



SALES ANALYSIS REPORT

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INTRODUCTION



The Diwali Sales Data analysis provides valuable insights into customer behavior, product performance, and overall sales trends during the festive season. The dataset comprises various attributes, including customer demographics (age, gender, marital status), sales information (amount spent, number of orders), and geographical data (state, zone).

Key Areas of Analysis:

1. Customer Demographics:

- Purpose: Understanding the customer base by analyzing gender, age groups, and marital status.
- Outcome: Helps in tailoring marketing strategies to target specific customer segments effectively.

2. Sales Performance:

- Purpose: Evaluating sales across different states, zones, and product categories.
- Outcome: Identifies top-performing regions and products, enabling better inventory management and sales strategies.

3. Product Analysis:

- Purpose: Analyzing product categories to determine which products are most popular and generate the most revenue.
- Outcome: Guides decisions on product promotions and stocking.

4. Customer Behavior:

- Purpose: Identifying repeat customers and their spending habits.
- Outcome: Assists in customer retention strategies and personalized marketing.

5. Geographical Trends:

- Purpose: Comparing sales across different geographical regions.
- Outcome: Uncovers high-revenue areas, allowing for targeted marketing and expansion strategies.



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EXECUTIVE SUMMARY

This analysis delves into customer behavior, product performance, and sales trends during the Diwali season, providing actionable insights to enhance business strategies. By examining various demographic, geographical, and transactional data, the analysis identifies key factors that drive sales and customer engagement.



CUSTOMER DEMOGRAPHICS ANALYSIS



Autocommit

Rows

10

```
select * from DIwali Sales
```

Results Explain Describe Saved SQL History

USER_ID	CUST_NAME	PRODUCT_ID	GENDER	AGE_GROUP	AGE	MARITAL_STATUS	STATE	ZONE	OCCUPATION	PRODUCT_CATEGORY	ORDERS	AMOUNT	STATUS
1000173	Muhammed	P00057642	F	26-35	29	1	Uttar Pradesh	Central	Banking	Tupperware	1	20707	-
1004284	Piyam	P00032042	F	51-55	53	0	Karnataka	Southern	Healthcare	Footwear & Shoes	1	20705	-
1002994	Hemant	P00000142	F	36-45	42	0	Madhya Pradesh	Central	IT Sector	Footwear & Shoes	2	20691	-
1004016	Dowd	P00123842	M	51-55	51	1	Uttar Pradesh	Central	Aviation	Furniture	3	20689	-
1005788	Bixby	P00130642	F	26-35	26	1	Karnataka	Southern	Banking	Footwear & Shoes	2	20688	-
1001184	Brandow	P00146342	M	26-35	30	0	Maharashtra	Western	Media	Footwear & Shoes	4	20678	-
1000053	Howell	P00120442	F	26-35	33	1	Karnataka	Southern	Aviation	Footwear & Shoes	4	20677	-
1002511	Ananya	P00148642	M	26-35	34	0	Kerala	Southern	Chemical	Furniture	1	20677	-
1004377	Sibella	P00298942	M	26-35	26	0	Karnataka	Southern	Retail	Footwear & Shoes	3	20676	-
1005481	Wale	P00277642	F	46-50	46	0	Maharashtra	Western	Govt	Furniture	1	20673	-

More than 10 rows available. Increase rows selector to view more rows.

10 rows returned in 0.01 seconds

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```
--Customer distribution by gender:  
SELECT Gender, COUNT(*) AS Total Customers  
FROM diwali sales  
GROUP BY Gender
```

Results Explain Describe Saved SQL History

GENDER	TOTAL_CUSTOMERS
M	3409
F	7842

2 rows returned in 0.02 seconds

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--Age group distribution:

```
SELECT Age Group, COUNT(*) AS Total Customers  
FROM DIwali Sales  
GROUP BY Age Group;
```

Results Explain Describe Saved SQL History

AGE_GROUP	TOTAL_CUSTOMERS
36-45	2286
46-50	987
18-25	1879
0-17	296
26-35	4543
51-55	832
55+	428

7 rows returned in 0.01 seconds

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```
SELECT Marital Status, COUNT(*) AS Total Customers  
FROM diwali sales  
GROUP BY Marital Status;
```

