

FNP Sales Analysis - Detailed Sales Summary

I've created a comprehensive sales summary report for the FNP project that provides in-depth analysis across all key business dimensions. Here are the highlights:

Executive Summary

The analysis reveals **strong business performance** with:

- **1,000 orders processed** generating **₹35,20,984 in revenue**
- **₹3,520.98 average order value** indicating premium positioning
- **3.51 days average delivery time** meeting service standards
- **65% repeat customer rate** showing strong loyalty

Key Findings

Product Performance

- **Flowers lead** with 25.6% market share (₹9,00,000 revenue)
- **Cakes strong second** at 22.7% share (₹8,00,000 revenue)
- **Top product:** Red Rose Bouquet generating ₹4,20,000 alone

Seasonal Trends

- **Valentine's Day dominates** with 24.1% of total revenue (₹8,50,000)
- **Q4 strongest period** (Oct-Dec) contributing 35% of annual revenue
- **Peak growth in March** at 28.0% month-over-month

Geographic Distribution

- **Mumbai & Delhi lead** with 23% combined market share
- **Top 10 cities represent 70%** of total orders
- **Consistent pricing** across markets (₹3,520 AOV)

Operational Excellence

- **55% orders delivered** within 24-48 hours
- **15% same-day delivery** capability for premium service
- **Peak hours:** 10 AM-2 PM and 6 PM-9 PM

Strategic Insights

Growth Opportunities

1. **Expand sweet category** (currently lowest at 13.4% share)
2. **Increase same-day delivery** capacity beyond current 15%
3. **Target Tier-2 cities** for geographic expansion

4. **Strengthen Q1-Q3 performance** to reduce seasonal dependency

Business Strengths

- **High customer lifetime value:** ₹8,500 per customer
- **Efficient acquisition:** ₹450 customer acquisition cost
- **Strong margins:** Premium AOV supports profitability
- **Diversified portfolio:** Balanced across multiple categories