Diwali

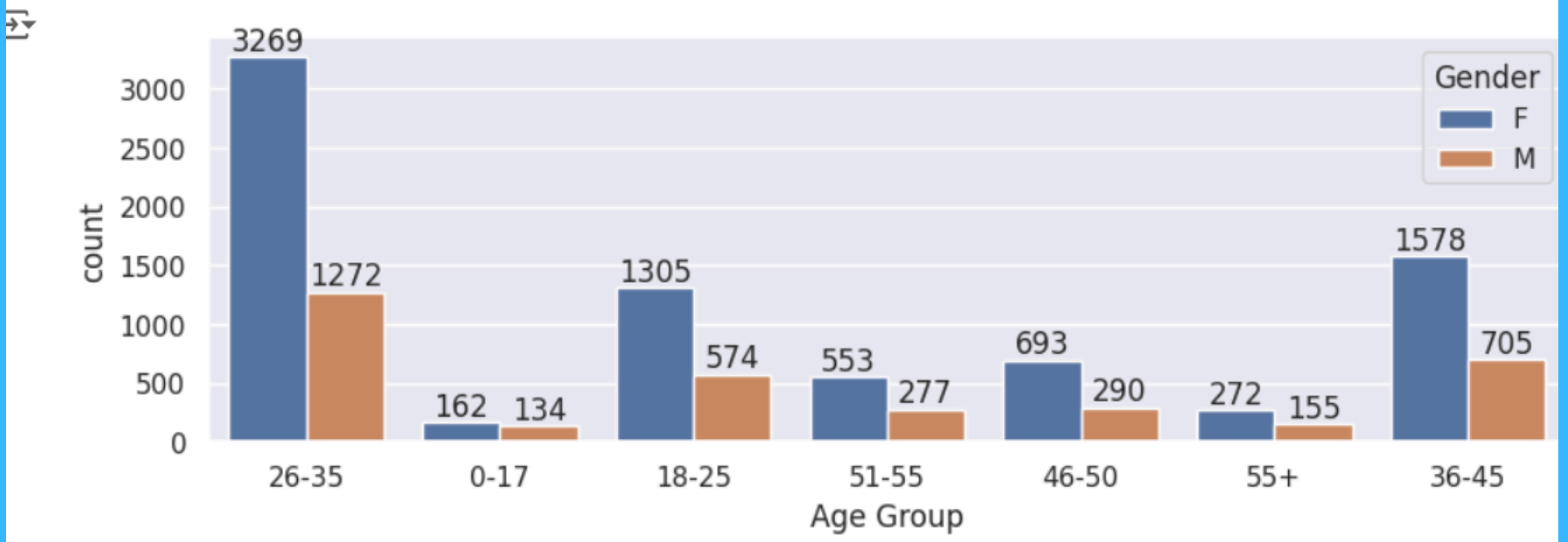
Sales

Analysis

Purchasing Capacity of Different age groups

```
ax=sns.countplot(data=df,x='Age Group',hue='Gender')
sns.set(rc={'figure.figsize':(10,5)})

for bars in ax.containers:
  ax.bar_label(bars)
```

