Sales Analysis Executive Summary

Business Performance Overview

This report provides a comprehensive analysis of sales performance. Insights derived from 1,000 orders and ₹3.52 million in revenue. Covers customer behavior, product performance, and delivery efficiency.

# Key Performance Highlights

• Total Orders: 1,000

• Total Revenue: ₹3,520,984

• Average Customer Spend: ₹3,520.98

• Average Delivery Time: 5.53 Days

# Revenue by Occasion

Top Occasions: Anniversary, Holi, Raksha Bandhan (₹600k–₹700k range)  
Lower Revenue: Diwali, Valentine’s Day  
Opportunity: Strengthen occasion-based campaigns

# Revenue by Category

Leading Categories: Flowers, Soft Toys (>₹1M combined)  
Moderate Performers: Sweets, Cake  
Low Performers: Plants, Mugs

# Top 5 Products by Revenue

1. Magnum Set – Highest earner  
2. Quia Gift  
3. Dolores Gift  
4. Harum Pack  
5. Deserunt Box  
Recommendation: Bundle top products with lower-performing items

# Revenue Trends by Time

By Hour:  
• Peak hours: 8 AM, 11 AM, 4 PM, 8 PM  
• Suggestion: Push notifications during peak times  
  
By Month:  
• Highest: February, October  
• Lowest: March, April, July, August

# Top Cities by Orders

Highest: Ghaziabad, Kolkata, Hyderabad  
Opportunities: Bhavnagar, Bhilai Nagar  
Use city-level targeting and localized promotions

# Operational Insights

• Delivery Time: 5.53 Days (needs improvement)  
• Suggest faster logistics or better slot planning  
• Strong average customer spend (₹3,520.98)

# Strategic Recommendations

1. Boost promotions for Diwali & Valentine’s Day  
2. Focus marketing on best-selling categories  
3. Improve delivery logistics  
4. Use peak ordering hours for promotions  
5. Expand in high-potential cities

# Thank You