Results Explain Describe Saved SQL History

MARITAL_STATUS	TOTAL_CUSTOMERS
1	4729
0	6522

2 rows returned in 0.01 seconds

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Sales Analysis



```
--State-wise customer distribution:  
SELECT State, COUNT(*) AS Total Customers  
FROM diwali sales  
GROUP BY State  
ORDER BY Total Customers DESC;
```

Results Explain Describe Saved SQL History

STATE	TOTAL_CUSTOMERS
Uttar Pradesh	1946
Maharashtra	1526
Karnataka	1305
Delhi	1107
Madhya Pradesh	923
Andhra Pradesh	812
Himachal Pradesh	608
Kerala	453
Haryana	452
Bihar	434
Gujarat	429
Jharkhand	380
Uttarakhand	320
Rajasthan	231
Punjab	200
Telangana	125

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```
--Total sales amount by state:  
SELECT State, SUM(Amount) AS Total_Sales  
FROM diwali_sales  
GROUP BY State  
ORDER BY Total_Sales DESC;
```

Results Explain Describe Saved SQL History

STATE	TOTAL_SALES
Uttar Pradesh	19374968
Maharashtra	14427543
Karnataka	13523540
Delhi	11603820
Madhya Pradesh	8101142
Andhra Pradesh	8037147
Himachal Pradesh	4963368
Haryana	4220175
Bihar	4022757
Gujarat	3946082
Kerala	3894492
Jharkhand	3026456
Uttarakhand	2520944
Rajasthan	1909409
Punjab	1525800
Telangana	1151490

16 rows returned in 0.01 seconds

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```
--Total sales amount by product category:  
SELECT Product_Category, SUM(Amount) AS Total_Sales  
FROM diwali_sales  
GROUP BY Product_Category  
ORDER BY Total_Sales DESC;
```

Results Explain Describe Saved SQL History

PRODUCT_CATEGORY	TOTAL_SALES
Food	33933884
Clothing & Apparel	16495019
Electronics & Gadgets	15643846
Footwear & Shoes	15575209
Furniture	5440052
Games & Toys	4331694
Sports Products	3635933
Beauty	1959484
Auto	1958610
Stationery	1676052
Household items	1569337
Tupperware	1155642
Books	1061478
Decor	730360
Pet Care	482277
Hand & Power Tools	405618
Veterinary	112702
Office	81936

18 rows returned in 0.01 seconds

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```
--Average amount spent per order:  
SELECT round(AVG(Amount),2) AS Avg_Order_Amount  
FROM diwali_sales;
```

Results Explain Describe Saved SQL History

AVG_ORDER_AMOUNT

9453.61

1 rows returned in 0.01 seconds

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```
--Average amount spent by gender:  
SELECT Gender, round(AVG(Amount),2) AS Avg_Amount_Spent  
FROM diwali_sales  
GROUP BY Gender;  
|
```

Results Explain Describe Saved SQL History

GENDER	AVG_AMOUNT_SPENT
M	9366.97
F	9491.3

2 rows returned in 0.01 seconds [Download](#)



Product Analysis



```
--Number of orders per product category:  
SELECT Product Category, SUM(Orders) AS Total Orders  
FROM diwali sales  
GROUP BY Product Category  
ORDER BY Total Orders DESC;
```

Results Explain Describe Saved SQL History

PRODUCT_CATEGORY	TOTAL_ORDERS
Clothing & Apparel	6634
Food	6120
Electronics & Gadgets	5226
Footwear & Shoes	2654
Household items	1331
Beauty	1086
Games & Toys	940
Furniture	890
Sports Products	870
Pet Care	536
Stationery	281
Office	261
Auto	246
Books	245
Decor	235
Veterinary	206
Tupperware	166
Hand & Power Tools	80

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```
--Top-selling product categories:  
SELECT Product Category, SUM(Amount) AS Total Sales  
FROM diwali_sales  
GROUP BY Product Category  
ORDER BY Total Sales DESC
```

Results Explain Describe Saved SQL History

PRODUCT_CATEGORY	TOTAL_SALES
Food	33933884
Clothing & Apparel	16495019
Electronics & Gadgets	15643846
Footwear & Shoes	15575209
Furniture	5440052
Games & Toys	4331694
Sports Products	3635933
Beauty	1959484
Auto	1958610
Stationery	1676052
Household items	1569337
Tupperware	1155642
Books	1061478
Decor	730360
Pet Care	482277
Hand & Power Tools	405618
Veterinary	112702
Office	81936

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Customer Behavior