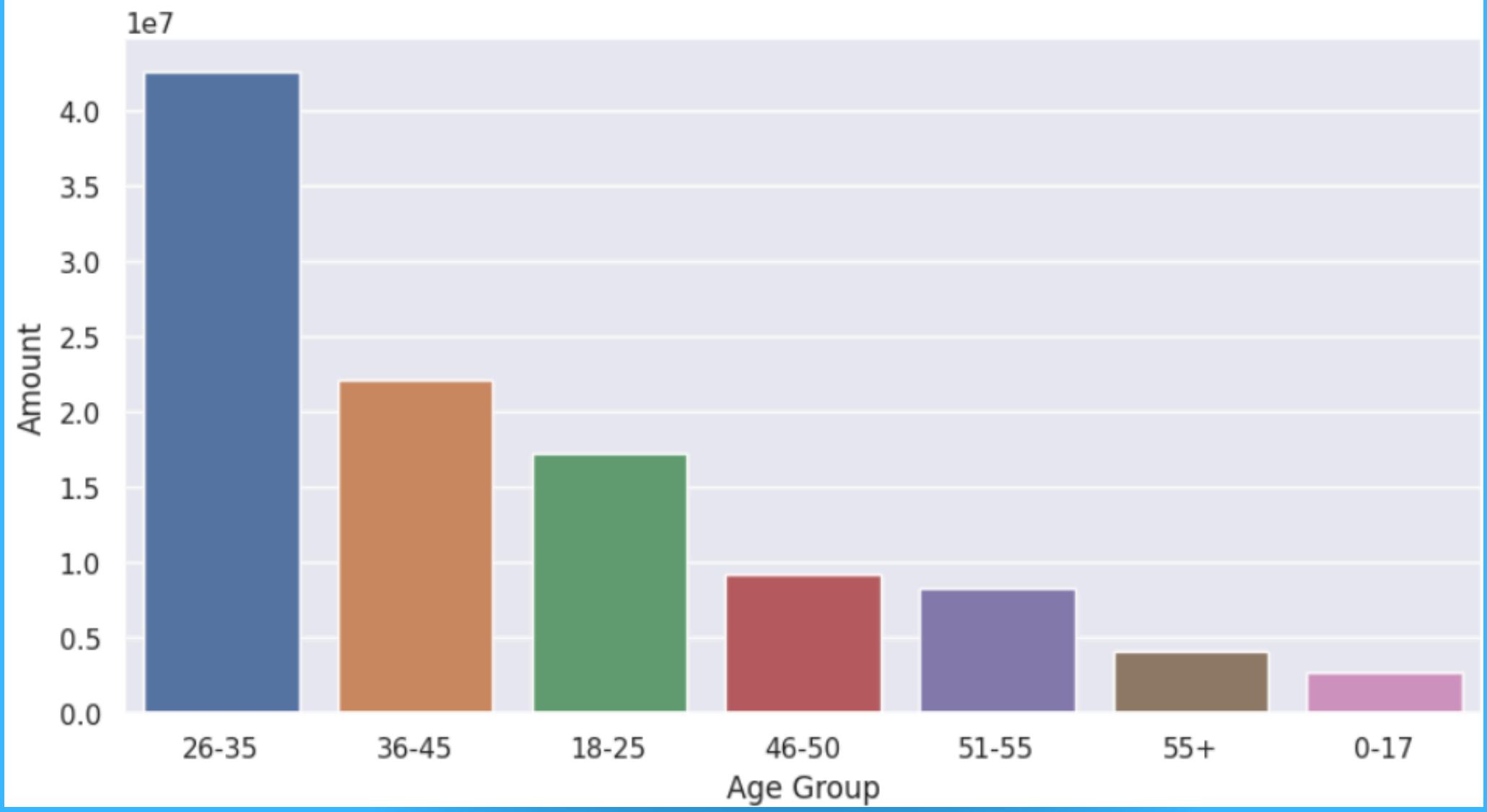


```
Sales_age_groups=df.groupby(['Age Group'],as_index=False)['Amount'].
sum().sort_values(by='Amount',ascending=False)

sns.set(rc={'figure.figsize':(10,5)})

sns.barplot(x='Age Group',y='Amount',data=Sales_age_groups,hue='Age Group')
```

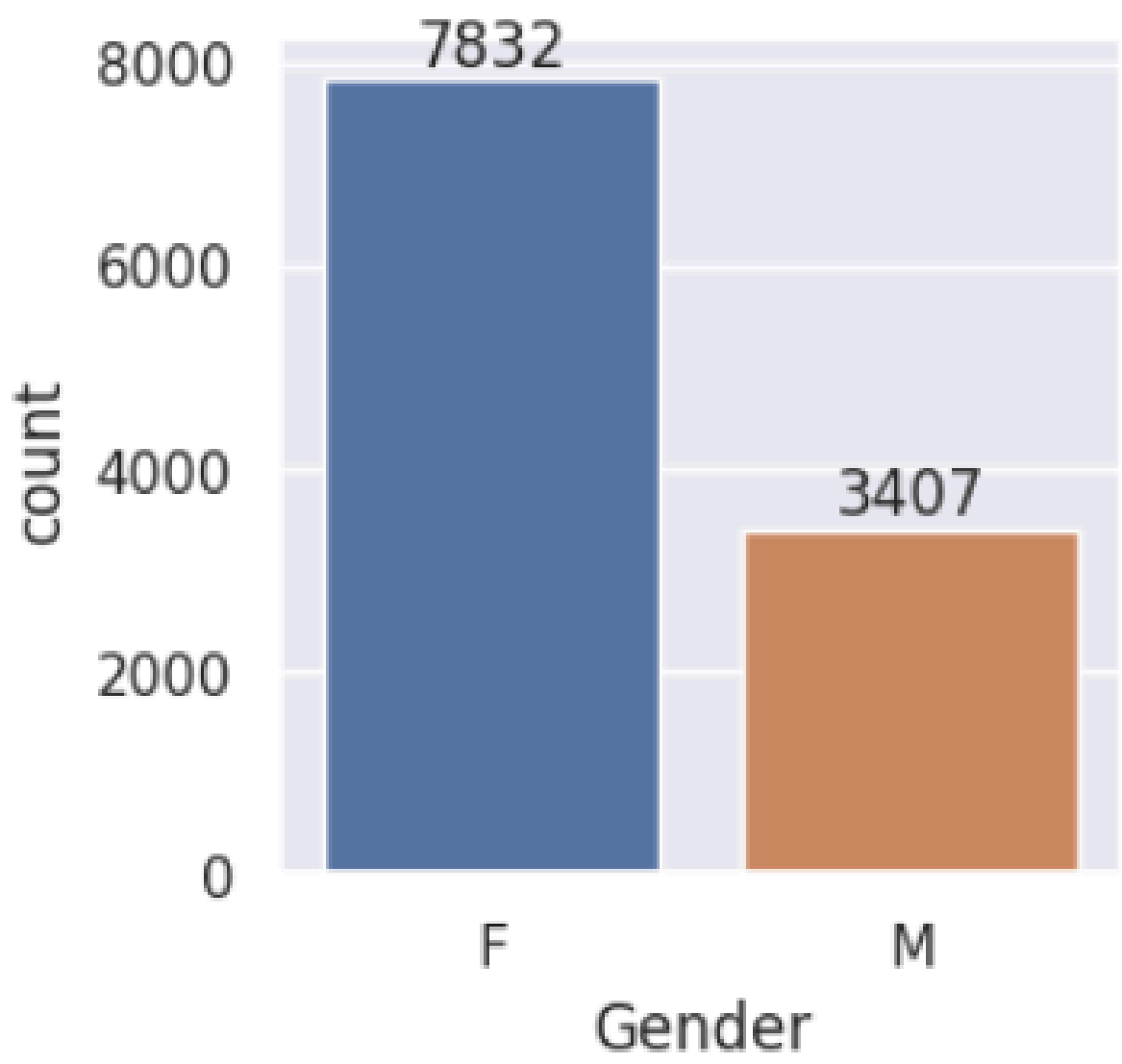
```
<Axes: xlabel='Age Group', ylabel='Amount'>
```



