

Executive Summary Of FNP

Overview

This interactive **Sales Analysis Dashboard** provides a comprehensive performance review for **FNP (Ferns N Petals)**, summarizing key business metrics and insights derived from sales data. The primary focus areas include revenue trends, product performance, customer behavior, and order analytics. The dashboard is designed to support informed decision-making and strategic planning.

Key Metrics Summary

Metric	Value
Total Orders	₹ 1,000
Total Revenue	₹ 35,20,984.00
Avg. Order Delivery Time	5.53 Days
Avg. Customer Spending	₹ 3,520.98

Insights and Analysis

1. Revenue by Occasion

- **Top Occasion:** Anniversary followed by **Raksha Bandhan** and **Holi**.
- **Lowest Revenue:** Valentine's Day and Diwali show comparatively lower revenues.
- **Implication:** High demand around family-centric occasions; potential to boost offerings around underperforming events like Diwali and Valentine's Day.

2. Revenue by Product Category

- **Top Category:** Colors (₹ 10,00,000+), indicating a strong seasonal or festival-related demand.
- **Other Strong Performers:** Soft Toys and Sweets.
- **Weak Performers:** Mugs and Plants.
- **Action Point:** Reevaluate inventory and marketing for lower-performing categories.

3. Monthly Revenue Trends

- **Peak Months:** **March** and **September** saw the highest revenue, likely tied to specific festivals or occasions.
- **Low Points:** **May, June, July,** and **October** reflect minimal activity.
- **Recommendation:** Launch marketing campaigns during off-peak months to boost sales and maintain revenue flow.

4. Top Products by Revenue

- **Best Seller:** **Harum Pack** (₹ 1,21,905.00).
- **Other High Performers:** **Quia Gift, Dolores Gift, Magnam Set,** and **Deserunt Box.**
- **Strategy:** Focus promotions and bundling strategies on these products to maximize ROI.

5. Geographical Insights

- **Top Cities by Orders:** **Dibrugarh, Dhanbad,** and **Kavali** lead in order volume.
- **Opportunity:** Cities like **Bilaspur** and **North Dumdum** have relatively low orders, representing areas for growth through targeted marketing or improved delivery coverage.

6. Revenue by Hour (Order Time)

- **Peak Order Times:** 5 AM, 8 AM, and 9 PM show spikes in revenue.
- **Slow Hours:** 0 (Midnight) to 2 AM and 15 PM are relatively inactive.
- **Utilization:** Run time-sensitive promotions during peak hours; optimize server resources during low-traffic times.

Recommendations

1. Seasonal Campaigns:

- Target months with low sales (e.g., May–July, October) with discounts or new product launches.
- Leverage high-performing occasions with exclusive collections.

2. Product Optimization:

- Focus inventory and marketing on high-revenue products like **Harum Pack** and **Quia Gift.**
- Reassess viability of low-performing items (e.g., **Mugs**).

3. **Regional Expansion:**

- Expand ad reach and logistics in underperforming regions like **North Dumdum** and **Bilaspur**.

4. **Customer Engagement:**

- Utilize peak order times for flash sales and email marketing campaigns.
- Incentivize repeat purchases with loyalty rewards linked to occasions and product bundles.

5. **Delivery Efficiency:**

- Although average delivery time is 5.53 days, consider optimizing last-mile delivery for competitive edge.

Conclusion

This dashboard provides critical insights into FNP's sales dynamics, customer behavior, and product trends. By strategically acting on these findings, FNP can increase revenue, improve customer satisfaction, and drive business growth across regions and categories. The data indicates strong opportunities in both product refinement and market expansion, with a clear path to optimizing seasonal and hourly sales performance.