Here's a summary of the sales analysis dashboard

1. Key Sales Metrics

- **Total Sales**: **1,000 orders** were placed.

- **Total Revenue**: **₹35,20,984.00**.

- **Average Customer Spending**: **₹3,520.98** per order.

- **Order to Delivery Time**: **5.53 days** on average.

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2. Revenue Breakdown & Insights

A. Revenue by Occasions

- **Top Revenue-Generating Occasions**:

  - **Anniversary** and **Valentine's Day** have the highest revenue.

  - **Raksha Bandhan and Holi** also contribute significantly.

- **Lower Revenue Occasions**:

  - **Birthday and Diwali** have relatively lower revenue.

B. Revenue by Category

- **Top-Selling Categories**:

  - **Colors** generate the highest revenue, followed by **Sweets and Soft Toys**.

- **Lower Performing Categories**:

  - **Mugs and Plants** contribute the least revenue.

C. Revenue by Months

- **High Revenue Months**:

  - **February and August** show peak sales, likely due to **Valentine's Day and Raksha Bandhan**.

- **Low Revenue Months**:

  - **April to June** see lower revenue, indicating an off-season.

D. Top 10 Cities by Orders

- **Highest Orders**:

  - **Dhanbad and Imphal** lead in order volume.

- **Other High-Performing Cities**:

  - **Haridwar, Dibugarh, and Guntakal** also contribute significantly.

- **Lower Order Cities**:

  - **Bhpura and North Dumdum** have relatively fewer orders.

E. Top 5 Products by Revenue

- **Best Selling Products**:

  - **Magnam Set, Dolores Gift, and Harum Pack** generate the highest revenue.

- **Other Top Products**:

  - **Deserunt Box and Quia Gift** also perform well.

F. Revenue by Days

- **Even Distribution**:

  - Revenue is distributed fairly across different days of the week.

  - There is no significant spike on any particular day.

Key Takeaways & Business Insights

- **Peak sales occur in February and August**, aligning with **Valentine's Day and Raksha Bandhan**.

- **Colors, Sweets, and Soft Toys drive major revenue**, indicating customer preference.

- **Anniversary and Valentine's Day are key revenue-generating occasions**.

- **Cities like Dhanbad and Imphal have the highest orders**, suggesting targeted marketing opportunities.

- **Long delivery time (5.53 days)** could be improved to enhance customer satisfaction.