*Diwali Sales Analysis: Customer Insights and Spending Trends*

This dataset contains **11,251 Diwali sales transactions**, capturing customer demographics (age, gender, marital status, occupation, state, zone), product details (ID, category), and purchase behavior (orders, amount). It helps analyze who buys what**,** from where, and how much they spend, making it useful for studying customer segments, regional sales trends, and product performance during Diwali.

**Key Columns:**

* User\_ID, Cust\_name: Customer identifiers
* Product\_ID: Purchased product
* Gender, Age Group, Age, Marital\_Status: Customer demographics
* State, Zone: Geographical info
* Occupation: Customer profession
* Product\_Category: Category of purchased item
* Orders: Number of orders
* Amount: Purchase amount (12 missing values)