

# Executive Summary: Sales Analysis Project

## Overview

The sales analysis project for FNP provides a comprehensive overview of sales performance, highlighting key metrics and trends. The dashboard captures data on total orders, total revenue, order delivery time, and average customer spending, offering actionable insights for strategic decision-making.

## Key Metrics

- **Total Orders:** 1,000 orders recorded.
- **Total Revenue:** \$3,520,984.00 generated.
- **Order-Delivery Time:** Average of 5.53 days.
- **Average Customer Spending:** \$3,520.98 per customer.

## Revenue Analysis

- **By Occasion:** Highest revenue comes from "All Occasions" (\$180,000), followed by Anniversary (\$170,000) and Birthday (\$160,000). Diwali and Holi show moderate revenue, while Raksha Bandhan and Valentine's Day have lower contributions.
- **By Category:** Sweets lead with the highest revenue (\$300,000), followed by Soft Toys (\$250,000) and Colors (\$200,000). Mugs and Rakhi Bandhan show minimal revenue.
- **By Month:** Revenue peaks in August (\$140,000), with a steady increase from January (\$50,000) to a decline in December (\$60,000).
- **By Product:** Top revenue-generating products include ExpediaGift (\$120,000), FudgeSet (\$110,000), and MagnumSet (\$100,000).
- **By Day:** Revenue is highest on Friday (\$120,000) and lowest on Wednesday (\$60,000).
- **By City:** Top cities by order volume include Bhubaneswar, Delhi, and Hyderabad, with significant contributions from Kanpur and Kolkata.

## Operational Insights

- The average order-delivery time of 5.53 days suggests a need for optimizing logistics to enhance customer satisfaction.

- The high average customer spending (\$3,520.98) indicates strong purchasing power and potential for upselling opportunities.

### **Strategic Recommendations**

- Focus marketing efforts on high-revenue occasions (Anniversary, Birthday) and categories (Sweets, Soft Toys) to maximize returns.
- Address seasonal trends by boosting campaigns in August and addressing the decline in December.
- Improve delivery efficiency to reduce the average delivery time below 5 days.
- Target top-performing cities with tailored promotions to sustain order growth.

### **Conclusion**

The sales analysis reveals a robust revenue stream with opportunities for optimization in delivery times and seasonal marketing. Implementing the recommended strategies can enhance overall performance and customer satisfaction.

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