

Sales Analysis Summary

This Sales Analysis Dashboard provides a comprehensive overview of the performance metrics for the online gift shop *fnf*. The data highlights key insights into orders, revenue, customer behavior, and product performance across various dimensions such as time, geography, and occasion.

Key Performance Indicators

- **Total Orders:** 1,000
- **Total Revenue:** \$3,520,984
- **Average Order-Delivery Time:** 5.53 days
- **Average Customer Spending:** \$3,520.98

Revenue Insights

- **Top Revenue-Generating Occasions:**
 - Anniversary: \$674,634
 - Holi: \$631,585
 - Raksha Bandhan: \$586,176
- **Occasion with Lowest Revenue:** Birthday (\$313,783)
- **Monthly Revenue Trends:**
 - Peak month: August
 - Lowest month: May
 - Significant revenue spikes in February and September suggest high seasonal demand.

Category and Product Analysis

- **Top Revenue-Generating Categories:**
 - Sweets: Over \$1 million in sales
 - Soft Toys: Approximately \$900,000

- **Top 5 Products by Revenue:**

1. **Magnam Set:** \$121,905
2. **Quia Gift:** \$114,476
3. **Dolores Gift:** \$106,624
4. **Harum Pack:** \$101,556
5. **Deserunt Box:** \$97,665

Customer and Regional Insights

- **Top 5 Cities by Orders:**

1. Imphal – 29 orders
2. Kayili – 27 orders
3. Dhanbad – 28 orders
4. Dibrugarh – 21 orders
5. Gunthal – 20 orders

- **Revenue by Hour:**

- Highest sales occur between 8:00 AM and 10:00 PM, indicating strong daytime purchasing behavior.

Recommendations

Focus on High-Revenue Occasions like Anniversary and Holi with targeted marketing campaigns to maximize revenue.

Enhance Product Bundling and Upselling for top products such as Magnam Set and Quia Gift.

Optimize Delivery Time to maintain and improve customer satisfaction.

Explore Growth Opportunities in cities with moderate orders such as Gunthal and Haridwar to expand the customer base.

Invest in Time-Based Promotions during peak hours to increase order volume and revenue.

This analysis provides a strategic roadmap for driving growth and maximizing revenue for *fnf*, ensuring a data-driven approach to enhancing customer experience and market reach.