

Sales Analysis and Consumer Insights Project

Analysis and Report :-

Gender-based Insights:

- The majority of orders are placed by female buyers.
- Female buyers also exhibit higher purchasing power, as indicated by the greater amount spent compared to male buyers.

Age Group Analysis:

- The age group 26-30 places the most orders.
- People aged 26-35 have the highest purchasing power, followed by the 36-45 age group.

Geographical Insights:

- Uttar Pradesh residents place the highest number of orders.
- The total amount spent by customers from Uttar Pradesh is also the highest among all states.

Marital Status Analysis:

- Married individuals make more purchases compared to single individuals.

Industry-based Buyer Analysis:

- The highest number of buyers are employed in the IT sector, followed by the healthcare and aviation sectors.
- Purchasing power is highest among individuals working in the IT sector.

Category Insights:

- In terms of the number of orders, the clothing & apparel industry leads, followed by the food industry.
- When considering the amount spent, the food industry ranks first, followed by clothing & apparel.

Summary of Top Buyers

Gender: Female buyers dominate.

Age Groups: 26-35 years old and 36-45 years old

Top 5 States: Uttar Pradesh, Maharashtra, Karnataka, Delhi and Madhya Pradesh

Top 5 Employment Sectors: IT Sector, Healthcare, Aviation, Banking and Government