**Executive Summary – FNP Sales Analysis**

**Overview**

This report presents a comprehensive sales analysis for Ferns N Petals (FNP), highlighting key performance indicators including revenue, customer behavior, product category performance, seasonal trends, and geographic insights. The dashboard is built to help stakeholders understand sales dynamics and identify areas for strategic focus.

**Key Metrics**

* **Total Revenue**: ₹35,20,984.00
* **Total Orders**: 1,000
* **Average Spending per Customer**: ₹3,520.98
* **Average Delivery per Order**: 5.53 items

These figures indicate a strong average order value, reflecting high-value transactions typical of premium gifting or occasion-based purchases.

**Sales Insights**

**1. Revenue by Occasion**

* **Top-performing Occasions**:
  + **Birthday** (~₹7L)
  + **Anniversary** and **Raksha Bandhan** (~₹6L each)
  + **Holi** and **Valentine’s Day** are lower (~₹3–4L), suggesting scope for targeted promotions.

**2. Revenue by Category**

* **Top Categories**:
  + **Colours** (~₹10L) – Dominates category revenue, possibly linked to Holi.
  + **Soft Toys** and **Sweets** (₹7–8L each) – Strong appeal for sentimental and festive occasions.
  + **Plants, Mugs, and Raksha Bandhan** products are underperforming (<₹3L), indicating potential for optimization or reconsideration.

**3. Revenue by Hour (Order Time)**

* Peak hours range from **3 PM to 8 PM**, especially around **6–7 PM**.
* Lowest engagement observed between **10 AM and 12 PM**.
* Evening marketing campaigns may yield better conversions.

**4. Revenue by Month**

* **March** and **August** emerge as high-revenue months (~₹7L+).
* **January**, **May**, **June**, and **October** report the lowest earnings (~₹1.5L or less), revealing off-peak periods.
* The revenue pattern suggests dependency on occasion-based spikes, particularly festive months.

**Product Performance**

**Top 5 Products by Revenue**

* **Magnam Set** (₹1.2L) leads in revenue, followed by:
  + **Quia Gift**, **Dolores Gift**, **Harum Pack**, and **Deserunt Box** (₹90K–₹1.1L range).
* Diversified product appeal with relatively balanced performance across the top SKUs.

**Geographic Insights**

**Top 10 Cities by Orders**

* **Imphal** and **Dhanbad** are top order contributors (~30–35 orders each).
* Other key cities: **Bhopal**, **Gurugram**, **Kavali**, **Dibrugarh**.
* Performance shows strong penetration in Tier 2/3 cities, aligning with rising e-commerce demand in emerging markets.

**Strategic Recommendations**

1. **Optimize Product Mix**: Explore bundling or marketing for underperforming categories like Mugs and Plants.
2. **Time-based Campaigns**: Increase advertising during peak order hours (4–8 PM).
3. **Off-Peak Promotions**: Introduce seasonal offers during low-revenue months to stabilize monthly revenue.
4. **Occasion-Specific Campaigns**: Invest in custom campaigns for underperforming occasions like Diwali and Valentine’s Day.
5. **Geo-targeted Marketing**: Further expand operations and marketing in top-performing Tier 2/3 cities, while exploring untapped urban centres.