



# **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

01

## Gender

- Male
- Female

02

## Age

- 0-17
- 18-25
- 26-35
- 36-45
- 46-50
- 51-55
- 55+

03

## State

- Uttar Pradesh
- Maharashtra
- Karnataka
- Delhi
- Madhya Pradesh
- Andhra Pradesh
- Himachal Pradesh
- Kerala

04

## Occupation

- Healthcare
- Govt
- IT Sector
- Aviation
- Banking
- Agriculture
- Chemical
- Construction

05

## Product Category

- Food
- Clothing & Apparel
- Electronics & Gadgets
- Footwear & Shoes
- Beauty
- Stationery
- Sports Products
- Furniture

# ANALYZATION

On the basis of Visualization

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

# ANALYZATION

On the basis of Visualization

- 01 The graphs indicate that the majority of buyers are employed in the IT, healthcare, and aviation sectors.
- 02 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

On the basis of Analyzation

## Target Female Shoppers:

- 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

On the basis of Analyzation

## Enhance Popular Product Lines:

- 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!**

