■ Executive Summary – Sales Analysis Dashboard

■ Key Highlights

- **Total Orders:** 126 orders were placed during the analysis period.
- **Total Revenue:** ■35,20,984 generated.
- **Average Customer Spent:** ■3,520.98 per order.
- **Order to Delivery Time:** 5.7 days on average.

■ Revenue Insights

- **By Occasion:** Diwali and Raksha Bandhan lead, followed by Anniversary and Holi.
- **By Category:** Soft Toys and Sweets are top categories; Mugs and Colors are least.
- **By Month:** Peaks in February, May, and December due to festive demand.

■■ Customer & Market Insights

- **Top Cities:** Kovil, Madurai, Tiruchirappalli, Kalyan-Dombivli are top contributors.
- **Top Products:** Mini Box and Excavationem Pack lead sales, along with Expeditia Gift, Fugiat Set, and Magnum Set.

■ Order Timing Insights

- Peak order placements: early morning (2–4 AM) and evening (8–10 PM).
- Low activity during midday; suggests targeted evening campaigns.

■ Strategic Recommendations

1. Strengthen festive campaigns (Diwali, Raksha Bandhan, Valentine's Day).
2. Focus on high-performing categories and products.
3. Target Tier-2 cities with tailored offers.
4. Improve logistics to reduce delivery time.
5. Run time-sensitive promotions during peak order hours.

■ Conclusion

Sales are highly seasonal and occasion-driven. With improved festive targeting, product prioritization, logistics, and customer engagement, the organization can drive higher revenue growth and customer satisfaction.