

Diwali Sales Analysis - Summary Report

Project Summary

This Diwali Sales Analysis project explores consumer purchase behavior during the Diwali festival season. The dataset was analyzed using Python to identify key customer segments, most popular product categories, and top-performing states and cities. Data cleaning and visualization were performed to derive actionable insights that can be used for future festival campaign strategies.

Key Insights

- Most sales come from the age group 26-35, primarily married women from Tier-1 cities.
- Top-selling product categories include Food, Clothing, and Electronics.
- Maharashtra, Karnataka, and Uttar Pradesh contribute to the highest sales volumes.
- Gender-wise, females contribute more in terms of total purchase amount.
- Customers with high engagement often purchase during the early days of the Diwali campaign.

Recommendations

1. Focus marketing campaigns on married females aged 26-35 in Tier-1 cities.
2. Offer early bird discounts and flash sales in the initial days of the Diwali campaign.
3. Allocate more inventory and ad budget to top-performing categories like Clothing and Electronics.
4. Increase promotional targeting in high-revenue states like Maharashtra and Karnataka.
5. Consider launching a loyalty program for returning festival season customers.