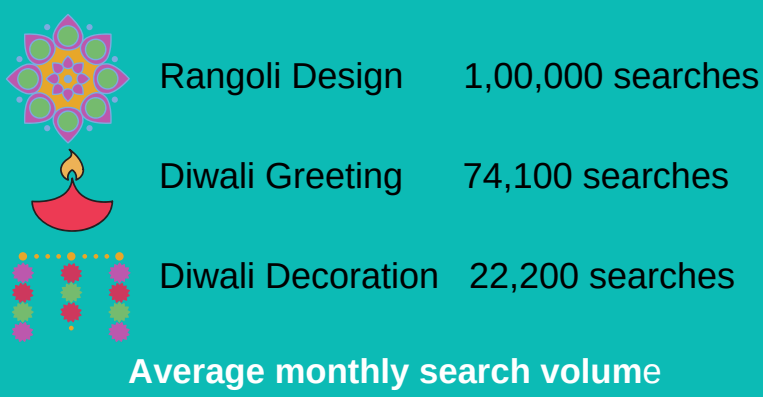


# RAFIKI

## What Do Consumers Search For Leading Up To Diwali?

Rafiki set out to uncover what's on people's minds during India's biggest festival - Diwali, using the power of search data!

### Most Searched Diwali-related Terms In India



### Searches Around Diwali Are Trending In The Following Countries:



India



UAE



Malaysia



Singapore

## E-COMMERCE FACE-OFF

### Average Monthly Searches In India



## D-I-Y DIWALI

### Frequently Asked Diwali-related Questions On Google

how to make Homemade Diwali gifts



How to make Diwali candles



What are the best home decor ideas for

Diwali

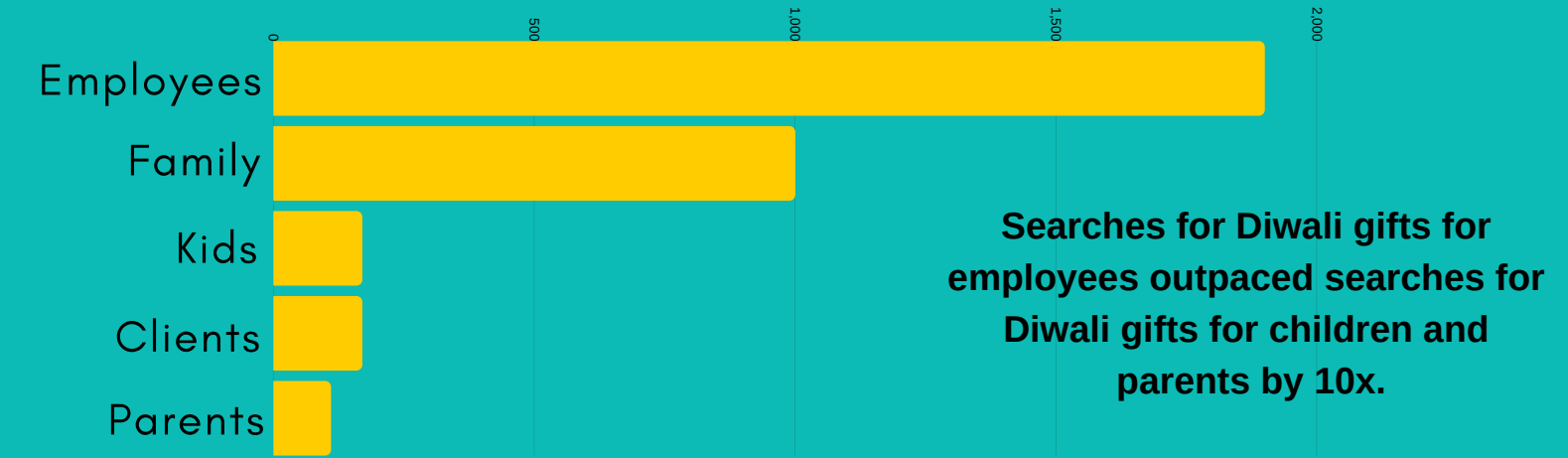


How to make rangoli with flowers



## FINDING THE PERFECT GIFT

Search Term: Diwali gifts for \_\_\_\_\_

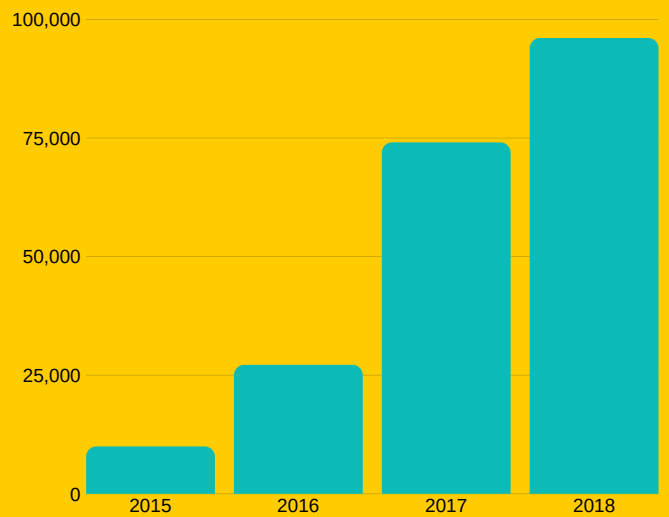


