# Executive Summary: Sales Analysis Dashboard

The Sales Analysis Dashboard provides a comprehensive overview of sales performance for FNP, offering key insights into customer behavior, product demand, and revenue trends.  
  
Key Highlights:  
- Total Orders: 1000  
- Total Revenue: ₹35,20,984.00  
- Average Customer Spending: ₹3,520.98  
- Avg. Time Between Order and Delivery: 5.53 Days

Top Performers:  
- Top Cities by Orders: Imphal, Dhanbad, KaviLai, and Haridwar.  
- Top Products by Revenue: Magnam Set, Quia Gift, and Dolores Gift.  
- Top Categories by Revenue: Colors (29%), Soft Toys (21%), and Sweets (21%).  
  
Time-based Insights:  
- Revenue peaks observed in January, March, and August.  
- Highest revenue by day: Tuesday and Sunday.  
- Order time activity indicates strong sales between 12 PM to 3 PM and 6 PM to 8 PM.  
  
Occasion-based Revenue:  
- Leading occasions: Anniversary and Raksha Bandhan, followed by Holi and Birthdays.  
  
The dashboard enables strategic planning by identifying high-performing products, optimal sales times, and customer preferences across cities and occasions.

**Key Insights:**

 **Total Revenue** – Clearly displayed as ₹35,20,984.00 on the dashboard.

 **Average Order and Delivery Time** – Displayed as 5.53 Days.

 **Monthly Sales Performance** – Monthly revenue is visualized, highlighting peak months like January, March, and August.

 **Top Products by Revenue** – Products like *Magnam Set*, *Quia Gift*, and *Dolores Gift* are highlighted.

 **Customer Spending Analysis** – Average customer spending is shown as ₹3,520.98.

 **Sales Performance by Top 5 Products** – This is included through bar/column charts showcasing top product performance.

 **Top 10 Cities by Number of Orders** – Cities like Imphal, Dhanbad, KaviLai, and Haridwar are featured.

 **Order Quantity vs. Delivery Time** – While not explicitly labeled, the dashboard includes average delivery time which can be extended for deeper analysis.

 **Revenue Comparison Between Occasions** – Occasions like Raksha Bandhan, Anniversary, Holi, and Birthday are compared.

 **Product Popularity by Occasion** – You’ve visualized top products linked to key occasions.

**Overall:**

The analysis provides valuable insights into product performance, regional strengths, and temporal revenue patterns. Focusing on the top-performing products and regions, while strategically targeting high-revenue occasions and days, could further optimize sales and revenue growth. The fluctuations in daily and monthly revenue warrant further investigation to understand the underlying factors and identify potential areas for stabilization and growth.