Executive Summary – FNP Sales Analysis Dashboard

Overview

This sales dashboard provides an in-depth analysis of FNP's performance across various parameters including revenue, customer behavior, product trends, and city-wise performance. The analysis period covers orders placed in **February 2023**, with delivery trends extending into **late 2024**. A total of **1000 table orders** generated a **total revenue of ₹36,251**, with an **average customer spend of ₹3,020.92** and an average **order-delivery time of 6.08 days**.

Key Highlights

Sales by Occasion

- **Valentine's Day** is the highest revenue-generating occasion, contributing **over ₹3,00,000**, followed by **Holi** with around ₹2,00,000.
- **Anniversary** and **Birthday** occasions showed lower revenues, indicating potential areas for promotional efforts.

Sales by Product Category

- **Soft Toys** led the revenue chart at approximately ₹16,000, followed closely by **Colors** (~₹9,500).
- Categories like **Raksha Bandhan** underperformed, with revenue barely crossing ₹1,000 – signaling either low demand or low marketing penetration.

Revenue by Hour (Order Time)

- Orders placed around **17:00 (5 PM)** saw the **highest revenue spike**, suggesting this is the peak shopping hour.
- Early morning hours (1–3 AM) had the least activity, as expected.

Monthly Revenue Trends

- **April** recorded the **highest revenue**, followed by **October** and **July**, each crossing ₹50,000.
- **September and November** had the lowest revenue, dropping below ₹20,000, possibly due to low seasonal demand.

Top Performers

Top Products by Revenue

1. **Fuga Set** – ₹16,000+
2. **Deserunt Box** – ₹9,000+
3. **Error Gift** – ₹6,000+
4. **Nemo Set** and **Cum Gift** were the lowest earners in the top 5.

Top Cities by Orders

- All cities, including **Panchkula**, **Imphal**, and **Sri Ganganagar**, contributed **between 1–2.5 orders**.
- **Panchkula** led the city-wise order count with close to **2.5 orders**, suggesting higher demand concentration.

Customer Behavior Insights

- The **average customer spend of ₹3,020.92** suggests a preference for mid-range gift bundles.
- The **order-delivery time of 6.08 days** is reasonable, but can be optimized to enhance customer satisfaction.