## FIRECRACKERS STILL FIERY

Despite state-wide bans, the average search volume for firecrackers has increased year over year during the festive season in India.

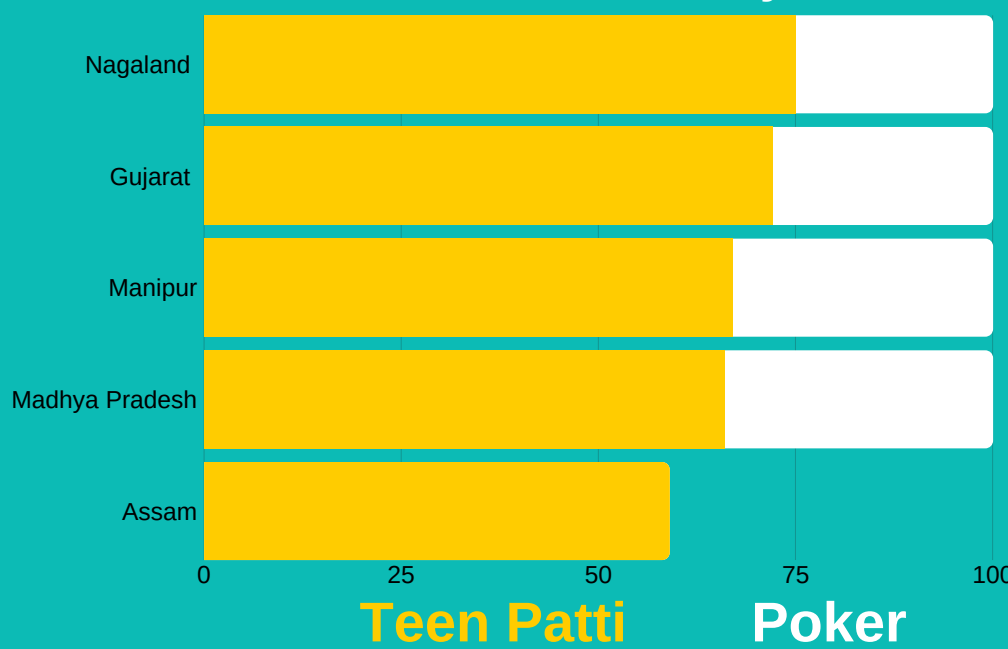
State-wise searches for firecrackers were highest in (i) Goa (ii) Delhi (iii) Haryana over the past 3 months

### Interest Over Time



## THE CARD GAME SHOWDOWN

### Search Breakdown By State



In terms of card games, Teen Patti dominates searches around Diwali, though Poker is steadily gaining interest.

City-wise searches for Teen Patti were highest in (i) Surat (ii) Ahmedabad (iii) Indore over the past 3 months

Our research sources included : Google Trends, Keywords Everywhere and Moz Keyword Explorer

All search data provided is subject to change over time and should only be considered as an estimate of search behaviour as of 6th November 2018 call us at +91 9819392993 or email us at hello@rafiki.in to learn about how you can leverage search behaviour to better market your business.