

## Key Observations:

### 1. Demographics:

- Female customers are more frequent shoppers and contribute more to total sales than males.
- The majority of customers belong to the age group **26-35 years**, predominantly female.

### 2. Geography:

- **Top-performing states** based on orders: Uttar Pradesh, Maharashtra, and Karnataka.
- Based on spending, some states change rankings after Himachal Pradesh.

### 3. Customer Behavior:

- **Marital Status:** Most buyers are unmarried, indicating a preference for Diwali shopping among singles.
- Occupation-wise distribution highlights notable customer segments but requires further insights for actionable targeting.

### 4. Products:

- Insights into top product categories based on sales and regional preferences are analyzed.

### 5. Trends in Spending:

- Visuals highlight significant spending variations across demographics, marital status, and states.

## Executive Summary:

The Diwali Sales Analysis reveals that **females aged 26-35** are the primary consumers driving the festival season sales, with unmarried individuals contributing the highest. States like Uttar Pradesh, Maharashtra, and Karnataka dominate in terms of sales volume, while spending trends suggest untapped potential in regions with growing contribution beyond traditional top spenders.

## Recommendations:

### 1. Targeted Marketing Campaigns:

- Focus on women in the age group of 26-35 with tailored offers.
- Explore campaigns for unmarried individuals with festive bundles.

### 2. Geographic Expansion:

- Strengthen presence in high-spending states and explore untapped regions with emerging potential.

### 3. Product Personalization:

- Offer bundles and promotional discounts for popular product categories.
- Segment products targeting specific demographics to increase appeal.

### 4. Enhancing Customer Retention:

- Loyalty programs to incentivize repeat purchases among high-spending customers.
- Special incentives for underrepresented groups to increase diversity in the consumer base.

### 5. Digital Engagement:

- Increase digital ad spend focusing on customer age, gender, and region insights.
- Promote e-commerce platforms to capture spending trends in underpenetrated areas.