**FNP Sales Analysis Dashboard**

**Overview**

This interactive **Sales Analysis Dashboard** provides key insights into sales performance, revenue distribution, customer spending, and order trends. It enables data-driven decision-making by visualizing critical metrics such as total orders, revenue generated, order delivery time, and average customer spending.

**Key Metrics**

* **Total Orders:** 1,000
* **Revenue Generated:** ₹35,20,984.00
* **Average Customer Spend:** ₹3,520.98
* **Order Delivery Time:** 5.53 days

**Data Insights**

**Revenue Analysis**

* **Revenue by Occasion:** Major sales occur during Anniversaries, Diwali, Holi, and Valentine's Day.
* **Revenue by Category:** Highest revenue is generated from Colors, Sweets, and Soft Toys.

**Product Performance**

* **Top 5 Products by Revenue:**
  + Deserunt Box
  + Dolores Gift
  + Harum Pack
  + Magnam Set
  + Quia Gift

**Customer & Order Trends**

* **Top Cities by Orders:** Impahl, Dibrugarh, and Bhagalpur lead in order volume.
* **Revenue by Month:** Peaks observed in March and September, aligning with festival seasons.
* **Revenue by Hour:** Highest sales occur during morning hours (8 AM - 10 AM), followed by a steady decline.

**Filters & Interactivity**

* **Date Filters:** Users can filter data based on Order Date and Delivery Date for detailed analysis.
* **Occasion Filter:** Allows filtering based on different events like Diwali, Holi, and Valentine’s Day.

**Conclusion**

This dashboard offers insights into seasonal trends, top-selling products, and customer preferences. It serves as a tool for businesses to optimize sales strategies, improve logistics, and enhance customer satisfaction.