**Diwali Sales**

**Description:** Diwali, also known as Deepavali, is one of the most significant festivals celebrated by Hindus worldwide. It symbolizes the victory of light over darkness, good over evil, and knowledge over ignorance. The festival usually lasts for five days, with each day holding its own special significance and rituals.

**1: What is the total number of customers who participated in the Diwali sale?**

There were 11,251 customers who participated in the Diwali sale.

**2: How many unique product categories were sold during the Diwali sale?**

The dataset contains information about sales across various product categories. To find the number of unique product categories sold, we can analyze the "Product\_Category" column.

**3: What is the average age of customers who participated in the Diwali sale?**

We can calculate the average age by taking the mean of the "Age" column in the dataset.

**4: Which gender participated more in the Diwali sale, male or female?**

To determine this, we can analyze the distribution of genders in the "Gender" column and compare the counts of male and female customers.

**5: What was the total revenue generated from the Diwali sale?**

The total revenue can be calculated by summing up the values in the "Amount" column, which represents the amount spent by each customer on their purchases.

**6: Which state had the highest number of orders during the Diwali sale?**

We can identify the state with the highest number of orders by analyzing the distribution of orders across different states in the "State" column.

**7: What is the most common age group among customers who participated in the Diwali sale?**

To find the most common age group, we can analyze the distribution of customers across different age groups in the "Age Group" column and identify the group with the `highest frequency.

**conclusion**: analyzing Diwali sales data provides valuable insights into consumer behavior, market trends, and business performance during this festive period. Here's a summarized conclusion based on the dataset:

Praveen Sharma