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**FNP Sales Summary**

**1. Key Performance Indicators (KPIs)**

* **Total Revenue**: ₹35,20,984.00
* **Total Orders**: 1,000
* **Average Customer Spend**: ₹3,520.98
* **Average Order-to-Delivery Time**: 5.53 days

**2. Revenue Analysis**

**By Occasion**

* The highest revenue was generated from **Anniversary**, followed by **Raksha Bandhan** and **Holi**.
* **Diwali** and **Valentine’s Day** recorded the lowest revenues among the listed occasions.

**By Month**

* **August** and **February** were the peak months in terms of revenue.
* **May**, **June**, and **July** exhibited the lowest revenue figures, indicating potential off-season periods.

**By Product Category**

* The **Colors** category contributed the highest revenue, significantly outperforming others.
* **Soft Toys** and **Sweets** also generated substantial revenue.
* **Mugs**, **Plants**, and **Raksha Bandhan** product categories had relatively lower revenue contributions.

**By Product**

* The **Magnam Set** was the top-performing product, followed closely by **Quia Gift** and **Dolores Gift**.
* **Deserunt Box** and **Harum Pack** also featured among the top five products by revenue.

**3. Geographic Performance**

**Top Cities by Revenue**

* The highest revenue contributions came from **Imphal**, **Dhanbad**, and **Kavali**.
* **Bhatpara**, **Bilaspur**, and **North Dumdum** were among the lowest in terms of revenue generation.

**4. Order Trends**

**By Day of the Week**

* **Sunday** recorded the highest number of orders, indicating strong weekend sales activity.
* **Tuesday** and **Friday** also showed relatively high order volumes.
* **Wednesday** had the lowest number of orders, suggesting a midweek dip in customer activity.

**5. Filter Configuration**

* **Order Date Range**: January to April 2023
* **Delivery Date Range**: October to December 2024
* **Occasion Filter**: All occasions selected