

Executive Summary – FNP Sales Analysis Dashboard

This project presents a comprehensive **Sales Analysis Dashboard for FNP**, designed to provide executives and decision-makers with a clear, data-driven view of business performance across orders, revenue, customers, products, occasions, time, and geography.

Overall Business Performance

- The business recorded **1,000 total orders**, generating **\$3.52M in total revenue**.
- **Average customer spending** stands at **\$3,520.98**, indicating a strong order value per customer.
- The **average order-to-delivery time is 5.53 days**, reflecting an efficient fulfilment and logistics process that supports customer satisfaction.

Revenue Insights

- **Occasion-based revenue analysis** shows that **Anniversary, Raksha Bandhan, and Holi** are the highest-performing occasions, while **Diwali and Valentine’s Day** contribute comparatively lower revenue. This highlights key seasonal opportunities for targeted campaigns.
- **Category-based revenue** indicates that **Colores** is the top-performing category, followed by **Soft Toys and Sweets**, while **Mugs and Plants** generate lower revenue, suggesting potential for bundling or promotional strategies.
- **Monthly revenue trends** reveal significant peaks during **February and August**, indicating strong seasonal demand, while other months maintain relatively stable but lower revenue levels.

Time & Customer Behaviour

- **Hourly order-time analysis** shows revenue peaks during **early morning and late afternoon hours**, suggesting optimal windows for promotions, notifications, and flash offers to maximize conversions.

Product & City Performance

- The **Top 5 Products by Revenue** are led by **Magnum Set and Quia Gift**, demonstrating consistent customer preference for premium or bundled offerings.
- **Top 10 Cities by Orders** highlights **Imphal, Dhanbad, and Kavali** as the strongest contributors, while other cities show steady demand, providing guidance for regional marketing and inventory planning.

Strategic Impact

This dashboard enables:

- Faster executive decision-making through real-time KPI visibility
- Identification of high-performing occasions, categories, products, and cities
- Optimization of marketing campaigns based on time, seasonality, and customer behaviour
- Improved operational planning using delivery performance insights

Conclusion

The FNP Sales Analysis Dashboard delivers a holistic and actionable view of business performance. By leveraging these insights, leadership can **enhance revenue growth, improve customer targeting, strengthen operational efficiency, and capitalize on seasonal and regional opportunities**, ultimately supporting data-driven strategic planning and sustainable growth.