Diwali Sales Analysis Python Project

OBJECTIVE:

1. IMPROVE CUSTOMER EXPERIENCE BY ANALYZING SALES DATA
2. INCREASE REVENUE

CONCLUSION:

1. **Buyer Demographics:** Predominantly, female buyers exhibit higher purchasing power compared to males.
2. **Age Group Insights:** Buyers aged 26-35 years, predominantly female, form the core segment.
3. **Geographical Impact:** Uttar Pradesh, Maharashtra, and Karnataka lead in contributing to orders and total sales.
4. **Marital Status Impact:** Married women buyers stand out with notable purchasing influence.
5. **Sector Influence:** IT, Healthcare, and Aviation sectors host a substantial portion of the buying demographic.
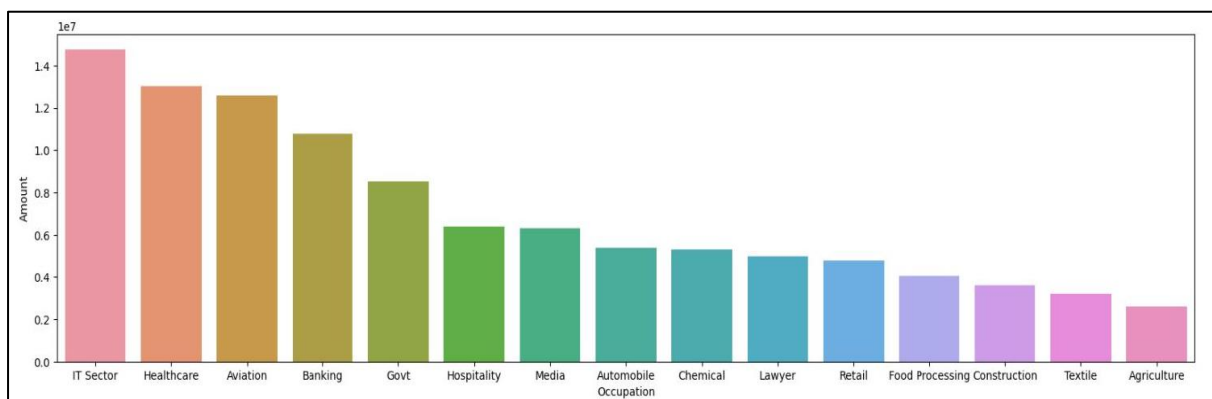6. **Product Preferences:** Food, Clothing, and Electronics categories dominate the products sold.
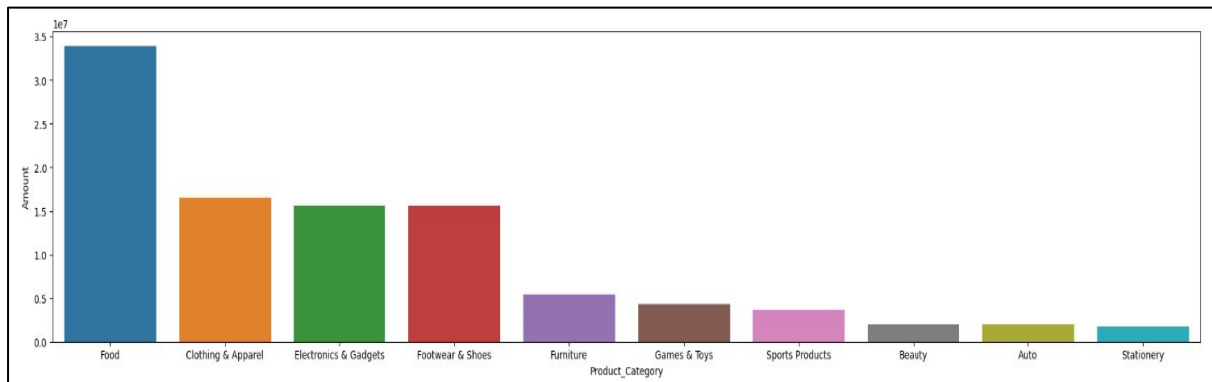
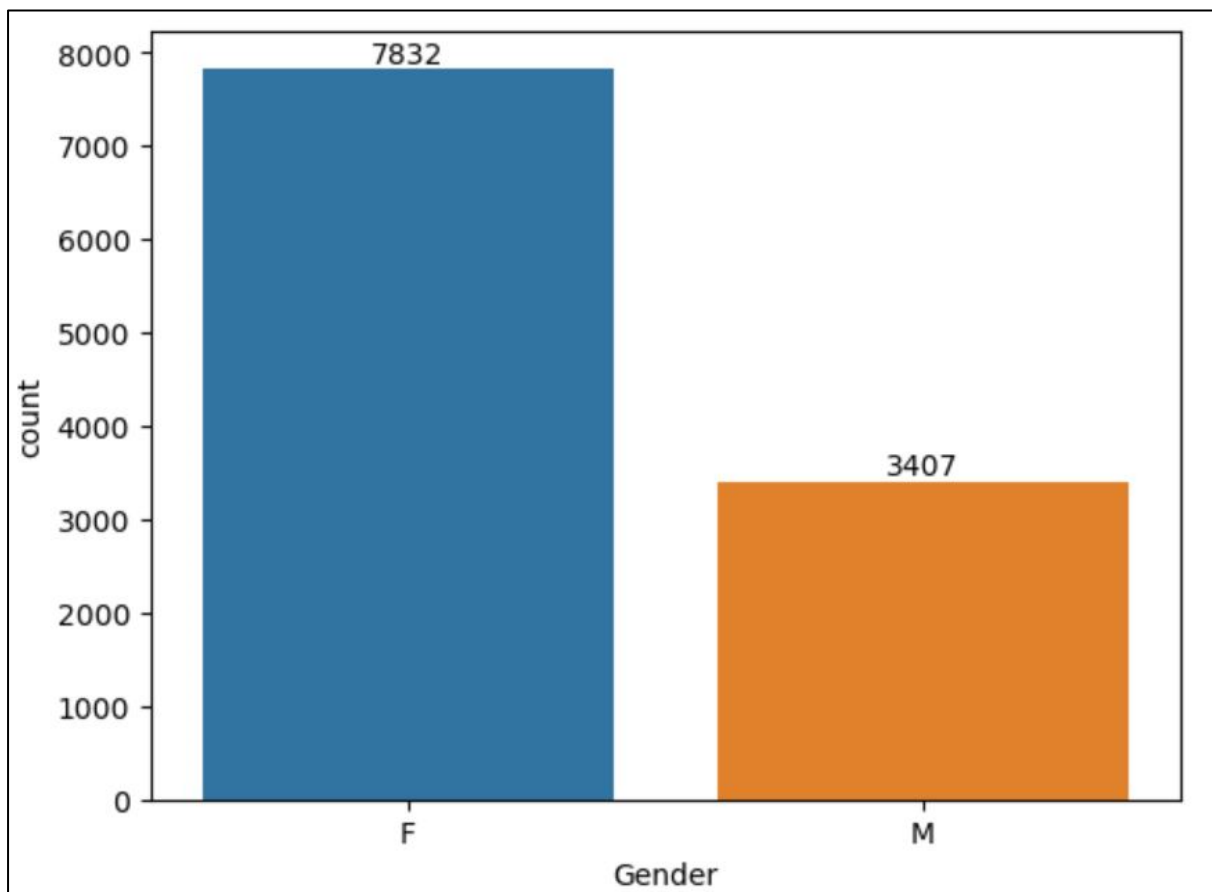## Amount spent by Age-Group:
