Executive Summary – FNP Sales Analysis

📊 Overview

This report provides a comprehensive analysis of FNP's (Ferns N Petals) sales data, highlighting performance across various dimensions including time, product categories, occasions, customer behavior, and geography. The data spans a period from January 1 to January 5, 2023, and reflects 1,000 total orders, generating a total revenue of ₹35,20,984.

🔍 Key Metrics at a Glance

• Total Orders: 1,000

• Total Revenue: ₹35,20,984

• Average Customer Spend: ₹3,520.98

• Average Order-Delivery Time: 5.53 days

🎉 Revenue by Occasion

• Top Performing Occasions:
  - Anniversary and Raksha Bandhan generated the highest revenue.
  - Holi and All Occasions also performed well.
• Occasions like Diwali and Valentine's Day saw comparatively lower revenue, suggesting scope for focused promotions.

📦 Revenue by Category

• Top Revenue Generator: Colors, with nearly ₹10 lakhs, dominated all other categories.
• Other well-performing categories included Soft Toys and Sweets.
• Mugs, Plants, and Raksha Bandhan Kits saw relatively lower revenue contributions.

🕐 Revenue by Hour (Order Time)

• Orders were fairly consistent throughout the day.
• Peak revenue was observed between 6 AM and 9 AM and again between 6 PM and 8 PM, indicating optimal customer activity periods.

📅 Revenue by Month

• February and August stood out with peak revenue months, suggesting seasonality or occasion-based spikes.
• December and October also showed strong performance.
• A dip is observed from March to July, indicating potential for campaign enhancements during these months.

🛍 Top 5 Products by Revenue

• Dolores Gift
• Magnam Set
• Quia Gift
• Harum Pack
• Deserunt Box

All top products contributed above ₹90,000 each, indicating a relatively balanced product portfolio.

🏙 Top 10 Cities by Orders

• Cities with the most orders:
  - Dibrugarh, Imphal, and Kavali led the charts.
  - Bhatpara, Bilaspur, and Guntakal followed.
• Geographic distribution shows strong presence in Tier 2 and Tier 3 cities, suggesting effective outreach beyond metros.

🗓 Insights & Recommendations

1. Focus Marketing Campaigns Around Peak Months: Leverage high-performing months (February, August) with targeted campaigns and promotions.
2. Strengthen Underperforming Categories: Boost visibility and offers for Mugs, Plants, and Diwali-related products.
3. Optimize Order Times: Run digital ads and promotional pushes during peak ordering hours (6–9 AM and 6–8 PM).
4. City-Based Personalization: Create location-specific bundles and campaigns for top cities like Dibrugarh and Imphal.
5. Bundle Best Sellers with Lower Performing Items: Combine high-revenue products like the Dolores Gift with lesser-performing ones to increase cross-sales.

☑ Conclusion

This analysis reflects strong customer engagement during certain occasions and months, with identifiable preferences in product categories. The actionable insights derived here can support improved marketing strategies, inventory planning, and customer segmentation going forward.