The analysis includes:

* **Exploratory Data Analysis (EDA):** A detailed exploration of the dataset, including visualizations and summary statistics to understand customer behavior and sales patterns.
* **Revenue Trends:** Insights into how revenue is distributed across various customer segments and product categories.
* **Customer Segmentation:** Identification of key customer segments based on their purchasing habits and demographics.
* **Sales Performance:** Evaluation of top-performing products, regions, and channels during the Diwali season.
* **Key Learnings:** Strategies that led to successful sales outcomes, including targeted marketing and promotional activities.

**Key Features:**

* **Data Cleaning:** Handling of missing values, outliers, and inconsistencies in the dataset.
* **Visualizations:** Interactive plots and charts using tools like Matplotlib and Seaborn to present findings.
* **Actionable Insights:** Recommendations based on data analysis that can help optimize sales strategies for future Diwali seasons.

**Tools & Technologies:**

* **Python**: For data manipulation and analysis.
* **Pandas & NumPy**: For data processing.
* **Matplotlib & Seaborn**: For data visualization.
* **Jupyter Notebook**: For documenting and sharing the analysis.