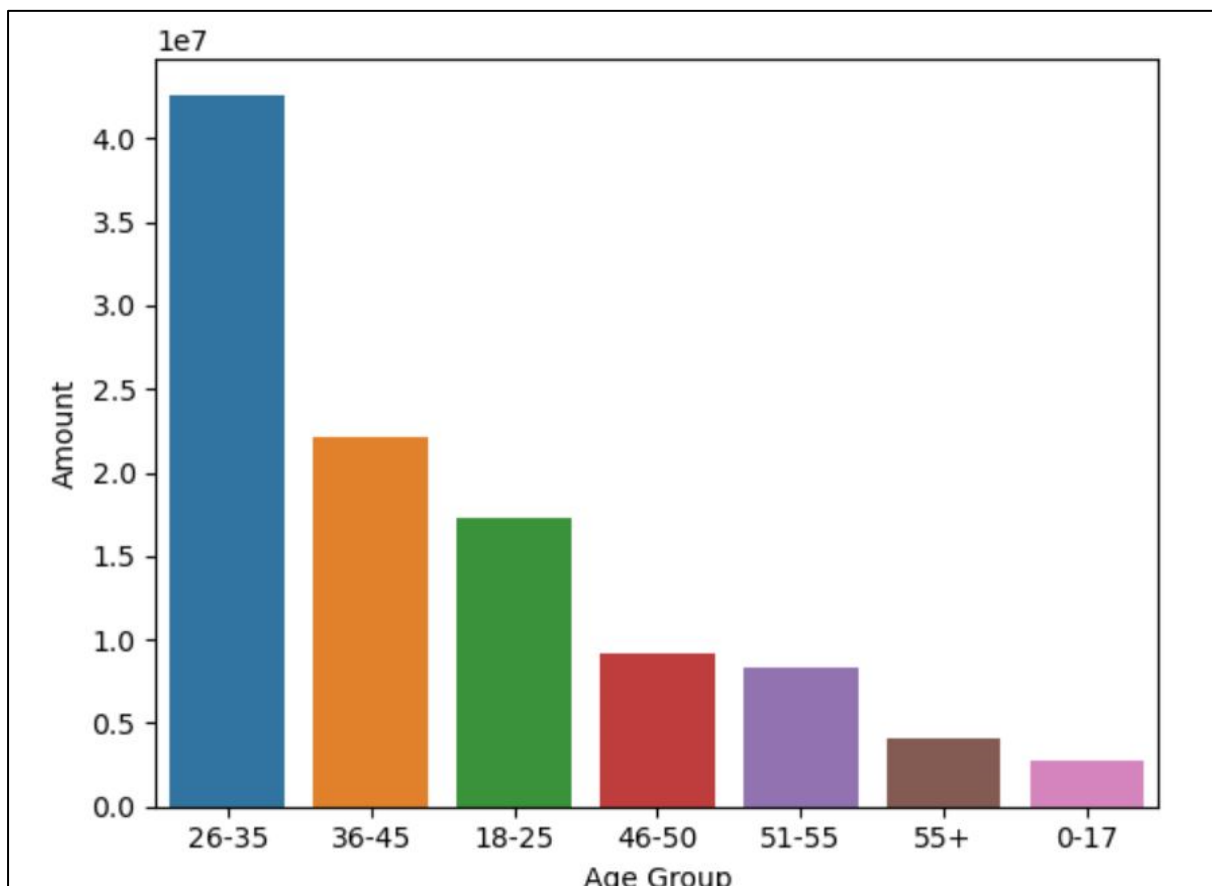
Amount spent by Gender:
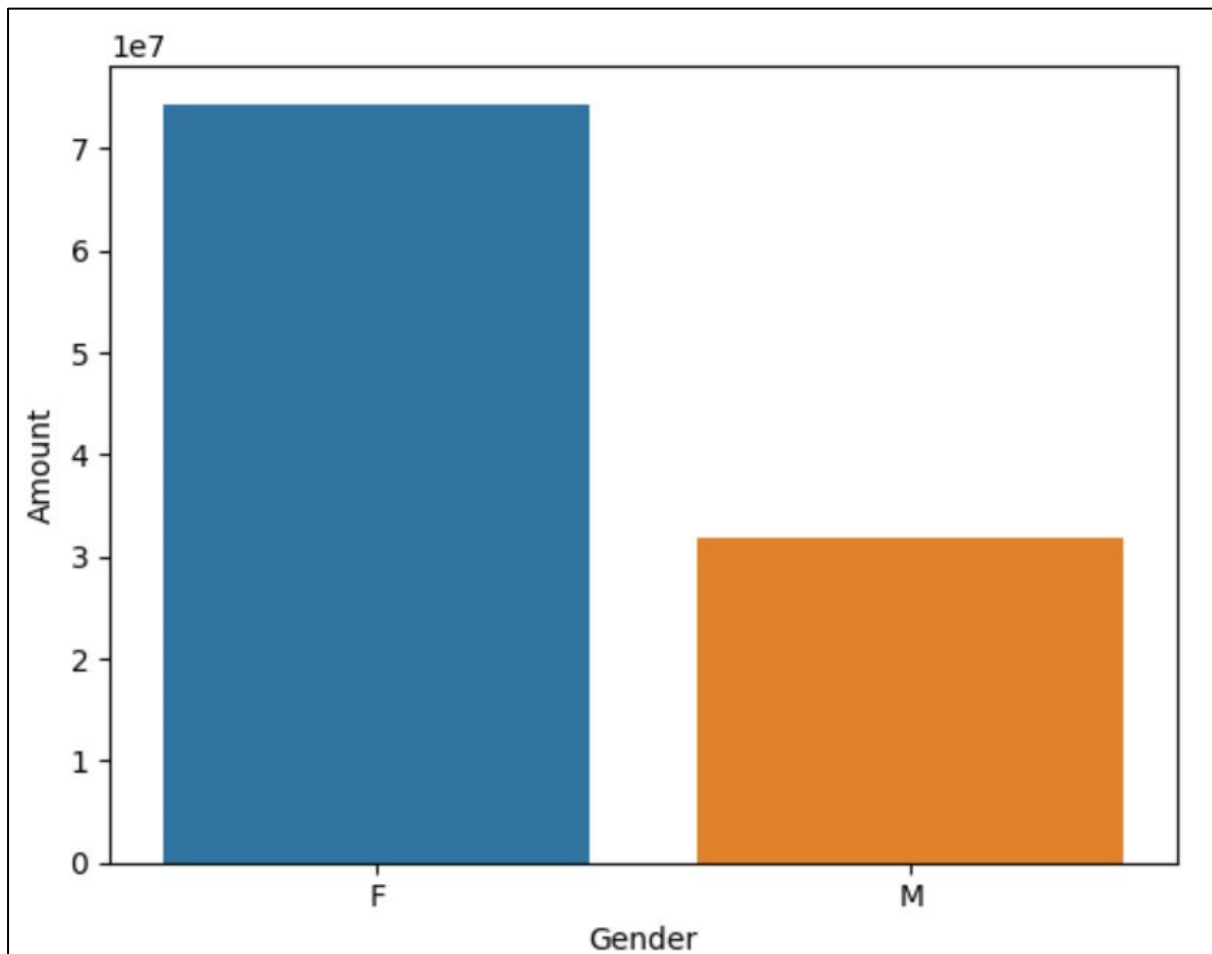
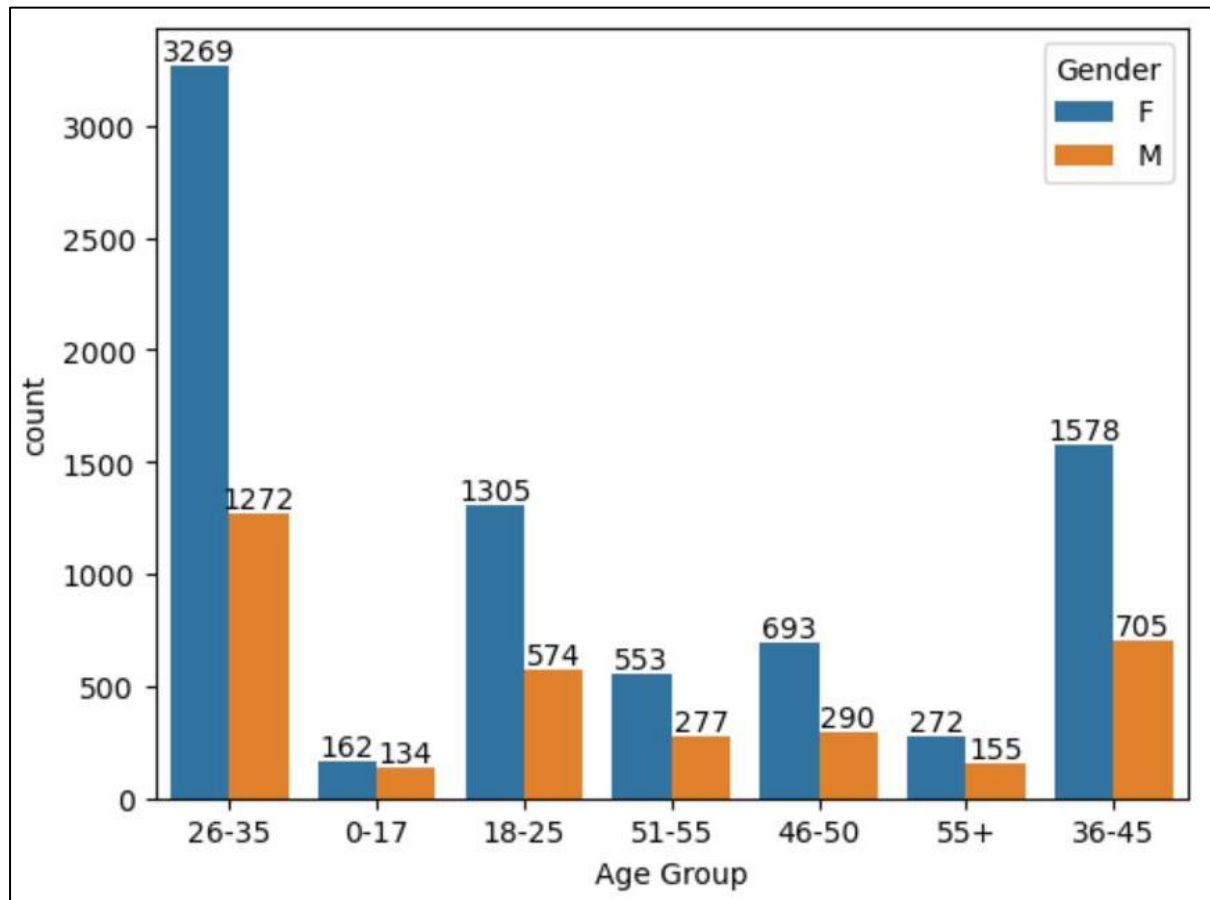
Amount spent by Occupation:
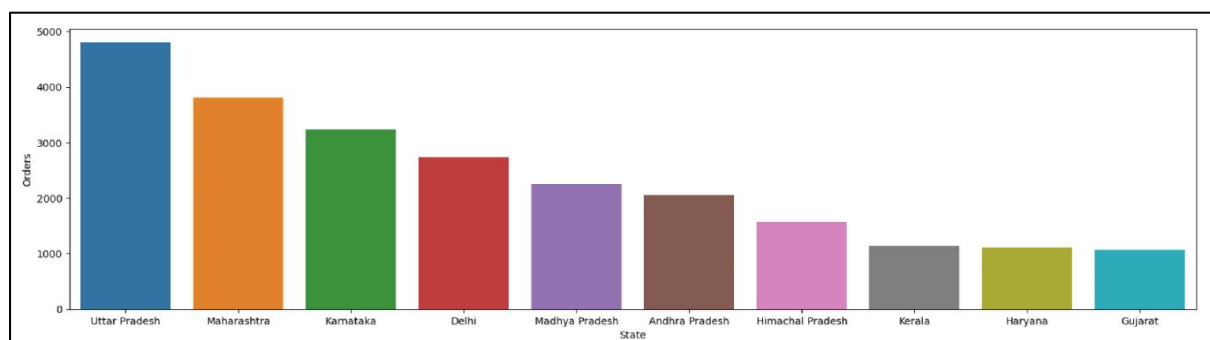
Amount spent by Product Category:
