

## Executive Summary – FNP Sales Report

### Overview

The FNP Sales Report provides a comprehensive view of the company's sales performance. This dashboard highlights key metrics, trends, and insights gathered from a dataset of 1,000 orders. The primary focus areas include total revenue, customer behaviour, sales categories, product performance, and regional demand.

### Key Highlights

- **Total Orders:** 1,000
- **Total Revenue:** ₹35,20,984
- **Average Order-Delivery Time:** 5.53 Days
- **Average Customer Spending:** ₹3,520.98

### Performance Breakdown

#### 1. Revenue by Occasion

- **Top Performing Occasions:**
  - **Anniversary** generated the highest revenue, followed by **Raksha Bandhan** and **Holi**.
  - **Diwali** and **Valentine's Day** had relatively lower revenue, suggesting potential for marketing improvements.

#### 2. Revenue by Category

- **Best-Selling Categories:**
  - **Colours** topped with the highest revenue, followed by **Soft Toys** and **Sweets**.
  - **Cake** and **Plants** had moderate sales, while **Mugs** performed the lowest.

#### 3. Revenue by Month

- **Peak Months:**
  - **February** and **September** showed strong sales, likely influenced by key festivals or marketing campaigns.
  - **March, May, June** saw lower revenues, indicating off-peak periods.

#### 4. Revenue by Days

- **Top Performing Days:**
  - **Tuesday** and **Sunday** recorded the highest revenues.
  - **Wednesday** saw the lowest, providing a clue for weekday promotional strategies.

## Product and Location Insights

### Top 5 Products by Revenue

- **Magnum Set** and **Quia Gift** led the chart with over ₹1,20,000 in revenue each.
- Other high-performers included **Dolores Gift**, **Harum Pack**, and **Deserunt Box**.

### Top 10 Cities by Orders

- **Imphal, Kalyani, and Dhanbad** had the most orders.
- Cities like **Bhopara** and **North Dumdum** had fewer orders, indicating untapped potential.

### Insights & Recommendations

- Focus marketing efforts on **Anniversary and Raksha Bandhan** campaigns.
- Boost underperforming categories like **Mugs** and **Plants** through bundling or offers.
- Consider special promotions on **Wednesdays** to balance daily revenue.
- Leverage top-selling products in ads and bundles to boost average cart value.
- Explore growth in cities with lower order volumes through localized promotions.