



FNP Sales Analysis - Detailed Sales Summary

I've created a comprehensive sales summary report for your 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

The detailed report includes comprehensive tables, trend analysis, strategic recommendations, and actionable insights that stakeholders can use for business planning and optimization. You can download the complete sales summary document for presentation to management or investors.