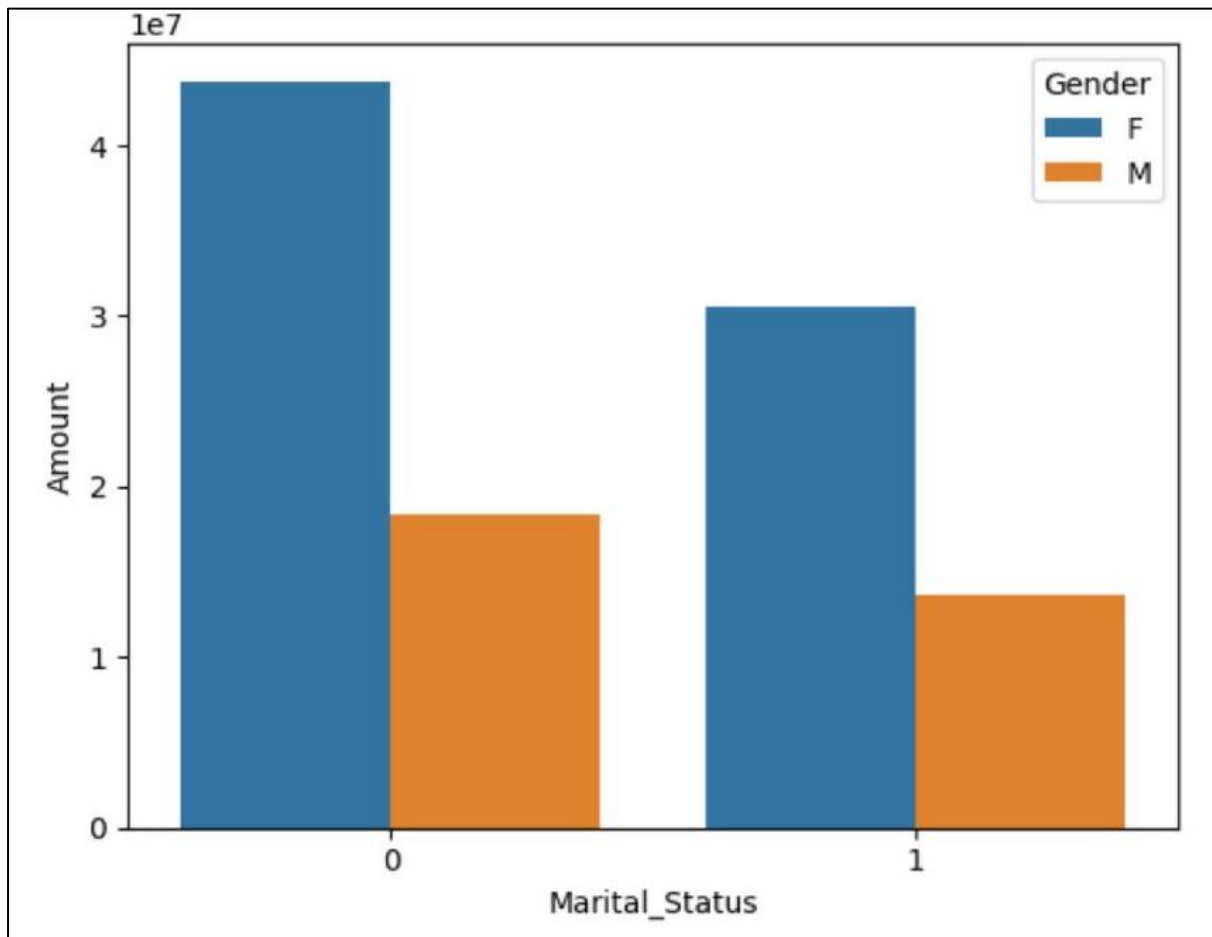

Count of customers by Gender:

No. Of Customers with different Age-groups bifurcating with Gender:

Orders Done State wise:

Sales by Gender and Marital Status:

Sales Done State wise: