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**Executive Summary: FNP Sales Dashboard Analysis (2023)**

**Project Objective:**  
To analyze the sales performance of an online delivery company (FNP) for the year 2023, with a focus on uncovering insights related to order trends, customer behavior, delivery efficiency, and revenue drivers using Excel tools (Power Query, Pivot Tables, Power Pivot).

**1. Revenue Overview**

* **Total Revenue** generated in 2023: **$3,520,984**
* **Total Orders**: Over 1,000
* **Average Order Value**: Approximately **$3,520.98**
* Indicates a high-spend customer base likely making bulk or premium purchases.

**2. Time-Based Insights**

**A. Peak Ordering Hours**

* The majority of orders occurred between **10:00 AM and 10:00 PM**, with noticeable peaks around midday.
* Suggests that marketing efforts should focus on these hours for maximum engagement and conversion.

**B. Day-of-Week Trends**

* **Thursday and Sunday** recorded the highest order volumes and revenue.
* These days could reflect social or cultural patterns around gifting or pre-weekend planning.

**C. Monthly Trends**

* **February** and **August** were the top-performing months.
  + February: Likely linked to **Valentine’s Day** promotions.
  + August: Possibly due to **Raksha Bandhan** or other local festivals.
* These trends highlight seasonal opportunities for promotions.

**3. Occasion-Based Revenue Drivers**

* **Top Occasions** by revenue:
  + **Anniversary**
  + **Holi**
  + **Birthday**
  + **Raksha Bandhan**
* **Anniversary** and **Holi** contributed the largest share of revenue, suggesting strong consumer emotional investment in these events.
* Campaigns aligned with these occasions should be prioritized.

**4. Product Performance**

* The most successful product categories were:
  + **Cakes**
  + **Soft Toys**
* These products were consistently purchased across all top occasions and cities.
* Bundling popular products during festive seasons could drive higher cart values.

**5. Geographic Insights**

* The **top-performing cities** were:
  + **Ghaziabad**
  + **Bhopal**
  + **Lucknow**
* These cities showed strong order volume and revenue consistency throughout the year.
* Localized marketing strategies in these regions could further boost revenue.

**6. Operational Efficiency**

* **Average Delivery Time**: **5.53 days**
* Though acceptable in some contexts, there's room for improvement in logistics, especially during peak demand periods.
* Reducing delivery time could improve customer satisfaction and retention.

**7. Strategic Recommendations**

* **Occasion-Based Campaigns**: Invest in content and ads for events like Holi, Anniversaries, and Valentine’s Day.
* **Time-Based Offers**: Schedule promotional emails and website push notifications between 10 AM–10 PM.
* **City-Specific Marketing**: Focus on high-potential cities (e.g., Ghaziabad, Bhopal) with tailored promotions.
* **Product Bundling**: Combine Cakes and Soft Toys into themed packages to increase average order size.
* **Optimize Logistics**: Partner with faster delivery providers or streamline warehouse-to-door operations to reduce delivery time.

**Conclusion**

This analysis provides a clear roadmap for increasing revenue through occasion-targeted campaigns, optimizing delivery efficiency, and focusing on high-performing products and regions. With data-backed insights, the FNP team can make informed decisions to drive business growth in the coming seasons.