**Executive Summary: FNP Sales Analysis Dashboard**

**Objective:**

The Sales Analysis Dashboard for Ferns N Petals (FNP) was developed to visualize, track, and analyze customer orders and sales performance. It aims to provide insights into product performance, peak sales times, customer spending habits, and geographic trends to assist decision-makers in optimizing business strategy.

**Key Metrics & Insights:**

* **Total Orders:**  
   **1,000 orders** were placed during the analysis period, indicating a moderate volume of transactions.
* **Total Revenue:**  
   The business generated a **total revenue of ₹35,20,984.00**, showcasing the strong earning potential of the platform.
* **Average Customer Spend:**  
   Each customer spent an average of **₹3,520.98**, which is a healthy ticket size for a gifting platform.
* **Order to Delivery Time:**  
   The average time from order placement to delivery is **5.53 days**, indicating a manageable delivery pipeline but also room for faster fulfillment.

**Sales Performance Breakdown:**

**1. Revenue by Order Hour:**

A time-based line graph shows that **orders are relatively consistent throughout the day**, with spikes around **7 AM, 11 AM, and 6 PM**, suggesting peak customer engagement hours.

**2. Revenue by Product:**

Top-performing products include:

* **Excitatation Pack**
* **Dolore Gift**
* **Magnum Set**

These are the most lucrative offerings, while some others show potential for improvement or replacement.

**3. Revenue by Occasion:**

* **Raksha Bandhan** and **Diwali** are the most revenue-generating occasions (₹6.81L and ₹5.74L respectively), suggesting seasonal campaigns should be intensified here.
* **Anniversary** and **Birthday** also perform well, supporting ongoing engagement and evergreen marketing.

**4. Revenue by Category:**

* **Colors** dominate as the highest revenue-generating category.
* **Soft Toys** and **Sweets** are also strong performers.
* **Plants**, **Mugs**, and **Cake** contribute smaller shares, indicating areas for growth or revision.

**5. Revenue by City:**

* **Imphal, Dibrugarh, and Dhanbad** are the top revenue contributors, suggesting strong brand presence in these areas.
* **Guntakal**, **Bilaspur**, and **Bhatarpara** show room for market penetration strategies.

**6. Revenue by Month:**

* Highest revenue observed in **March**, followed by **October** and **December**.
* This trend reflects peak sales during festive seasons like **Holi** and **Diwali**.
* Months like **April to June** and **August** have relatively lower performance, offering an opportunity to launch promotional campaigns.

**Filters Enabled in Dashboard:**

* **Order and Delivery Date Range**
* **Occasion Type**
* **Day of the Week**

These filters allow dynamic analysis, enabling decision-makers to drill down into specific segments and time periods for more precise strategic planning.

**Recommendations:**

1. **Focus on Festival-Based Campaigns:** Expand inventory and advertising around **Raksha Bandhan** and **Diwali** due to high revenue potential.
2. **Boost Underperforming Categories:** Consider revamping or marketing categories like **Plants** and **Mugs**.
3. **Optimize Order Fulfillment:** Aim to reduce the **5.53-day delivery time** to improve customer satisfaction and retention.
4. **Geo-Specific Promotions:** Leverage successful cities with loyalty programs and target lower-performing cities with location-specific offers.
5. **Time-of-Day Offers:** Run limited-time discounts or ads during peak order hours for better conversion.

**Conclusion:**

This dashboard provides a comprehensive overview of FNP’s sales operations. With clear visibility into revenue drivers and customer behavior, the company is well-positioned to refine its strategy and accelerate growth through data-driven decisions.