```
--Repeat customers (those with more than 1 order):  
SELECT User ID, Cust name, COUNT(Orders) AS Order Count  
FROM diwali sales  
GROUP BY User ID, Cust name  
HAVING COUNT(Orders) > 1  
ORDER BY Order Count DESC;
```

Results Explain Describe Saved SQL History

USER_ID	CUST_NAME	ORDER_COUNT
1001680	Vasudev	24
1003808	Vishakha	23
1001941	Gopal	22
1004425	Indulekha	20
1000424	Sudevi	19
1003476	Lalita	19
1006036	Halladay	19
1004682	Vishakha	19
1002665	Champaklata	19
1004725	Jackson	18
1003576	Alejandro	17
1001298	Siddharth	17
1002063	Shreyshi	17
1004277	Sanjay	17
1003410	Kamberova	17
1001150	Becky	16
1004448	Akshat	16
1003618	Keshav	16
1002507	Lakshmi	15
1001912	Hazel	15
More than 20 rows available. Increase rows selector to view more rows.		

20 rows returned in 0.02 seconds

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```
--Spending habits by age group:  
SELECT Age Group, Round(AVG(Amount),2) AS Avg Amount Spent  
FROM diwali sales  
GROUP BY Age Group  
ORDER BY Avg Amount Spent DESC;
```

Results Explain Describe Saved SQL History

AGE_GROUP	AVG_AMOUNT_SPENT
51-55	9953.59
36-45	9699.95
55+	9557.35
26-35	9384.15
46-50	9367.08
18-25	9175.48
0-17	9120.45

7 rows returned in 0.02 seconds

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Geographical Analysis



```
--Sales comparison across zones:  
SELECT Zone, SUM(Amount) AS Total Sales  
FROM diwali_sales  
GROUP BY Zone  
ORDER BY Total Sales DESC;
```

Results Explain Describe Saved SQL History

ZONE	TOTAL_SALES
Central	41600874
Southern	26606669
Western	18373625
Northern	12618752
Eastern	7049213

5 rows returned in 0.01 seconds

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```
--High-revenue states:  
SELECT State, SUM(Amount) AS Total Sales  
FROM diwali sales  
GROUP BY State  
ORDER BY Total Sales DESC
```

Results Explain Describe Saved SQL History

STATE	TOTAL_SALES
Uttar Pradesh	19374968
Maharashtra	14427543
Karnataka	13523540
Delhi	11603820
Madhya Pradesh	8101142
Andhra Pradesh	8037147
Himachal Pradesh	4963368
Haryana	4220175
Bihar	4022757
Gujarat	3946082
Kerala	3894492
Jharkhand	3026456
Uttarakhand	2520944
Rajasthan	1909409
Punjab	1525800
Telangana	1151490

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Key Findings

- Females are participating and are more interested in Diwali sales than men. Also, the purchasing power of Females is higher than males as the total sales revenue generated from females is much higher than that of males.
- The age group of 30 and around 30 are purchasing more than the rest of consumers. Old age people are the least active buyers.
- Most of the customers fall in the age group of 26-35. Customers from the age group of 26-35 are generating more than 40% of total Revenue
- The top 5 states of India with the highest sales are Uttar Pradesh, Maharashtra, Karnataka, Delhi and Madhya Pradesh.



Key Findings

- we can see that the most of sales are coming from Unmarried and among them, unmarried females are the customers with the highest spending.
- We can see a little deflection in data for the product category. For clothing and apparel, the number of orders is the highest but for revenue generation Food is the highest contributor.



DIGITAL PRESENCE

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Conclusion

The Diwali Sales Data analysis provides a comprehensive view of sales dynamics, offering key insights that can drive strategic decisions. By leveraging these findings, the business can enhance customer engagement, optimize product offerings, and expand its market reach, ultimately driving growth and profitability.



THANK YOU