**Sales Analysis Report**

**Data Processing & Methodology**

* **Data Cleaning & Transformation**: Used **Power Query** for cleaning and structuring raw sales data.
* **Data Modeling**: Established relationships between datasets for accurate insights.
* **Calculated Columns & Measures**: Created additional insights using **DAX functions** to compute revenue, customer spending, and delivery efficiency.
* **Visualization Techniques**: Used **pivot tables and charts** for summarizing key performance indicators.

**Key Insights**

**1. Sales Performance Overview**

* **Total Orders**: **1,000** orders were processed.
* **Total Revenue**: **₹3,520,984**, showing a healthy revenue stream.
* **Average Customer Spend**: **₹3,520.98**, indicating strong purchasing power.
* **Order-Delivery Time**: **5.53 days on average**, which can be optimized further.

**2. Revenue Trends**

* **Revenue by Occasions**:
  + Highest sales were recorded during **Anniversary, Holi, and Raksha Bandhan**, making them key occasions for promotional strategies.
  + **Diwali and Valentine's Day** had moderate sales, presenting an opportunity for marketing improvements.
* **Revenue by Months**:
  + Revenue peaked in **February, August, and October**, aligning with key festivals and gifting seasons.
  + Slower months like **May and June** suggest a need for seasonal promotions.

**3. Product & Customer Insights**

* **Top 5 Products Sold**:
  + The **Magman Set, Quia Gift, Dolores Gift, Harum Pack, and Deserunt Box** are the best-selling products, indicating strong customer preference.
* **Revenue by Category**:
  + **Colors (29%), Cakes (21%)** and **Soft Toys (21%)** generate the most revenue, making them key focus areas for inventory and marketing.
  + **Mugs and Plants** contribute less, suggesting room for bundling or promotions.

**4. Geographical & Time-Based Trends**

* **Top 10 Cities by Orders**:
  + Cities like **Dhanbad, Imphal, and Kavali** have the highest orders, highlighting strong regional demand.
  + **Smaller order volumes in some cities** indicate potential for expansion.
* **Revenue by Order Time Division**:
  + **Morning and Late Night** orders generate the most revenue, suggesting consumer preference for early and late shopping.
  + **Early Morning sales are lowest**, meaning less focus is needed on this time window.

**Recommendations**

**Optimize Order-Delivery Efficiency**: Reducing the **5.53-day delivery time** can improve customer satisfaction and retention.

1. **Targeted Marketing for Low-Selling Months**: Introduce discounts or campaigns during **May and June** to boost revenue.
2. **Product Bundling & Promotions**: Since **Cakes and Soft Toys** perform well, bundling them with **low-selling items like Mugs or Plants** can increase overall sales.
3. **Regional Expansion Strategy**: Focus marketing efforts on **high-performing cities** while identifying potential in lower-performing ones.
4. **Leverage Peak Sales Time**: Schedule major promotional campaigns during **Morning and Late Night**, when consumer engagement is highest.