

Executive Summary: Sales Analysis Report

Overview: This report presents a comprehensive analysis of sales performance for the company. The analysis is based on various factors such as occasions, product categories, order timing, top-performing cities, and customer spending patterns. The insights provide actionable information to enhance revenue growth and operational efficiency.

Key Highlights:

- **Total Revenue:** ₹35,20,984.00
 - **Average Customer Spending:** ₹3,520.98
 - **Total Orders:** 1000
 - **Average Days of Delivery:** 5.53
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Revenue Analysis by Occasion:

- The **Anniversary** occasion generated the highest revenue, followed by **Raksha Bandhan** and **Valentine's Day**.
- **Birthday** and **Diwali** showed comparatively lower revenue performance.
- Strategic promotions around high-performing occasions could further boost sales.

Revenue Analysis by Category:

- The **Colors** category outperforms others significantly, with revenue exceeding ₹10,00,000.
- **Sweets** and **Soft Toys** also contribute substantially to revenue.
- Categories like **Plants**, **Raksha Bandhan**, and **Mugs** underperform, indicating opportunities for product improvements or marketing initiatives.

Top 5 Products by Revenue:

- The top-performing products include:
 - **Deserunt Box**
 - **Dolores Gift**
 - **Harum Pack**
 - **Magnam Set**
 - **Quia Gift**
- These products contribute significantly to revenue, highlighting their popularity and demand.

Revenue by Order Hour:

- Peaks are observed in **March** and **October**, suggesting seasonal trends or successful promotional campaigns during these months.

- Months like **April**, **May**, and **July** show minimal revenue, indicating potential off-peak periods for targeted campaigns.

Top 10 Cities by Orders:

- Cities such as **Dhanbad**, **Haridwar**, and **Imphal** lead in order volume.
- Growth potential exists in smaller cities like **Bharatpur** and **Bichainagar**, where order volumes are currently low.

Revenue by Day:

- The revenue trend shows a consistent pattern with peaks observed on **Sunday** and **Tuesday**.
- Strategic marketing campaigns during these high-revenue days could optimize results.