

Diwali Sales Analytics

(Python Project)

Problem Statement:

During the festive season, businesses witness a surge in customer purchases. Understanding customer behavior, product preferences, and regional sales patterns is crucial to maximize revenue and plan targeted marketing strategies. This project analyzes Diwali sales data to uncover:

- Customer demographics and purchasing behavior (age, gender, marital status, occupation).
- High-performing product categories and revenue trends.
- Regional sales patterns across states and zones.

Objective: Provide actionable insights for marketing, inventory optimization, and sales planning during Diwali.