From the above graphs we can see that most of the buyers are of Age group between 26-35 years (Women)

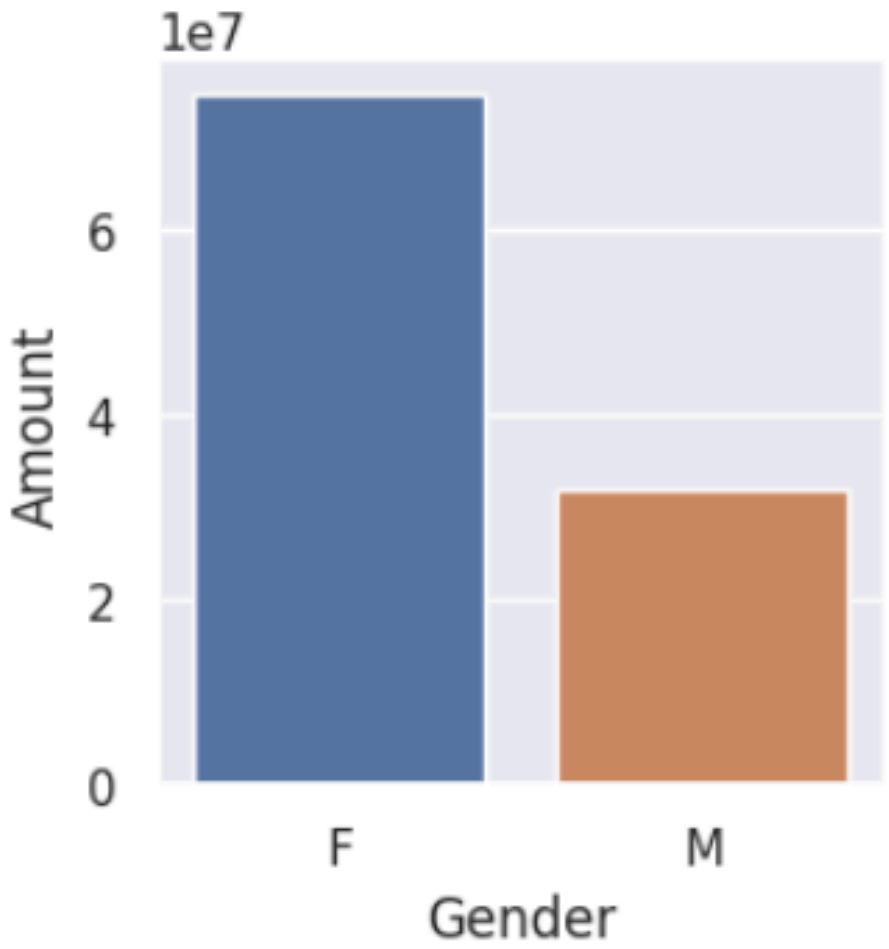
Purchasing Capacity of Men and Women

```
1  sns.set(rc={'figure.figsize':(3,3)})
2  ax=sns.countplot(x='Gender', data=df,hue='Gender')
3  for bars in ax.containers:
4    ax.bar_label(bars)
```



```
1  Purchasing_capacity=df.groupby(['Gender'],as_index=False)['Amount'].sum().
2  sort_values(by="Amount",ascending=False)
3
4  sns.set(rc={'figure.figsize':(3,3)})
5
6  sns.barplot(x='Gender',y='Amount', data=Purchasing_capacity,hue='Gender')
```

```
<Axes: xlabel='Gender', ylabel='Amount'>
```

