

## Executive Summary – FNP Sales Performance 2023

This report provides a comprehensive overview of FNP's sales performance in 2023, derived from key metrics and visual analytics in the Sales Dashboard. The goal is to inform strategic decision-making to enhance revenue growth, operational efficiency, and customer satisfaction.

### 1. Total Revenue

- **₹ 35,20,984** was generated in total for the year 2023.
- This revenue reflects strong sales performance, especially around peak occasions like **Raksha Bandhan** and **Anniversary**.

### 2. Average Order and Delivery Time

- The **average order-to-delivery time** is **5.53 days**, suggesting moderate efficiency in the delivery process.
- This metric should be monitored for optimization, especially during peak demand months or cities with higher volumes.

### 3. Monthly Sales Performance

- **March** and **August** were the top-performing months in terms of revenue.
- Notably, **sales dipped** in **May, June, and November**, indicating seasonal lulls or potential operational bottlenecks.
- Opportunities exist to boost performance in underperforming months via targeted campaigns or promotions.

### 4. Top Products by Revenue

The top 5 revenue-generating products were:

1. Anniversary Keepsake Gift
2. Diwali Celebration Pack
3. Rose Bouquet Set
4. Self-Care Pamper Box
5. Valentine's Day Gift Box

These products have proven demand and should be prioritized in inventory planning and promotional campaigns.

### 5. Customer Spending Analysis

- The **average customer spend** stands at **₹ 3,520.98**.
- This indicates a mid-tier spend behaviour, ideal for upselling premium offerings or bundling strategies to increase average cart value.

## 6. Sales Performance by Top 5 Products

- All top products have maintained consistent revenue levels, with **Magarm Set** and **Dolores Gift** outperforming others.
- Emphasis should be placed on replenishment, forecasting demand spikes, and bundling these products for high-demand occasions.

## 7. Top 10 Cities by Number of Orders

The highest number of orders came from:

- **Imphal, Kawai, and Dibrugarh**, followed closely by **Dhanbad and Haridwar**.
- These cities represent strong market bases and should be leveraged for localized campaigns, faster delivery operations, and loyalty programs.

## 8. Order Quantity vs. Delivery Time

- The **correlation coefficient** is **0.0035**, indicating **almost no correlation** between quantity and delivery time.
- Larger orders are not significantly delaying delivery, showing healthy operational scalability.

## 9. Revenue Comparison Between Occasions

- **Raksha Bandhan** led all occasions in revenue, followed by **Anniversary** and **Valentine's Day**.
- Occasions like **Holi and Diwali** underperformed, which may suggest marketing misalignment or lower product relevance.

## 10. Product Popularity by Occasion

- Although specific product-by-occasion mapping isn't shown on the dashboard, categories such as **Soft Toys, Sweets, and Mugs** are likely aligned with occasions like **Valentine's Day and Raksha Bandhan**, given their high revenues.
- A deeper drill-down is recommended to refine occasion-specific offerings.

### Summary of Key Insights:

- **Focus on high-revenue months** (March, August) and replicate their strategies during low-performing months.
- **Expand reach in top-performing cities** and consider quicker delivery SLAs.
- **Promote high-performing products** with bundling during peak occasions.
- **Optimize logistics** to improve delivery time and customer satisfaction.
- **Evaluate underperforming occasions** for strategic repositioning.