**fnp – Sales Analysis Report**

**🔍 High-Level KPIs (Top Row)**

|  |  |  |
| --- | --- | --- |
| Metric | Value | Insight |
| Total Sales | ₹35,20,984 | Strong overall performance in revenue. |
| Avg. Spent | ₹3,521 | Each order has a decent average value, implying mid-range priced products. |
| Avg. Delay | 5.53 days | Average delivery delay is on the higher side and may affect customer satisfaction. |
| Total Orders | 1000 | Reasonable order volume — metrics scale accordingly. |

**📦 Revenue by Product Name**

* **Top 3 Products**:
  + *Magnam Quia Gift Set*
  + *Dolores Gift*
  + *Harum Pack*
* These products are contributing significantly; they can be considered bestsellers and should be prioritized in promotions or bundling strategies.

**🏙️ Number of Orders by City**

* **Top Cities**:
  + Imphal
  + Dhanbad
  + Kavali
* Surprisingly, these are smaller Tier-2/3 cities. There may be untapped potential in metro cities or this could indicate good rural/urban targeting.

**🎉 Revenue by Occasion**

* **Top Occasions**:
  + Anniversary
  + Birthday
  + Raksha Bandhan
* These occasions are generating higher revenue, suggesting successful targeting of emotional/personal gifting moments.
* *Diwali and Valentine’s Day* show comparatively lower revenue — indicates scope for improving seasonal campaigns.

**📆 Revenue Trend by Month (Order Date)**

* **Revenue Peaks**:
  + **August:** ₹7,37,390 (Highest)
  + **March:** ₹5,11,823
* **Lows**:
  + January & December (unusually low considering festive season).
* Indicates a strong mid-year sales period. Weak year-end performance may point to either poor marketing, inventory issues, or reporting lag.

**🛍️ Revenue by Product Category**

* **Top Revenue Generator**: *Colors*
* **Followed by**: Soft Toys and Sweets
* Some categories like Mugs, Plants, and Raksha... are underperforming — might require bundling or reconsidering stocking levels.

**📅 Revenue by Day**

* **High Revenue Days**:
  + Wednesday
  + Sunday
* **Low Revenue Days**:
  + Tuesday
* Likely reflects customer behavior — promotions could be run on low days to balance traffic.

**🔄 Filters Used**

* **Order Date**: Full Year 2023
* **Delivery Date**: 2023–2024 (some overlap)
* **Occasion Filter**: All major occasions selected (except Valentine's Day and others)

**✅ Actionable Insights**

1. **Focus Marketing** on peak-selling products (e.g., Magnam Quia Gift Set) and top categories like *Colors*.
2. **Improve Delivery** processes to reduce 5.53-day delay — aim for <3 days to boost customer satisfaction.
3. **Revamp Promotions** for low-performing festivals like Diwali & Valentine’s Day — possibly review ad spend or product range.
4. **City-Based Campaigns** could be scaled in smaller cities showing high orders (like Imphal, Dhanbad).
5. **Boost Low Months** (Jan, Dec) with special discounts or events — these months underperform compared to March–August.
6. **Explore Weekday Offers** on low-performing days (like Tuesday) to balance revenue.