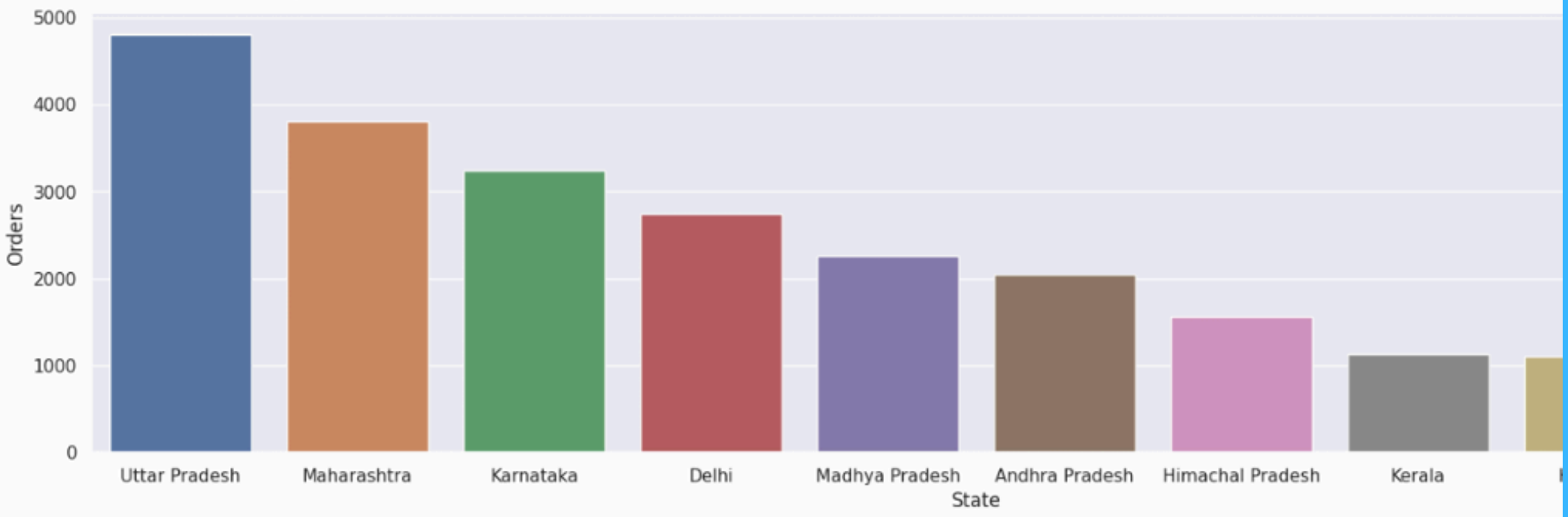


From the Above graphs we can see that Most of the buyers are Women and purchasing power of Women greater than Men

Sales Analysis By State Wise

```
1  state_orders=df.groupby(['State'],as_index=False)['Orders'].sum().sort_values(by='Orders',ascending=False).head(10)
2
3  sns.set(rc={'figure.figsize':(20,5)})
4  sns.barplot(data=state_orders,x='State',y='Orders',hue='State')
```

