**Executive Summary – FNP Sales Analysis**

This sales analysis dashboard provides a comprehensive view of revenue trends, product performance, customer spending habits, and geographical distribution of orders for FNP. The insights are derived from sales data, covering multiple occasions, categories, and time periods.

**Key Performance Highlights**

1. **Overall Business Performance**
   * **Total Revenue:** ₹35,20,984
   * **Total Orders:** 1,000
   * **Average Customer Spending:** ₹3,520.98
   * **Average Order-to-Delivery Time:** 5.53 days
2. **Occasion-Based Performance**
   * **Top-Performing Occasion:** *Anniversary* generates the highest revenue, followed closely by *Raksha Bandhan* and *Holi*.
   * **Lowest-Performing Occasion:** *Diwali* shows relatively lower revenue compared to other occasions.
   * **Observation:** Seasonal events drive significant spikes in sales, with anniversary-related products having consistent year-round demand.
3. **Category Insights**
   * **Highest Revenue Category:**  *Colors* dominates with nearly ₹10–12 lakh in revenue.
   * **Other Strong Performers:** *Soft Toys* and *Sweets* show robust sales, indicating strong gifting trends.
   * **Weaker Categories:** *Mugs* and *Plants* contribute less to total revenue, suggesting either limited demand or lower average selling prices.
4. **Revenue by Time**
   * **Peak Hours:** Revenue is highest during late evening and night hours (~20:00–22:00).
   * **Gradual Decline:** Sales decline steadily overnight, with the lowest activity in early morning hours (~4:00–7:00).
5. **Monthly Trends**
   * **Peak Sales Months:** *March* and *August* are the strongest months, indicating seasonal spikes possibly linked to festivals or promotions.
   * **Low Periods:** *May–June* and *September–October* show lower revenues, suggesting opportunities for targeted marketing campaigns during these months.
6. **Top Products**
   * Leading products include *Magaram Set*, *Nan Gift*, *Digenismos Pack*, and *Excetrictation Pack*.
   * These top 10 products consistently generate between ₹80,000–₹1,20,000 each, representing a significant share of total sales.
7. **Geographical Insights**
   * **Top Cities by Orders:** *Dhanbad* and *Imphal* lead in order volumes, followed by *Gumla* and *Bilaspur*.
   * **Observation:** Demand is not limited to major metros, indicating strong penetration in tier-2 and tier-3 cities.

**Conclusion:**  
This analysis highlights a healthy sales performance with strong contributions from key occasions and categories, particularly in gifting products. By capitalizing on peak seasons, improving underperforming segments, and strategically targeting time slots and geographies, FNP can enhance both revenue and customer engagement.