**Diwali Sales Analysis**

Objective:

1. Improve customer experience by analyzing sales data
2. Increase revenue

Conclusion:

Married Females from Uttar Pradesh, Maharashtra, Kerala working in sectors - IT Sector, Healthcare and Aviation are more likely to purchase products of the category - Food, Clothing & Appliances, Electronics & Gadgets.

Learnings:

* Performed Data Cleaning and manipulation
* Performed Exploratory Data Analysis (EDA) using pandas, matplotlib and seaborn libraries
* Improved customer experience by identifying potential customers across different states, occupation, gender and age groups
* Improved sales by identifying most selling product categories and products, which can help to plan inventory and hence meet the demands