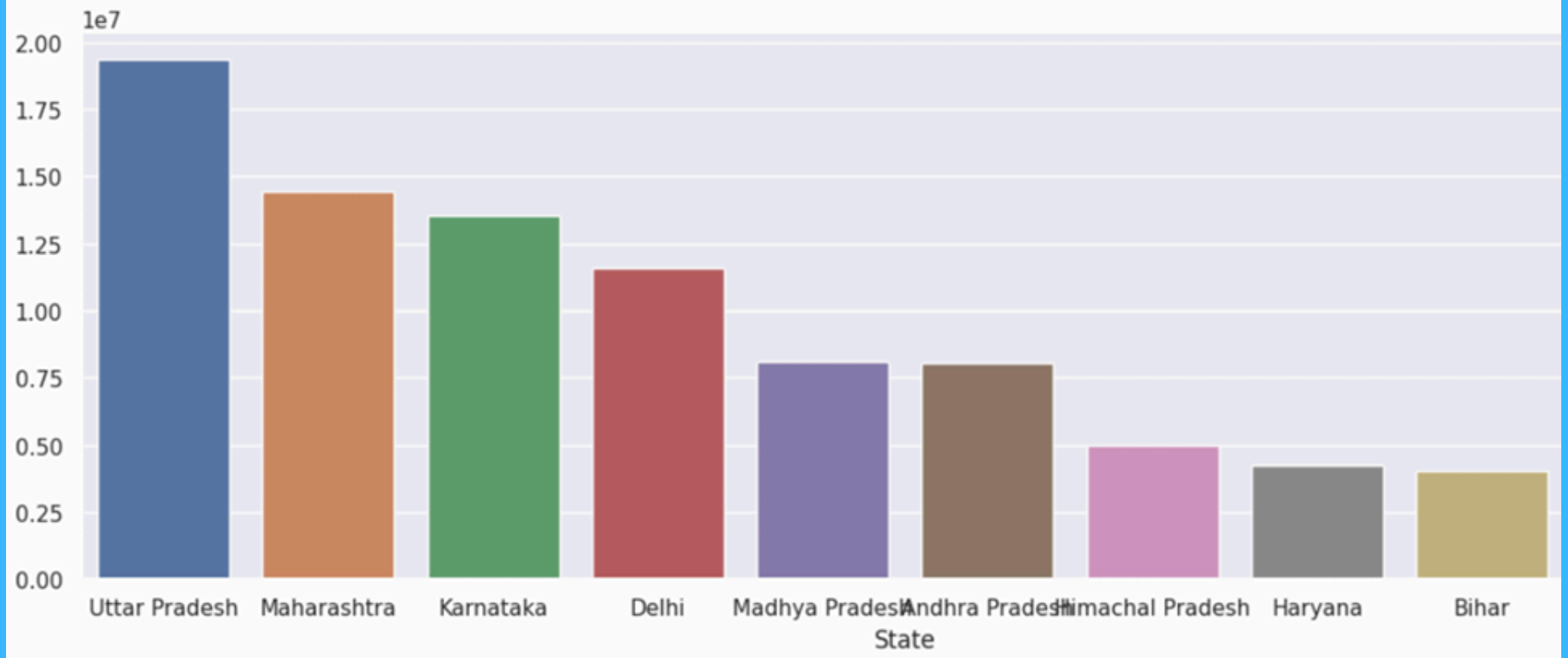
```
<Axes: xlabel='State', ylabel='Orders'>
```



```
sales_state=df.groupby(['State'],as_index=False)['Amount'].sum().sort_values(by='Amount',ascending=False).head(10)

sns.set(rc={'figure.figsize':(15,5)})
sns.barplot(data=sales_state,x='State',y='Amount',hue='State')
```

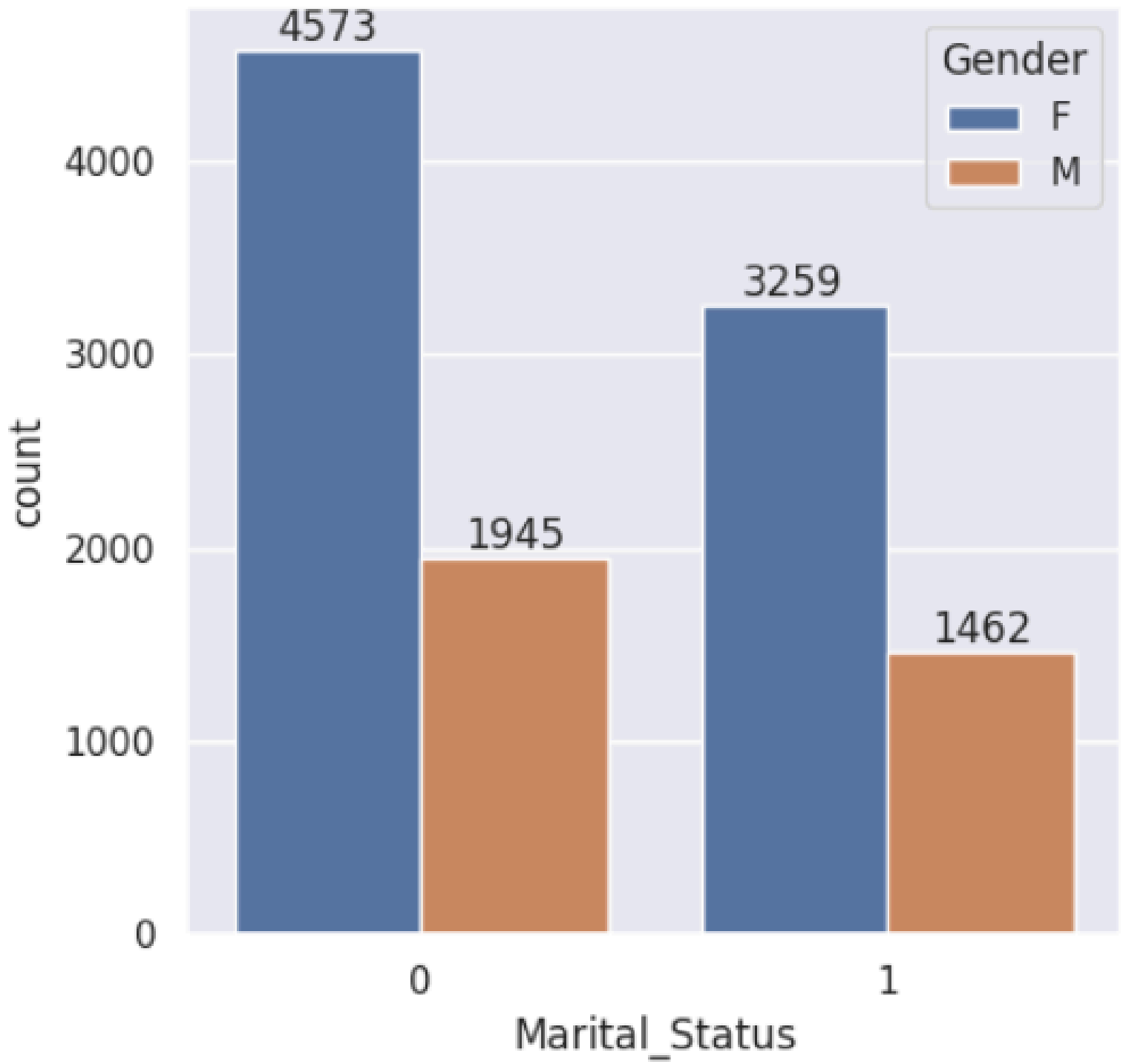
```
es: xlabel='State', ylabel='Amount'>
```



