

# Sales Analysis Dashboard - Key Insights

## Overall Summary

- **Total Orders:** 1,000
  - **Total Revenue:** ₹35,20,984
  - **Average Customer Spend:** ₹35,209.84
  - **Average Order Delivery Time:** 5.53 Days
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## Occasion-Based Sales Insights

- **Top Grossing Occasions:**
    - Anniversary and Raksha Bandhan generated the highest revenue among all occasions.
  - **Low Revenue Occasions:**
    - Birthday and Diwali had relatively lower revenue compared to other major occasions.
  - Valentine's Day had moderate performance but still contributed significantly to total revenue.
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## Category-Wise Revenue

- **Top-Performing Categories:**
    - Colors had the highest revenue among all product categories.
    - Soft Toys and Sweets followed closely in revenue.
  - **Low-Performing Categories:**
    - Plants and Mugs showed the lowest revenue contribution.
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## Top 5 Products by Revenue

- Best-selling products in terms of revenue are:
    - Magman Set
    - Dolores Gift
    - Harum Pack
    - Quia Gift
    - Deserunt Box
  - These products alone account for a significant share of overall revenue.
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## Monthly Revenue Trends

- **Peak Revenue Months:**

- February and August saw the highest spikes in sales, likely due to major gifting occasions.
  - **Dip in Sales:**
    - March, April, and June saw relatively lower revenues, indicating potential off-seasons.
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## Top 10 Cities by Order Count

- Imphal, Dhanbad, and Kavali lead in terms of order volume.
  - Other strong-performing cities include Haridwar, Agra, and Dibrugarh.
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## Revenue by Hour (Order Time)

- **Peak Order Hours:**
  - Sales peaked between 20:00 to 22:00 hours, indicating strong evening order activity.
- **Lowest Revenue Hours:**
  - Early morning hours (05:00 to 07:00) had the least sales activity.