FNP Sales Analysis Report

Executive Summary

This report presents a detailed sales analysis for FNP, highlighting key revenue drivers, seasonal trends, product performance, and customer ordering behavior. Insights from this analysis can guide strategic decisions for marketing, inventory, and sales optimization.

Overall Performance

- Total Orders Placed: 1,000

- Total Revenue Generated: Rs 35,20,984

- Average Order Value (AOV): Rs 3,520.98

- Average Order-to-Delivery Time: 5.53 days

Revenue Insights

- Anniversary is the top occasion with revenue above Rs 7,00,000.

- Sweets lead as the top product category (~Rs 5,50,000), followed by Soft Toys (~Rs 4,50,000).

- November sees the highest revenue spike (~Rs 4,60,000), indicating seasonal demand.

- Diwali has lower revenue (~Rs 3,00,000) compared to other festivals.

Geographical Insights

Top performing cities include Kavali, Bidhannagar, and Dhanbad, each contributing significant order volumes. Demand is widely spread across Tier-2 and Tier-3 cities.

Top 5 Products by Revenue

1. Magnam Set - Rs 1,20,000

2. Deserunt Box - Rs 1,00,000

3. Error Gift - Rs 98,000

4. Dignissimos Pack - Rs 96,000

5. Exercitationem Pack - Rs 95,000

Customer Ordering Behavior

Peak ordering hours occur at midnight, early morning, and evening. This trend suggests that many customers are planning gift deliveries in advance or making last-minute purchases.

Actionable Recommendations

1. Increase marketing campaigns before and during November to leverage festive demand.

2. Promote high-revenue categories like Sweets and Soft Toys with bundled offers.

3. Target Tier-2 and Tier-3 cities with localized ads to strengthen sales base.

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4. Offer midnight and early morning delivery promotions to match customer buying habits.

5. Investigate why Diwali sales are lower and adjust product offerings accordingly.