From above graphs we can see that Most of the Orders and sales from UP ,Maharashtra and Karnataka Respectively

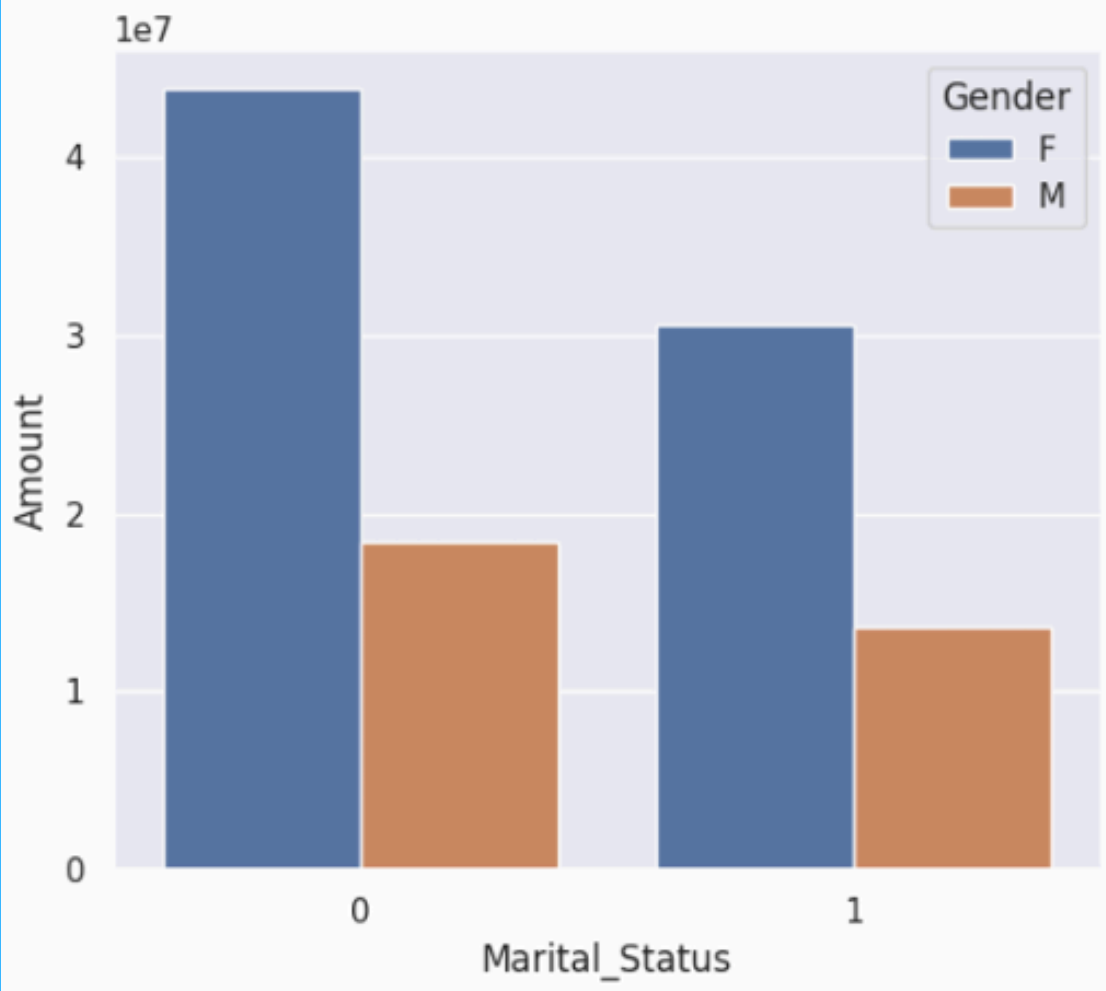
Marital Status

```
1  ax=sns.countplot(data=df,x='Marital_Status',hue='Gender')
2  sns.set(rc={'figure.figsize':(7,5)})
3
4  for bars in ax.containers:
5    ax.bar_label(bars)
```



```
1  sales_marital=df.groupby(['Marital_Status','Gender'],as_index=False)['Amount'].sum().sort_values(by='Amount',ascending=False)
2  sns.set(rc={'figure.figsize':(6,5)})
3  sns.barplot(data=sales_marital,x='Marital_Status',y='Amount',hue='Gender')
```

