Executive Summary : FNP Sales Analysis Dashboard

This sales analysis dashboard presents a comprehensive overview of key performance indicators and trends for FNP's sales operations.

Key Highlights:

- **Total Orders:** 1,000
- **Total Revenue:** ₹3,520,984
- **Average Customer Spend:** ₹3,520.98
- **Average Order Delivery Time:** 5.53 hours

Performance Insights:

1. **Revenue by Occasion:**
   - **Top-performing occasions:** Anniversary, Raksha Bandhan, and Holi.
   - **Lowest revenue:** Diwali, despite being a major festival, indicating potential marketing or operational improvement areas.

2. **Revenue by Category:**
   - **Top categories:** Cake, Mugs, and Sweets.
   - **Underperforming categories:** Plants and Raksha Bandhan-themed items.

3. **Revenue by Month:**
   - **Peak revenue months:** March and September.
   - **Lowest revenue:** May and June, suggesting potential seasonal dips.

4. **Top 5 Products by Revenue:**
   - **Leading product:** Quiks Gift.
   - Other high performers include Dessert Box, Dolores Gift, and Harum Pack.

5. **Top 10 Cities by Orders:**
   - **Highest orders:** Dibrugarh and Imphal.
   - Other notable cities: Guna, Haridwar, and Kavi.

6. **Order Timing Insights:**
   - Orders are most frequently placed between **12 PM and 9 PM**, peaking around 6 PM.

Recommendations:

1. **Marketing Boost for Diwali:** Analyze and optimize Diwali campaigns to capitalize on its potential.
2. **Promote Low-Performing Categories:** Consider bundling or discounting Plants and Raksha Bandhan items to increase sales.
3. **Expand in High-Order Cities:** Scale operations and promotions in cities like Imphal and Dibrugarh for maximum impact.
4. **Time-Based Promotions:** Run promotions during the high-order window (12 PM–9 PM) to boost order volume further.