

Executive Summary - FNP Order and Customer Analysis (2023)

Key Performance Metrics:

1. Total Revenue: Rs. 35,20,984
2. Total Orders: 1,000
3. Unique Customers: 100
4. Average Order Value (AOV): Rs. 3,520.98
5. Top City by Orders: Bilaspur
6. Top Occasion: Valentine's Day
7. Best-Selling Product: Soft Toy with Heart
8. Average Delivery Duration: 6-9 Days

Summary of Insights:

1. Customer Behavior

- Many one-time buyers; loyalty campaigns can help.
- Most purchases are emotionally driven (e.g., Valentine's, Birthdays).
- Good-quality customer data for targeting.

2. Sales Trends

- Peak months: February, July, November.
- Major events drive spikes in order volume.
- Most orders are placed after 7 PM.

3. Product and Occasion Trends

- Top sellers include soft toys, hampers, and sweets.
- Bundling and personalization increases AOV.

4. Geographic Performance

- Bilaspur and Guwahati show high engagement.
- Expansion potential in tier-2/3 cities.

5. Logistics

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- Average delivery: 6-9 days.
- Express delivery could offer a competitive edge.

Strategic Recommendations:

1. Focus on promotional events around special occasions.
2. Use retargeting and loyalty programs.
3. Double down on top-performing products.
4. Improve logistics turnaround.
5. Explore regional marketing for tier-2/3 expansion.