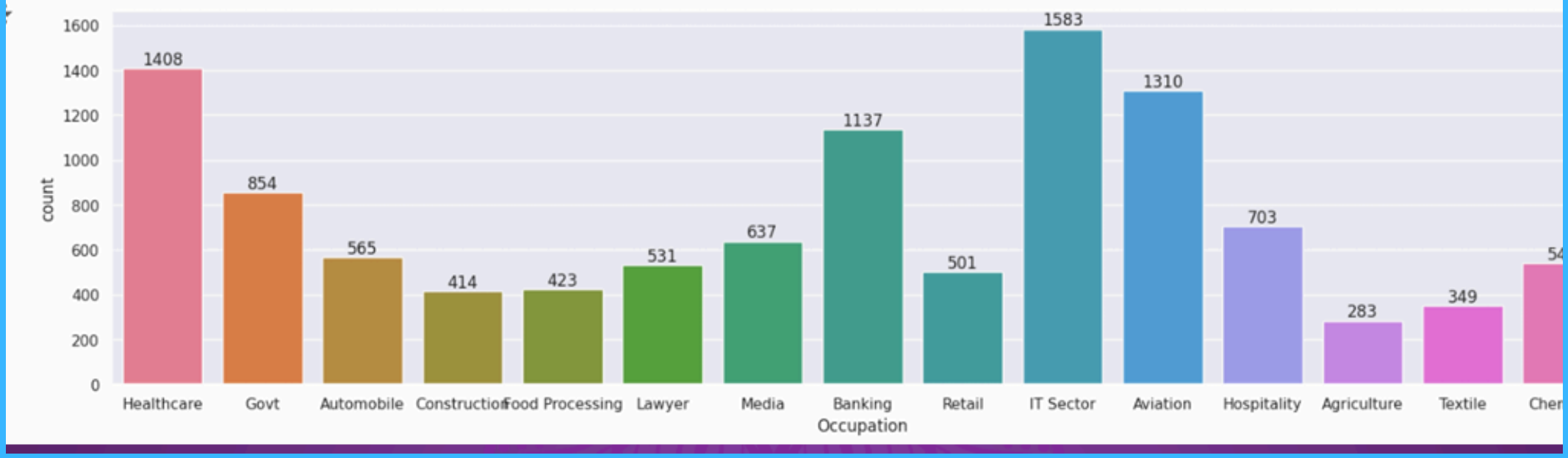
```
<Axes: xlabel='Marital_Status', ylabel='Amount'>
```



From the above graphs we can see that Most of the Buyers are Married (women) and they have high Purchasing Power

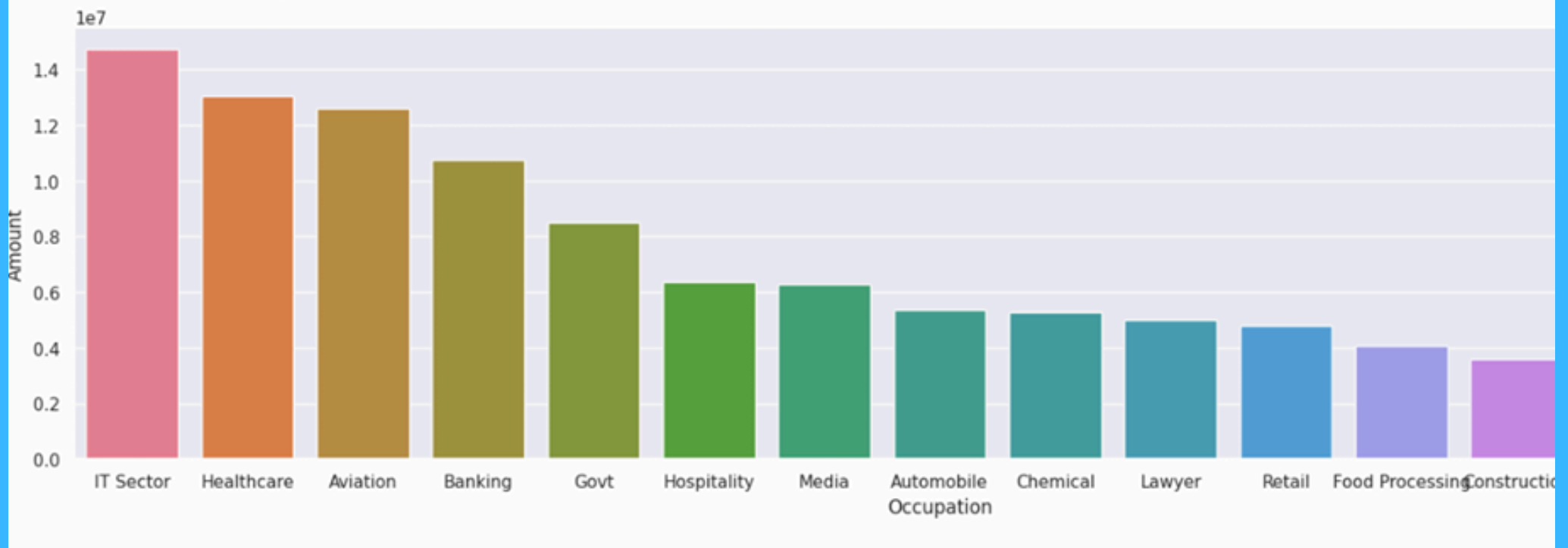
Purchasing Capacity of Different Professionals

```
1  sns.set(rc={'figure.figsize':(20,5)})
2
3  ax=sns.countplot(data=df, x='Occupation',hue='Occupation')
4  for bars in ax.containers:
5    ax.bar_label(bars)
```



```
1  sales_occupation=df.groupby(['Occupation'],as_index=False)['Amount'].sum().sort_values(by='Amount',ascending=False)
2
3  sns.set(rc={'figure.figsize':(20,5)})
4  sns.barplot(data=sales_occupation,x='Occupation',y="Amount",hue='Occupation')
```

```
Axes: xlabel='Occupation', ylabel='Amount'>
```

