

Executive Summary

Sales Analysis Report (FNP)

1. Key Highlights

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

The business demonstrates strong performance across various occasions and product categories, achieving significant revenue milestones and consistent customer spending patterns.

2. Performance by Occasion

- **Anniversary** and **Valentine's Day** are the strongest occasions, each generating revenue of approximately ₹0.65–0.70 million.
- **Holi** and **All Occasions** also performed well, with revenue in the range of ₹0.55–0.60 million.
- **Birthday** and **Diwali** showed moderate performance, with Diwali having a lower revenue footprint at approximately ₹0.30 million.

Actionable Insight: Marketing efforts should continue to focus on Valentine's Day and Anniversary occasions while exploring campaigns to boost Diwali and Birthday orders.

3. Performance by Category

- **Colors** category dominates with revenue close to ₹1.0 million.
- **Soft Toys** and **Sweets** also perform strongly, around ₹0.75 million each.
- **Cakes**, traditionally popular, underperformed comparatively at around ₹0.30 million.
- Categories like **Mugs**, **Plants**, and **Raksha Bandhan** gift sets had lower revenues, signaling potential for product innovation or promotions.

Actionable Insight: Consider bundling underperforming categories with bestsellers to drive upsell opportunities.

4. Top Products by Revenue

- The **Quia Gift** (₹1,21,905), **Harum Pack** (₹1,14,476), and **Magman Set** (₹1,06,624) were the top-selling products, together contributing a significant share of total revenue.

5. Geographic Performance

- **Imphal**, **Dhar**, and **Bidhannagar** emerged as top-performing cities by order volume, each exceeding 25 orders.

- Tier-2 and Tier-3 cities are showing strong demand, indicating that distribution and marketing resources should remain focused there to maximize growth.

6. Time-Based Performance

- **Monthly Revenue Trends:** Peaks in March and September align with festival and seasonal shopping patterns, crossing ₹0.75 million in revenue during these months.
- **Hourly Order Trends:** Orders peak between 18:00–21:00 hours, with revenue per hour exceeding ₹0.18 million during these evening hours.

Actionable Insight: Promotional campaigns and social media ads should be scheduled to peak during these high-traffic hours for maximum conversion.

7. Customer Metrics

- **Average customer spend** of ₹3,520.98 suggests a premium audience willing to pay for quality and specialized gifting options.
- **Average order-delivery time** is 5.53 days, which could be optimized to improve customer satisfaction further.

Recommendation: Invest in logistics partnerships to shorten delivery windows, especially during seasonal peaks.