Executive Summary: Sales Analysis Dashboard

Overview

This dashboard provides a comprehensive analysis of the sales performance of FNP (Ferns N Petals), offering valuable insights into revenue trends, customer behavior, product performance, and geographic distribution. The dataset encompasses **1,000 orders** with a **total revenue of ₹35,20,984**, giving a clear snapshot of sales dynamics over a defined period (July 2023 – August 2024).

Key Highlights

- **Total Orders:** 1,000

- **Total Revenue:** ₹35,20,984

- **Average Revenue per Customer:** ₹3,520.98

- **Average Order to Delivery Time:** 5.53 days

Performance by Occasion

- The **Anniversary** occasion generated the highest revenue, followed closely by **Raksha Bandhan** and **Holi**.

- **Birthday** and **Valentine's Day** also contributed significantly, indicating these events are critical for targeted marketing.

Category-wise Revenue

- **Colors** was the top-performing category, contributing the highest revenue.

- **Soft Toys** and **Sweets** followed, indicating customer preference for personalized and consumable gifts.

- Categories like **Mugs**, **Plants**, and **Cake** showed moderate performance, highlighting areas for potential promotional efforts.

Monthly Revenue Trends

- **March** emerged as the peak month for revenue, likely due to Holi and pre-summer celebrations.

- A visible spike is seen in **August** and **October**, potentially due to Raksha Bandhan and Diwali.

- **April to June** experienced a dip, suggesting a potential seasonal lull or opportunity to boost engagement.

Revenue by Hour (Order Time)

- Orders are consistently high between **9 AM to 7 PM**, with peaks around **4 PM and 6 PM**, suggesting optimal windows for digital advertising and promotional campaigns.

Top Performing Products

- The **Magnam Set** leads the top 5 products, generating the highest revenue.

- Other top performers include **Quia Gift**, **Dolores Gift**, **Harum Pack**, and **Deserunt Box**, highlighting strong customer interest in premium or bundled gift sets.

City-wise Revenue Distribution

- **Dhanbad**, **Imphal**, and **Kavali** emerged as the top three cities in terms of revenue contribution.

- Other high-performing cities include **Gunakal**, **Haridwar**, and **Bidhannagar**, which can be prioritized for future regional campaigns.

Recommendations

1. **Focus Marketing on High-Revenue Occasions:** Allocate more resources to campaigns around **Anniversary**, **Holi**, and **Raksha Bandhan**.

2. **Leverage Peak Order Hours:** Promote limited-time offers and social media campaigns during **late afternoon to early evening hours**.

3. **Boost Sales in Low-Performing Months:** Introduce special offers or themed promotions in **April to June**.

4. **Upsell Best-selling Products:** Bundle or cross-sell top products like **Magnam Set** and **Quia Gift** for increased average order value.

5. **Expand in High Revenue Cities:** Strengthen local marketing and logistics in cities like **Dhanbad**, **Imphal**, and **Kavali**.