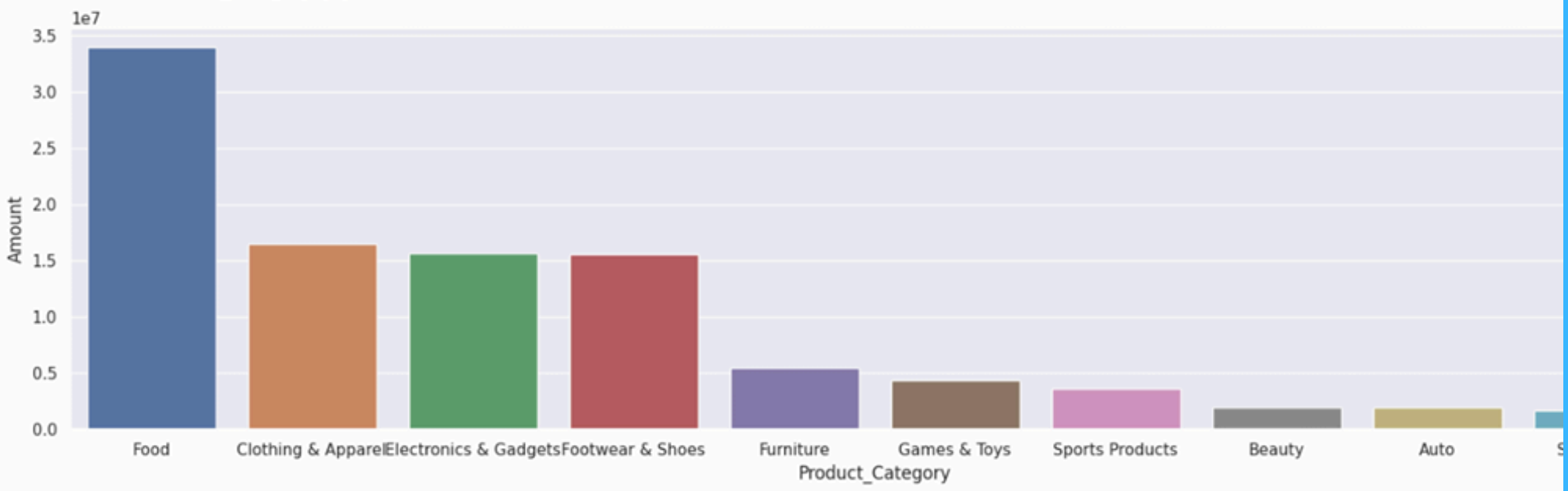


From the above graphs we can see that most of the buyers are working in IT Sector, Healthcare, Aviation and has more purchasing power than other professionals

Sales Analysis by Different Product Category

```
1  sales_product_category=df.groupby(['Product_Category'],as_index=False)['Amount'].sum().sort_values(by='Amount',ascending=False).head(10)
2
3  sns.set(rc={'figure.figsize':(20,5)})
4  sns.barplot(data=sales_product_category,x='Product_Category',y='Amount', hue='Product_Category')
```

```
<Axes: xlabel='Product_Category', ylabel='Amount'>
```



From the above we can see that Most of the Sold Products are from Food, Clothing and Electronic Gadgets

Conclusion

Married Women Age group of 26-35 years from UP, Maharashtra and Karnataka working IT Sector, Health Care and Aviation are more likely to buy products from Food, Clothing and Electronics Category

THANK YOU

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