# *Executive Summary: Sales Analysis for FNP*

## Overview:

This project provides an in-depth analysis of 1,000 sales orders, focusing on revenue, order delivery time, customer spending, and product performance across various occasions and cities. The primary goal is to identify revenue trends, popular product categories, and customer behavior to support data-driven decision-making for optimizing sales and marketing strategies.

## Key Insights

### 1.Total Revenue & Orders
•Total Revenue: ₹35,20,984.00
•Total Orders: 1,000
•Average Customer Spend: ₹3,520.98 per order
•Average Order Delivery Time: 5.53 days
•These figures indicate strong customer engagement and significant revenue generation per order. The average delivery time seems reasonable but can be improved for time-sensitive occasions.

### 2.Revenue by Occasion
•The data reveals that Anniversaries and Raksha Bandhan generate the highest revenue among all occasions, contributing significantly to the company's sales. Other notable occasions include Holi, Valentine's Day, and Birthdays, each displaying substantial revenue generation.
•Diwali, despite being a major festival, shows lower revenue compared to other occasions, potentially offering an opportunity to improve targeted promotions during this period.

### 3.Revenue by Category
•Among product categories, Colors (likely for Holi) contribute the highest revenue, followed by Soft Toys and Raksha Bandhan–related products.
•Categories like Cakes, Mugs, and Plants have moderate performance, indicating opportunities for upselling or cross-selling strategies to increase revenue from these products.

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

•Orders are distributed relatively evenly throughout the day, with noticeable peaks around 12 PM and 6 PM, likely reflecting typical meal or break times when customers might place orders.

•Understanding these peaks can help in optimizing marketing campaigns and ensuring the availability of delivery services during those hours.

### 5.Top 5 Products by Revenue

•The top 5 products include items like Deserunt Box, Dolores Gift, and Magman Set, each generating revenue close to ₹1,20,000 to ₹1,40,000.

•Focusing on promoting these best-selling items can drive further sales, especially during peak occasions.

### 6.     Top 10 Cities by Orders

•The city-wise analysis shows that Dhanbad and Imphal contribute the highest number of orders, followed by Guntakal and Kavali.

•This regional demand can guide localized marketing campaigns and logistics planning to ensure timely deliveries and customer satisfaction in these high-performing areas.

### 7.Revenue by Month

•The months of February and March show the highest revenue, correlating with key events such as Valentine's Day and Holi.

•Revenue tends to drop significantly in April and rises again towards August and December, which may be attributed to Raksha Bandhan and year-end festivities. This cyclic pattern can help optimize inventory and marketing efforts around key months.

## Recommendations

### 1.Optimizing Delivery Times:

Although the average delivery time of 5.53 days is reasonable, reducing it, especially around time-sensitive occasions like birthdays or Valentine's Day, could improve customer satisfaction and increase repeat business.

### 2.Enhancing Diwali Campaigns:

The lower revenue for Diwali suggests the need for more aggressive marketing efforts and personalized offerings during this period. Introducing new products or bundles could also boost sales.

### 3.Focusing on Peak Sales Hours:

Since most orders are placed around noon and evening, it would be beneficial to align marketing promotions (such as discounts and ads) to these times for higher engagement and conversion.

**4.Targeting High-Performing Cities:**
Cities like Dhanbad and Imphal are leading in terms of order volume, so there's an opportunity to deepen market penetration in these regions by offering localized campaigns, faster delivery options, and exclusive deals for returning customers.

**5.Product Category Focus:**
The strong performance of categories like Colors and Soft Toys suggests a consistent demand for these items. Creating promotional campaigns around these products or offering bundled deals could capitalize on this demand, particularly around high-revenue months and occasions.

## Conclusion
The Sales Analysis Dashboard provides valuable insights into customer behavior, product performance, and geographical trends. By focusing on optimizing delivery, enhancing Diwali sales, leveraging peak order hours, and targeting high-performing cities, the company can continue to grow revenue and improve customer satisfaction across its diverse product offerings.