Executive Summary – Sales Analysis Dashboard
The Sales Analysis Dashboard provides key insights into overall performance, customer trends, and revenue distribution across different dimensions. The analysis covers revenue, delivery efficiency, product categories, occasions, cities, and time-based patterns.

Key Highlights:

1. **Overall Performance**

   - **Total Revenue:** ₹5,74,682
   - **Average Delivery Time:** 5.77 days
   - **Average Products Sold per Order:** 3.02
   - **Average Customer Spend:** ₹3,192.68

2. **Revenue by Occasions**

   - Highest revenue contributions are from **Raksha Bandhan**, **Anniversary**, and **Holi**.
   - Lower revenue was observed during **Valentine's Day**, **Birthday**, and **Diwali** occasions.

3. **Revenue by Category**

   - **Sweets** is the leading product category, followed by **Raksha Bandhan Gifts** and **Plants**.
   - Lower revenue categories include **Soft Toys**, **Colors**, and **Cake**.

4. **Revenue by Month**

   - Consistent sales across the year with peaks in **May, September, October, and November**, indicating festive and seasonal demand.
   - Slight dips during **March, July, and August**.

5. **Top Products by Revenue**

   - Leading products include **Provident Pack, Designer Gift, and Deluxe Gift**, contributing significantly to revenue.
   - Other high-performing items include **Occasion Gift, Gold Gift, and Mom's Special Pack**.

6. **Top Cities by Orders**

   - Major demand is concentrated in **HazariBagh, Bhilwara, and Bhopal**.
   - Other notable cities include **Indore, Kalyan-Dombivli, Kanpur, and Lucknow**.

7. **Revenue by Hour**

   - Sales activity shows strong performance throughout the day, with peaks around **12:00, 16:00, and 19:00 hours**.
   - This suggests higher customer engagement in afternoons and evenings.

Conclusion
The sales performance is healthy with strong contributions from festive occasions and high-value product categories such as sweets and gifts. Seasonal spikes indicate the importance of aligning promotions with festivals. Customer behavior shows preference for mid-day and evening purchases, providing opportunities to optimize campaigns and delivery schedules accordingly.

Recommendations include focusing on high-performing cities, promoting underperforming occasions, and expanding the product mix around peak revenue categories.