OBJECTIVES:-

1) To improve customer experience by analyzing sales data during Diwali festival.

2) To improve revenue of the business by analyzing the past data of the company.

3) To get use full insights from data to improve performance of the company and to reduce cost.

4) Analyzing the data to get to know the target customer and target region for maximum sales.

5) It is over all (EDA) exploratory data analysis.

DATA USED:-

Csv file of the past sales data

TOOLS USED:-

- Python
- Pandas
- Numpy
- Matplotlib
- Seaborn

CONCLUSION AND OBSERVATIONS:-

1. Married women age group 26-35 years from UP, Maharashtra and Karnataka working in IT, Healthcare and Aviation are more likely to buy products from Food, Clothing and Electronics category.
2. we can see that female customers are more as compared to the male customers.
3. Purchasing power of female customers are high as compared to male customers.
4. Female customers are purchasing more in age group of 26 to 35.
5. Top 3 states are utter Pradesh, Maharashtra, Karnataka who are giving top revenue.
6. Unmarried customers are more as compared to married customers.
7. Most customers are from IT sector, Healthcare and Avaition and these are top 3 occupation.
8. Top 3 product category are Food, clothing and electronics.