

## **Project Overview**

The purpose of this project was to conduct a comprehensive sales analysis for "fnp" to understand the company's performance and identify key areas for improvement. The analysis covers various metrics including total orders, total revenue, average customer spending, order-delivery time, and revenue distribution by occasions, categories, hours, months, products, and cities.

## **Key Metrics**

1. **Total Orders:** 1,000
2. **Total Revenue:** ₹35,20,984.00
3. **Average Customer Spending:** ₹3,520.98
4. **Order-Delivery Time:** 5.53 days

## **Sales Performance**

1. **Revenue by Occasions:** The analysis revealed that revenue is distributed across various occasions, with significant contributions from Anniversary, Birthday, Diwali, Holi, Raksha Bandhan, and Valentine's Day.
2. **Revenue by Category:** Different product categories such as Cake, Colors, Mugs, Plants, Raksha Bandhan, Soft Toys, and Sweets contribute to the revenue, with Cakes and Raksha Bandhan items leading the charge.
3. **Revenue by Hour:** The revenue distribution analysis by order time indicated peak revenue periods during specific hours of the day, providing insights into customer purchasing behavior.
4. **Revenue by Month:** Monthly revenue trends highlighted seasonal patterns and peaks, with notable increases during festive months.
5. **Top Products:** The top 5 products by revenue were identified as Deserunt Box, Dolores Gift, Harum Pack, Magnam Set, and Quia Gift.
6. **Top Cities:** The top 10 cities by orders were Bhujpara, Bidhanagar, Dhanbad, Dibrugarh, Gandai, Hailakandi, Imphal, Kaval, North Dumdum, and one more city.

## **Insights and Recommendations**

1. **Focus on High-Performing Categories:** Allocate resources and marketing efforts towards top-selling categories like Cakes and Raksha Bandhan items to maximize revenue.
2. **Optimize Order-Delivery Time:** Investigate methods to reduce the average order-delivery time of 5.53 days to improve customer satisfaction and repeat business.
3. **Capitalize on Peak Hours:** Enhance promotional activities during peak revenue hours to boost sales further.
4. **Leverage Festive Seasons:** Plan and execute targeted campaigns around festive months to capitalize on increased customer spending.
5. **City-Specific Strategies:** Develop tailored marketing strategies for the top-performing cities to reinforce brand presence and drive sales.

## **Conclusion**

The sales analysis provided valuable insights into "fnp's" performance, highlighting key areas of strength and opportunities for growth. By leveraging these insights, "fnp" can optimize its sales strategy, improve customer satisfaction, and achieve sustained revenue growth.