

Executive Summary: Sales Analysis Dashboard – FNP

This sales analysis dashboard offers a comprehensive overview of FNP's sales performance, customer behavior, and product trends, facilitating data-driven decision-making.

Key Metrics Overview

- **Total Orders:** 1,000
- **Total Revenue:** ₹35,20,984.00
- **Average Customer Spending:** ₹3,520.98
- **Average Order-to-Delivery Time:** 5.53 days

Revenue Insights

- **Top Occasions by Revenue:**
 - Anniversary (~₹6.8L)
 - Raksha Bandhan (~₹6.2L)
 - Holi (~₹5.4L)
- **Revenue by Category:**
 - Highest: **Soft Toys (27%)**, Plants (23%), Raksha Bandhan Gifts (18%)
 - Lowest: Colors (8%)

Temporal Trends

- **Top Revenue Months:**
 - June, November, and December show peak revenues (>₹70,000)
- **Revenue by Days of the Week:**
 - Highest sales occur on **Friday**
 - Lowest on **Tuesday**

Top Products & Cities

- **Top 5 Revenue-Generating Products:**
 - Dignissimos Pack, Provident Pack, Delectus Gift, Maiore's Box, Qui Gift
- **Top Cities by Orders:**
 - Dhanbad, Imphal, Kawai, Tirupur, Anand

Customer Behavior

- High engagement during key festive periods (e.g., Raksha Bandhan, Holi)

- Customer preference leans toward soft toys and plants, indicating gifting trends
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Conclusion

This dashboard offers actionable insights into customer preferences, seasonal demand, and product performance. The findings highlight opportunities to optimize inventory, personalize marketing campaigns, and improve delivery logistics to further enhance customer satisfaction and revenue.