SUMMARY OF DIWALI SALES ANALYSIS

This Excel dashboard provides a detailed analysis of Diwali sales, showing how customers from different states, zones, occupations, age group, marital status, genders, and product categories have contributed.

1. Customer Profile:
● Unmarried females contributed the highest sales, followed by married females.
● Age group 26–35 years dominated sales with over ₹106 crore, highlighting young adults as the key target segment.

2. Occupation Analysis:
● IT sector professionals were the top buyers, followed by Healthcare and Aviation.
● This shows strong engagement from working-class professionals with higher disposable incomes.

3. Product Categories:
● Food, Clothing & Apparel, and Electronics & Gadgets were the top-performing categories.
● Stationery and Auto categories recorded the lowest sales.

4. Regional Performance:
● Uttar Pradesh and Maharashtra emerged as the top states for sales.
● Northern and Central zones showed stronger engagement compared to others.

5. Gender & Zone:
● Female customers consistently drove more sales across all zones compared to male customers.