FNP Sales Analysis

**Sales Analysis Dashboard**

**Objective:**  
This dashboard provides a comprehensive overview of sales performance, highlighting key metrics, trends, and actionable insights for effective decision-making. It analyses revenue, customer behaviour, and product performance across various dimensions.

**Key Highlights:**

1. **Performance Metrics:**
   * **Total Orders:** 1,000
   * **Total Revenue:** ₹35,20,984
   * **Average Customer Spend:** ₹3,520.98
   * **Order to Delivery Time:** 5.53 days
2. **Revenue Insights:**
   * **By Occasions:** Revenue peaks during **Diwali** and **Anniversaries**, indicating strong customer preferences for these celebrations.
   * **By Categories:** High-performing product categories include **Colours**, **Cakes**, **Soft Toys**, and **Sweets**, emphasizing their popularity in gifting.
   * **By Months:** March and August generate the highest revenue, reflecting potential seasonal demand or specific promotional campaigns.
3. **Customer Behaviour:**
   * **Order Time Analysis:** Orders are distributed throughout the day, with noticeable activity spikes in late afternoon and evening hours.
   * **Average Customer Spend:** Consistent spending patterns suggest a well-defined target audience with steady purchasing power.
4. **Geographical Trends:**
   * **Top Cities by Revenue:** Cities like **Imphal**, **Haridwar**, and **Dhanbad** exhibit strong sales, revealing areas for continued focus or expansion.
   * **Top Products:** Products like **Magnam Set** and **Quia Gift** are top contributors, indicating successful alignment with customer preferences.

**Filters and Drilldowns:**  
Interactive filters allow users to analyse data by:

* **Order Date**
* **Delivery Date**
* **Occasion**
* Other relevant parameters, enabling granular insights.

**Actionable Recommendations:**

1. **Product Strategy:**
   * Invest in expanding high-performing categories like **Colours** and **Soft Toys.**
   * Develop targeted promotions around top-selling products during peak months.
2. **Marketing Campaigns:**
   * Leverage key occasions like **Diwali** for promotional campaigns.
   * Tailor advertisements to high-performing cities to boost revenue further.
3. **Operational Improvements:**
   * Optimize supply chain processes to reduce **Order to Delivery Time**.
   * Enhance inventory management for top products in high-demand regions.
4. **Customer Engagement:**
   * Introduce loyalty programs or discounts to encourage repeat purchases.
   * Explore time-based promotions to capitalize on peak ordering hours.

**Conclusion:**  
This dashboard provides valuable insights into sales trends, customer preferences, and product performance. Strategic application of these findings can enhance operational efficiency, customer satisfaction, and overall profitability.