Executive Summary

This sales performance dashboard provides a comprehensive view of business performance across multiple dimensions including orders, revenue, product categories, occasions, time-of-day trends, and geographical distribution.

Overall Business Performance

- **Total Orders:** 1,000

- **Total Revenue:** ₹35,20,984

- **Average Delivery Time:** 5.53 days

- **Average Spending per Order:** ₹3,520.98

These figures reflect a healthy average spending pattern per order and indicate good customer engagement across different occasions and product categories. However, the delivery time of over 5 days may require optimization to improve customer satisfaction.

Revenue Insights

1. **By Occasion**

   o Highest revenues are generated during **Anniversaries** and **Raksha Bandhan**, both exceeding ₹6,00,000.

   o **Holi** also contributes significantly (3,00,000–₹4,00,000).

   o Birthdays generate steady but relatively lower revenue (~₹4,00,000).

Conclusion: Seasonal/festive occasions drive major revenue, highlighting the importance of targeted promotions during these periods.

2. **By Category**

   o **Colours** dominate with nearly ₹10,00,000 in revenue.

   o **Soft Toys** (₹7,50,000) and **Sweets** (~₹6,00,000) are also strong contributors.

Conclusion: High demand for festive and gift-oriented categories; opportunity to expand assortment in high-performing segments.

3. **By Time-of-Day**

   o Revenue is consistently high throughout the day, peaking between **6 AM – 8 AM** and again around **8 PM – 10 PM** (~₹1,80,000).

   o Midday revenues remain stable, but not as strong as early morning and late evening.

Conclusion: Customers are most active during early mornings and evenings, suggesting optimal times for promotions and campaigns.

4. **By Month**

- **February** and **September** stand out with the highest revenues (₹7,00,000+).

- A noticeable dip is seen between **April – July**, where revenue remains under ₹2,00,000.

- **October – December** shows moderate recovery.

Conclusion: Strong seasonal spikes are visible; leveraging promotional campaigns in low-revenue months could help smoothen revenue distribution.

Product Performance

- **Top 5 Products by Revenue** include:

  - *Magnam Set* (~₹1,20,000, highest earner)

  - *Quia Gift*, *Harum Pack*, and *Deserunt Box* (₹1,00,000 each approx.)

  - *Dolores Gift* (~₹90,000)

Conclusion: Revenue is moderately diversified across top-performing products, with opportunities to cross-sell and bundle these items for higher sales.

Geographical Insights

- **Top 10 Cities by Orders**:

  - **Imphal** leads with nearly 30 orders, followed by **Kavali** and **Dibrugarh** (~27–28 each).

  - Other cities like **Haridwar, Gunlokai, and Bhapura** contribute steadily (~15–20 each).

Conclusion: Customer base is spread across multiple cities, but concentrated demand in top-tier locations indicates opportunities for region-specific campaigns.

Key Recommendations

1. **Delivery Optimization:** Average delivery time (5.53 days) should be reduced—considering logistics partners or localized distribution hubs.

2. **Occasion-Based Promotions:** Focus marketing budgets on high-revenue occasions (Anniversaries, Raksha Bandhan, Holi) while boosting campaigns during lower-performing occasions.

3. **Category Expansion:** Increase product range and promotions in high-demand categories like Colours, Soft Toys, and Sweets.

4. **Time-Slot Campaigns:** Run discounts and flash sales during peak buying hours (6–8 AM and 8–10 PM).

5. **Seasonality Strategy:** Launch aggressive offers in April–July to counter sales slump.

6. **Geographical Focus:** Target Imphal, Kavali, and Dibrugarh with localized campaigns and faster delivery options.