SALES ANALYSIS REPORT

1. Introduction

This report presents insights from a sales performance dashboard that summarizes total orders, revenue, customer spending, and delivery trends. The goal is to identify key sales patterns, top-performing products, and areas for potential improvement.

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2. Key Findings

a. Overview

- **Total Orders:** 126

- **Total Revenue: $586,176.00**

- **Average Order Delivery Time: 5.72 days**

- **Average Customer Spending: $4,652.19**

These figures highlight a moderately active sales performance with a relatively high average order value.

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b. Revenue by Occasion

- Highest revenues were recorded during **Anniversary**, **Holi**, and **Raksha Bandhan**, each generating over **$600,000**.

- **Birthday** and **Valentine's Day** occasions also contributed significantly, while **Diwali** had relatively lower revenue.

- This indicates stronger customer engagement during personal or relationship-based celebrations compared to festivals.

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c. Revenue by Category

- **Soft Toys** generated the highest revenue among product categories, followed by **Sweets** and **Colors**.

- **Mugs** and **Raksha Bandhan gifts** had the lowest revenue contribution.

- This suggests customers prefer **emotional and premium gift items** over smaller, low-cost items.

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d. Revenue by Month

- **February** recorded the highest monthly revenue, likely influenced by **Valentine's Day sales**.

- Sales dipped in **March** and **July**, then slightly rebounded towards **November and December**, indicating stronger performance around festive periods and year-end holidays.

- Overall sales fluctuate seasonally, showing **demand peaks around key celebrations**.

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e. Revenue by Product

- The **Magnam Set** emerged as the **top-selling product**, generating the most revenue.

- Other leading products include **Expensive Gift**, **Full-Case**, **Exclusive Item Pack**, and **Mini Box**.

- This suggests high-performing products tend to be premium or bundled gift sets.

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f. Revenue by City

- **Kozhikode** recorded the highest number of orders among all cities, followed by **Kochi** and **Thiruvananthapuram**.

- These cities represent **key markets** that contribute significantly to total sales volume.

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g. Revenue by Order Time

- Orders peak between **4:00–6:00 hours** and again around **18:00–20:00 hours**.

- These time slots correspond to **early-morning and evening online shopping behaviors**, providing insight into customer activity patterns.

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3. Conclusion

The sales analysis shows that the business performs best around emotional and personal occasions such as Anniversaries and Raksha Bandhan. Soft Toys and premium gift sets dominate revenue generation, reflecting customer preference for thoughtful, higher-value gifts. February stands out as the top-performing month, confirming the influence of Valentine's Day sales. However, delivery time averages around 5.72 days, suggesting opportunities for faster fulfillment.

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4. Recommendations

For Management

- **Enhance Inventory for Peak Occasions:** Stock up on Soft Toys and premium gift bundles before high-revenue occasions such as Valentine's Day and Raksha Bandhan.

- **Optimize Delivery Operations:** Reduce the average delivery time to under 4 days to enhance customer satisfaction.

- **Target Key Cities:** Strengthen marketing in Kozhikode, Kochi, and Thiruvananthapuram to maximize sales in strong-performing regions.

For Marketing Teams

- **Focus Campaigns Around High-Spending Occasions:** Develop special offers during Anniversaries, Holi, and Valentine's Day.

- **Promote Best-Selling Products:** Highlight the Magnam Set and other high-value bundles in promotions and ads.

- **Leverage Peak Shopping Hours:** Schedule online ads and social media posts during 4–6 AM and 6–8 PM to match customer activity.

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5. Summary

The sales data highlights a clear link between customer emotion, occasion-based gifting, and purchase behavior. By focusing marketing and operational efforts around high-demand periods and optimizing delivery performance, the business can improve revenue consistency and customer loyalty.