

Executive Summary: FNP Sales Analysis Dashboard

Objective

The purpose of this analysis is to evaluate sales performance for FNP (Flower & Gift Delivery Service), identify key trends, and uncover insights to optimize revenue, product performance, and customer satisfaction.

Key Performance Metrics

1) Total Orders:

Total Orders: 1,000

2) Total Revenue:

Total Revenue: ₹3,520,984.00

3) Order Delivery Time:

Average Delivery Time: 5.53 Days

4) Average Customer Spend:

Average Customer Spend: ₹3,520.98

Revenue Analysis

1) Revenue by Occasion:

Top-Performing Occasions:

a) Anniversary and Holi contribute the highest revenue, nearing ₹700,000 each.

b) Valentine's Day revenue is notably lower.

Observations:

a) Focusing on Valentine's Day campaigns may unlock untapped potential.

b) Holi and Anniversary have proven success for targeted promotions.

2) Revenue by Category:

Top Categories:

a) The Cake category dominates revenue generation with close to ₹1,200,000.

b) Gift Hampers and Flowers also perform well.

Insights:

Strategic promotions and bundling in these categories could maximize future sales.

3) Revenue by Hours (Order Time):

a) Orders are distributed across the day, with two noticeable peaks:

b) Early in the day (8 AM – 10 AM) and late evening (6 PM – 10 PM).

Insights:

Align marketing campaigns and special offers during these peak hours to drive further engagement.

4) Revenue by Months:

a) Revenue spikes in March and August, potentially aligning with Holi and Raksha Bandhan.

b) Months like January, June, and November show significantly lower revenue.

Insights:

Seasonal planning and marketing strategies can target underperforming months.

Product and City Performance

1)Top 5 Products by Revenue:

Leading products:

Dessert Box, Dodras Gift Hamper, Magham Set, and Quila Gift Set.

Insights:

a)These products should be prioritized in promotions.

b)Diversifying offerings based on top product features could drive additional revenue.

2)Top 10 Cities by Orders:

Top-Performing Cities:

Major cities such as Bangalore, Delhi, and Mumbai lead in order volume.

Insights:

Targeted advertising and logistical enhancements in high-demand cities will further improve efficiency and revenue.

Recommendations

1)Optimize Product Campaigns:

a)Leverage high-performing categories (Cakes and Gift Hampers).

b)Focus on product bundling for Holi, Raksha Bandhan, and Anniversary occasions.

2)Improve Seasonal Strategy:

a)Drive campaigns during low-performing months (January, June, November).

b)Focus on improving Valentine's Day performance through offers and discounts.

3)Enhance Peak Hour Promotions:

Design campaigns for early morning and evening peaks to maximize order inflow.

4)City-Specific Strategy:

Prioritize delivery and inventory in high-performing cities such as Bangalore, Delhi, and Mumbai.

5)Customer Spend Growth:

Encourage repeat purchases with loyalty programs and bundle offers to increase average spending.

Conclusion:

This dashboard provides valuable insights into order patterns, revenue generation, and product performance. By focusing on high-performing categories, peak sales hours, and seasonal opportunities, FNP can further optimize its operations and maximize revenue.