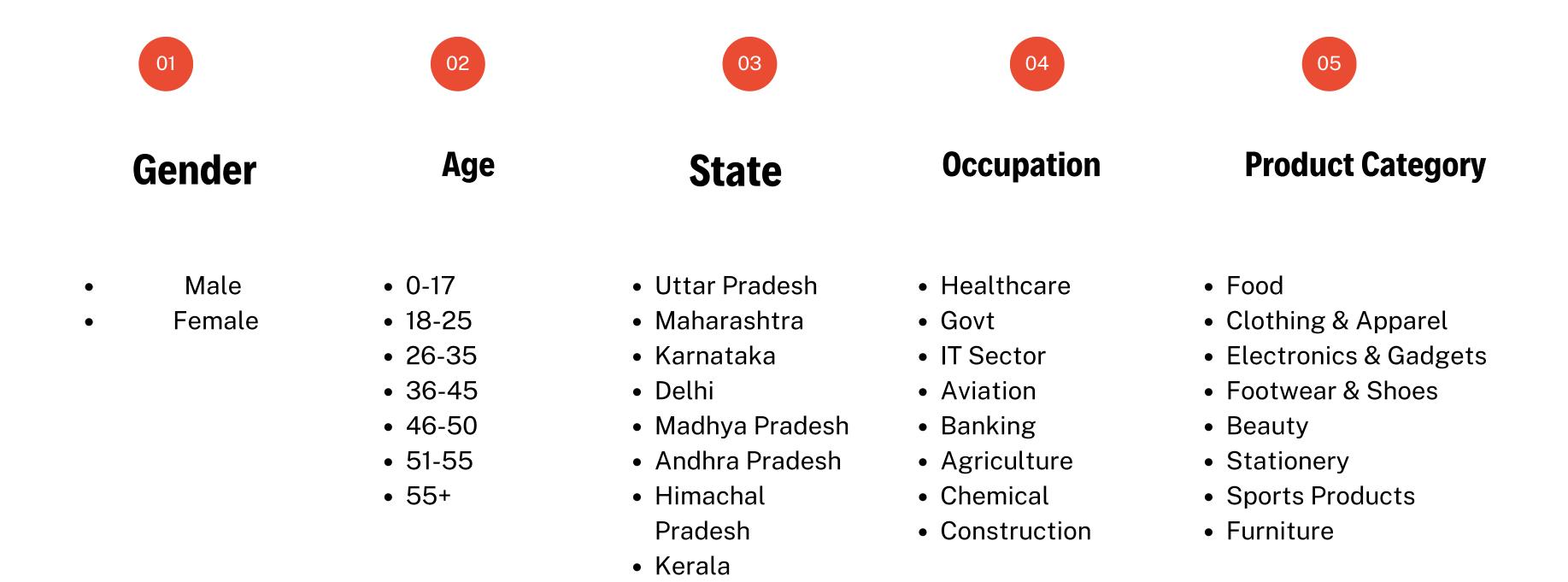
- Performed data cleaning and manipulation
- Performed exploratory data analysis (EDA) using pandas, matplotlib and seaborn libraries
- Improved customer experience by identifying potential customers across different states, occupation, gender and age groups
- Improved sales by identifying most selling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

Analysis

Diwali Sales Analysis on the basis of

- Gender
- Age
- State
- Marital Status
- Occupation
- Product Category

Selling Bifurcation



ANALYZATION

On the basis of Visualization

- The majority of buyers are female, and females also exhibit higher purchasing power compared to males.
- Data indicate that the majority of buyers are females aged between 26 and 35 years.
- Data indicate that the majority of orders and the highest total sales amount come from Uttar Pradesh, Maharashtra, and Karnataka, respectively.
- Data indicate that the majority of buyers are married women, who also possess significant(high) purchasing power.

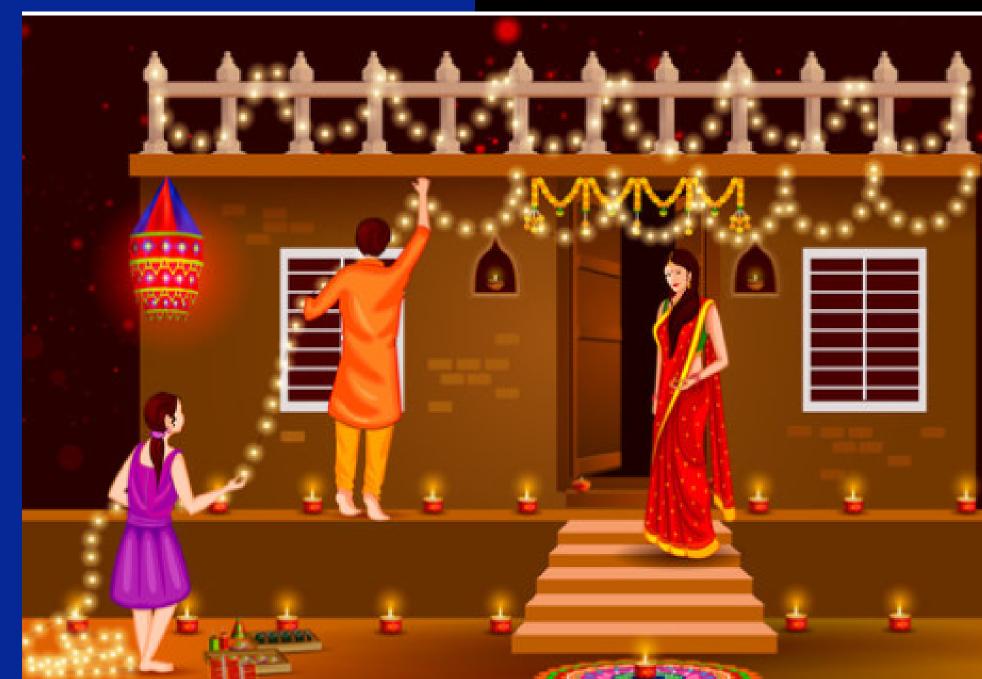
ANALYZATION

On the basis of Visualization

The graphs indicate that the majority of buyers are employed in the IT, healthcare, and aviation sectors.

The graphs indicate that the majority of sold products fall into the categories of food, clothing, and electronics.

Sales Performance Analysis and Strategic Planning



Plan of Actions

Target Female Shoppers:

On the basis of Analyzation

• Develop marketing campaigns and promotions specifically aimed at female customers, highlighting products and messaging that resonate with them.

Age-Specific Offers:

Create special deals and product bundles for women aged 26-35 to cater to their preferences and lifestyle.

Loyalty Programs:

• Implement loyalty programs targeting frequent buyers, especially married women, to encourage repeat purchases and increase customer retention.

Plan of Actions

Enhance Popular Product Lines:

On the basis of Analyzation

 Expand and promote food, clothing, and electronics categories with new products, exclusive collections, and limited-time offers.

Sector-Specific Discounts:

• Offer discounts and promotions tailored to customers in the IT, healthcare, and aviation sectors through partnerships with companies.

Regional Focus:

 Prioritize marketing and product availability in Uttar Pradesh, Maharashtra, and Karnataka, utilizing localized advertising and region-specific promotions.

CONCLUSION

Married women aged 26-35 years from Uttar Pradesh, Maharashtra, and Karnataka, who are employed in the IT, healthcare, and aviation sectors, show a higher propensity to purchase products from the food, clothing, and electronics categories. This trend highlights a significant market segment driven by their professional background and regional demographics.



Thank you!

