

Executive Summary: FNP Sales Analysis Dashboard

Purpose of the Dashboard

This interactive Excel dashboard provides a 360-degree view of FNP's sales performance, built using Power Pivot and slicer filters. It delivers clear insights into product performance, customer behavior, regional trends, and seasonal sales spikes, helping stakeholders make fast, informed decisions.

Overall Performance Indicators

- **Total Orders:** 1,000 – Reflects strong market engagement and customer activity.
 - **Total Revenue:** ₹35,20,984.00 – Substantial earnings, with key sales occurring during major festivals.
 - **Average Order-Delivery Time:** 5.53 days – Indicates a functioning logistics pipeline with room for efficiency gains.
 - **Average Customer Spending:** ₹3,520.98 – Healthy per-order value, suggesting a strong product-market fit.
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Sales Performance Analysis

Revenue by Occasion:

- Raksha Bandhan leads as the top revenue-generating event.
- Anniversaries and Birthdays contribute moderate revenue—potential for targeted marketing during these occasions.

Revenue by Category:

- "Colors" category is the highest-performing, likely driven by Holi demand.
- Soft Toys and Sweets follow, showing strong emotional and cultural value.

- Lower performance from Mugs and Plants—bundling or repositioning may help.

Revenue by Month:

- Peak revenue months are **March, August, and November**, aligning with Holi, Raksha Bandhan, and Diwali.
 - Sales dip between April–June and September—ideal time for loyalty or discount campaigns.
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Order Behavior by Time

- Most orders occur in two windows: **08:00–12:00** and **16:00–20:00**.
 - These periods are ideal for promotional campaigns and customer engagement.
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Product and Regional Performance

Top 5 Products by Revenue:

1. Deserunt Box
2. Dolores Gift
3. Harum Pack
4. Magnam Set
5. Quia Gift

These products show consistent sales and should be prioritized for feature placement and promotions.

Top 10 Cities by Orders:

- High engagement from **Dhanbad, Haridwar, and Imphal**.

- Mid-tier presence in **Chhatarpur** and **North Dumdum**.
 - Emerging opportunities in **Agra** and **Bhubaneswar**.
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Strategic Recommendations

- Focus seasonal campaigns around **March**, **August**, and **November**.
 - Promote best-selling products through homepage features and bundles.
 - Strengthen logistics in Tier 2 and Tier 3 cities.
 - Aim to reduce delivery time below 5 days.
 - Schedule marketing emails and notifications during peak order hours.
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Conclusion

The sales data from this dashboard confirms that FNP has strong seasonal traction, especially around Indian cultural festivals. The brand is successfully penetrating regional markets and generating high-value transactions through emotional and cultural product categories. However, there are clear areas for growth—especially in delivery speed, underperforming categories, and untapped cities. By acting on these insights and tailoring campaigns to behavior patterns, FNP can improve both customer experience and revenue performance.