

# Executive Summary – Sales Analysis Project

## Overview

This sales analysis project provides an in-depth review of 1,000 orders, generating a total revenue of ■35,20,984. The dashboard highlights performance across multiple dimensions—occasions, categories, products, time, and geography—giving actionable insights into customer behavior and revenue distribution. The average customer spending is ■3,520.98, and the average order-to-delivery time is 5.53 days.

## Key Insights

### 1. Revenue Performance

- Total Revenue: ■35,20,984 from 1,000 orders.
- Average Order Value (AOV): ■3,520.98.
- Strong seasonal fluctuations, with peaks during February (Valentine's Day) and August (Raksha Bandhan).

### 2. Revenue by Occasion

- Anniversary and Holi contribute the highest revenues.
- Valentine's Day also shows strong performance.
- Diwali revenue appears comparatively lower, suggesting need for campaigns.

### 3. Revenue by Category

- Cakes and Sweets dominate sales.
- Soft Toys and Plants contribute secondary revenue.
- Colors, Mugs, and Raksha Bandhan items perform lower, needing promotional support.

### 4. Revenue by Time of Day

- Consistent revenue throughout the day.
- Peaks observed around afternoon (14:00–16:00) and late evening (20:00–22:00).

### 5. Revenue by Month

- February and August are peak months.
- December also shows higher sales.
- May–July show weaker revenue, offering opportunities for mid-year promotions.

### 6. Product Performance

- Top products: Magnum Set, Quia Gift, Dolores Gift, Deserunt Box, Harum Pack.
- Premium curated gift sets outperform single-category items.

## 7. Geographic Insights

- Imphal, Dhanbad, and Kalyani are top-performing cities.
- Smaller cities like Bhatpara and Dibrugarh indicate Tier-2 and Tier-3 growth.
- Metro cities underrepresented compared to smaller towns.

## Strategic Recommendations

1. Strengthen Festival Campaigns: Focus on Diwali, Valentine's Day, and Raksha Bandhan.
2. Category Expansion: Boost low-performing categories via bundling.
3. Customer Engagement: Target afternoon/evening campaigns.
4. Geographic Growth: Expand Tier-2/3 penetration and premium metro collections.
5. Revenue Growth: Subscription models and loyalty programs.

## Conclusion

The sales analysis reveals strong performance across occasions and categories, with revenue spikes during key gifting months. Cakes and sweets remain primary revenue drivers, while curated gift sets show high preference. Tier-2/3 market growth presents significant opportunity. By refining occasion-specific marketing, diversifying categories, and optimizing customer engagement, the business can increase market share and revenue.