

# FNP Sales Analysis

## Project Objective

The primary objective of this dashboard is to provide a comprehensive analysis of FNP's (Ferns N Petals) sales performance. This analysis focuses on key business metrics such as total orders, revenue generation, customer spending behavior, category performance, occasion-based trends, city-level insights, and temporal sales patterns. The goal is to support strategic decision-making by identifying high-performing areas and opportunities for improvement.

## Key Insights

### Overall Performance

- **Total Orders:** 1,000
- **Total Revenue:** ₹35,20,984
- **Average Customer Spend:** ₹3,520.98
- **Average Order-to-Delivery Time:** 5.53 days

These KPIs reflect a strong market demand and a healthy average transaction value, indicating customer willingness to spend.

### Revenue Distribution

#### 1. By Occasion:

- a. **Top Performing:** Anniversary and Raksha Bandhan show the highest revenue, followed by Holi and Valentine's Day.
- b. **Opportunity Area:** Diwali and Birthday occasions show comparatively lower revenue potential.

#### 2. By Category:

- a. **Highest Revenue Category:** 'Colors' significantly outperformed all other categories.

- b. **Strong Performers:** Soft Toys and Sweets are also notable contributors.
  - c. **Underperformers:** Mugs and Plants categories have potential for targeted promotions.
3. **By Month:**
- a. **Peak Months:** March and September saw the highest revenue spikes, possibly aligning with festive or seasonal campaigns.
  - b. **Lowest Sales:** June and July reflect a sales dip, indicating a possible off-season.

### *Product and Market Insights*

1. **Top Products by Revenue:**
- a. **Leading Products:** 'Magnum Set' and 'Quia Gift' emerged as top revenue generators.
  - b. This suggests a preference for curated gift sets over standalone items.
2. **Top Cities by Revenue:**
- a. **Top Cities:** Dhanbad, Imphal, and Kaval hold the top three spots.
  - b. **Growth Markets:** Bhatpara, North Dumdum, and Haridwar are promising regions for further engagement.
3. **Hourly Order Trends:**
- a. **Peak Hours:** Orders peaked between 8 AM to 12 PM and again from 6 PM to 9 PM.
  - b. This insight can be used to optimize marketing campaigns and delivery planning.

### *Strategic Recommendations*

- **Boost Campaigns During Peak Months:** Focus promotional efforts around March and September to maximize ROI.
- **Target Low-Performing Categories:** Introduce bundling or seasonal discounts on underperforming categories like Mugs and Plants.
- **Geographic Expansion:** Strengthen presence in mid-tier revenue cities like Guntakal and Haridwar.

- **Occasion-Based Customization:** Increase product personalization around Diwali and Birthday segments to boost engagement.
- **Optimize Logistics:** Aim to reduce the average order-to-delivery time below 5 days to enhance customer satisfaction.

## Conclusion

This dashboard delivers a holistic overview of FNP's sales operations and uncovers actionable insights to refine marketing strategies, improve category performance, and enhance customer experience. By aligning operations with these insights, FNP can further strengthen its market position and drive sustained growth.