

## **Problem Statement**

The online gifting business operates across multiple cities and offers a wide range of products tailored for various occasions. However, the company faces challenges in understanding how different factors—such as seasonality, product categories, customer purchasing behavior, and region-wise demand—affect overall sales performance. Without clear insights, it becomes difficult to optimize marketing strategies, manage inventory efficiently, and enhance customer experience.

The lack of consolidated, visual, and actionable data makes it hard to identify key revenue drivers, forecast demand, or refine operational processes like order-to-delivery timelines.

This project aims to address these challenges by building an interactive data dashboard that provides end-to-end visibility into orders, revenues, customer spending patterns, product performance, and city-level insights.

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## **Executive Summary**

This project presents a comprehensive sales and revenue analysis for an online gifting business. Using interactive dashboards, the objective is to understand customer purchasing behavior, revenue trends, product performance, and city-level order distribution. The insights generated support better decision-making in marketing, inventory planning, and customer engagement strategies.

### **1. Overall Business Performance**

- **Total Orders: 1000**, indicating strong customer engagement within the selected period.
- **Total Revenue: ₹35,20,984**, reflecting healthy sales volume.
- **Average Customer Spend: ₹3,520.98**, showing consistent order value per customer.
- **Average Order–Delivery Time: 5.53 days**, highlighting the operational efficiency in fulfilling orders.

### **2. Revenue Insights**

#### **a. Revenue by Occasion**

Purchasing behavior is strongly influenced by festive and personal occasions. Top-performing occasions include:

- **Anniversary, Raksha Bandhan, and Valentine’s Day**, contributing the highest revenue.
- Occasions like **Diwali** and **Birthday** show moderate demand but indicate potential areas for targeted promotions.

#### **b. Revenue by Category**

Product categories display varied contributions:

- **Colors** and **Sweets** are the highest revenue-generating categories.

- **Soft Toys, Cake, and Raksha Bandhan—specific items** show stable demand.
- Categories like **Mugs** and **Plants** generate lower revenue, highlighting opportunities for product bundling or improved marketing.

### c. Revenue by Month

Monthly sales trends show clear seasonal variations:

- **February, August, and November** reflect revenue peaks, likely due to festivals or special occasions.
- **April to July** have relatively lower sales, indicating periods suitable for discount drives or new product launches.

## 3. Customer & Regional Insights

### a. Revenue by Hour (Order Time)

Demand peaks during late morning and early evening hours:

- Cities like **Imphal, Dhanbad, Kavali, and Haridwar** show the highest order activity.
- Understanding these peak hours can help optimize ad spending and logistics planning.

### b. Top Cities by Orders

The Top 10 cities show strong and stable order volume:

- Major revenue-driving cities cross the **₹1,60,000–₹1,80,000** mark.
- Continuous fluctuations across cities highlight the importance of region-specific marketing.

## 4. Product Performance

### Top 5 Products by Revenue

- **Magnam Set, Quia Gift, and Dolores Gift** are the highest contributors.
- These products demonstrate strong customer appeal and should be stocked and promoted aggressively.
- **Harum Pack** and **Deserunt Box** also show promising sales patterns.

## 5. Key Business Takeaways

- Customer spending is significantly influenced by seasonal events and special occasions.
- A few product categories and cities contribute to a majority of revenue, indicating the need for focused strategies.
- Order-delivery performance is efficient, but can be optimized further to improve customer satisfaction.
- Clear monthly trends help in inventory management and marketing calendar planning.
- The dashboard enables data-driven decisions by providing real-time insights on sales distribution and customer behavior.

## **Conclusion**

- The analysis and dashboard developed in this project successfully provide a comprehensive view of the company's sales ecosystem. Key insights such as high-performing occasions, bestselling products, peak sales months, and top revenue-generating cities help stakeholders make informed business decisions. The visualization of customer spending patterns and order-delivery timelines enhances the company's ability to improve service efficiency and marketing effectiveness.
- Overall, this project demonstrates the value of using data analytics and interactive dashboards to transform raw sales data into actionable insights. By leveraging these findings, the company can optimize operations, enhance customer experience, plan targeted promotions, and ultimately drive higher revenue growth.