**Executive Summary: FNP Sales Analysis Dashboard**

**Overview**

The Sales Analysis Dashboard provides a comprehensive view of FNP’s business performance across different timeframes, product categories, customer behaviors, and geographical locations. The data analyzed includes 1,000 total orders, generating total revenue of ₹3,520,984.00. This interactive dashboard empowers stakeholders to understand key drivers of revenue and customer preferences.

**Key Metrics**

* **Total Orders:** 1,000
* **Total Revenue:** ₹3,520,984.00
* **Average Revenue per Customer:** ₹3,520.98
* **Average Order to Delivery Time:** 5.53 days

**1. Revenue Analysis**

**By Occasion**

* **Top Performing Occasion:** *Anniversary* (highest revenue generation)
* Other significant contributors: *Raksha Bandhan*, *Holi*, and *All Occasions*
* *Diwali* and *Valentine’s Day* had relatively lower revenue than expected for such high-potential events.

**By Product Category**

* **Top Category:** *Colors* (₹1,000,000+ revenue)
* *Soft Toys* and *Sweets* also contributed significantly.
* *Mugs* and *Plants* were the least performing in terms of revenue.

**By Month**

* Revenue peaks were observed in **March** and **August**, indicating seasonal demand spikes (possibly due to festivals and special occasions).
* **April, May, June**, and **October** showed significantly lower performance.

**By Hour of the Day**

* Peak order times were between **6 AM to 12 PM** and again from **6 PM to 8 PM**, highlighting prime customer engagement windows.

**2. Product Insights**

* **Top 5 Products by Revenue:**
  + Magnam Set
  + Dolores Gift
  + Harum Pack
  + Quia Gift
  + Deserunt Box

These products consistently generated over ₹90,000 each in revenue, indicating customer preference and potential for cross-selling or bundling strategies.

**3. Geographic Performance**

* **Top 10 Cities by Orders:**
  + Highest number of orders came from **Imphal**, followed by **Kavali** and **Dhanbad**.
  + Lesser-known cities such as **North Dumdum**, **Gunrtakal**, and **Raurkela Industrial Township** also show strong engagement, indicating growth potential in Tier 2 and Tier 3 markets.

**4. Customer Spending Behavior**

* The average customer spent **₹3,520.98** per transaction.
* High customer value indicates strong brand loyalty and potential for upselling/personalization in marketing efforts

**5. Operational Insights**

* Average **Order to Delivery Time** stands at **5.53 days**.
* This metric can be improved with supply chain optimization to enhance customer satisfaction.

**Recommendations**

1. **Promotional Focus** on underperforming occasions like *Diwali* and *Valentine’s Day*.
2. **Invest in Top Products and Categories** such as Colors and Soft Toys for inventory planning and marketing campaigns.
3. **Enhance Delivery Logistics** to bring down the average delivery time.
4. **Target Peak Hours for Engagement** (6 AM–12 PM, 6 PM–8 PM) for promotions and push notifications.
5. **Explore Growth in Emerging Cities** like Imphal and Kavali through regional campaigns or localized offers.
6. **Launch Loyalty or Bundling Programs** around the top 5 products to drive repeat purchases.

**Conclusion & Recommendations In Detail**

**✅ Advice to Improve Sales**

1. **Leverage High-Performing Occasions:**
   * Double down on **Anniversary**, **Raksha Bandhan**, and **Holi** campaigns.
   * Use data-backed promotions such as “Top Gifting Trends for Raksha Bandhan” or personalized reminders for anniversaries.
2. **Revamp Low-Performing Occasions:**
   * Occasions like **Diwali** and **Valentine’s Day** underperformed.
   * Introduce exclusive combos, early bird offers, and influencer-driven campaigns to increase visibility and urgency.
3. **Product Strategy Optimization:**
   * Increase inventory and marketing focus on high-revenue categories like **Colors**, **Soft Toys**, and **Sweets**.
   * Reevaluate or rebrand low performers like **Mugs** and **Plants**—consider bundling them with more attractive items.
4. **City-Specific Targeting:**
   * Focus on **Imphal, Kavali, and Dhanbad**, where order volumes are high. Consider localized offers or faster delivery for loyalty-building.
   * Launch awareness campaigns in cities with lower conversion despite potential (e.g., Raurkela Industrial Township).
5. **Use Time-of-Day Promotions:**
   * Schedule ads, email campaigns, and app push notifications during peak purchasing hours (6 AM–12 PM, 6 PM–8 PM).
6. **Introduce Subscription or Loyalty Programs:**
   * With high average customer spend (~₹3,520), introducing reward points, membership tiers, or birthday gift reminders could increase retention and LTV (lifetime value).
7. **Reduce Delivery Time:**
   * The average delivery time of 5.53 days is relatively high for a gifting business. Invest in local warehouses or tie-ups with faster logistics providers to reduce time and increase satisfaction.

**⚠️ Common Mistakes / Areas Needing Attention**

1. **Underutilized High-Impact Occasions:**
   * Major festivals like *Diwali* and *Valentine’s Day* are not capitalized effectively, despite being major consumer spending windows.
2. **Inefficient Product Portfolio:**
   * Products/categories with low performance still occupy shelf/inventory space. They may be causing dead stock and hurting margins.
3. **Delivery Lag:**
   * In a gift-driven market, timeliness is crucial. A 5.53-day average delivery may lead to missed occasion-based gifting, especially for last-minute shoppers.
4. **Missed Personalization:**
   * No visible targeting strategy based on time of day, city, or occasion insights. FNP is potentially missing cross-selling and upselling opportunities.
5. **Inconsistent Monthly Revenue:**
   * Revenue is very inconsistent across months, indicating poor campaign planning or lack of continuity in customer engagement.
6. **Low Seasonal Preparedness:**
   * No sign of seasonal readiness—months with high potential like February (Valentine’s) and October/November (Diwali) are not showing maximum revenue output.