**FNP Sales Analysis Dashboard**

**Objective**

The *FNP Sales Analysis Dashboard* was developed to provide a comprehensive overview of the company’s sales performance across various dimensions — including occasions, product categories, time periods, and locations. The main goal of this dashboard is to deliver data-driven insights that help stakeholders understand revenue trends, top-performing products, and customer purchasing behaviors to support informed business decisions.

**Key Highlights**

* **Total Orders:** 126
* **Total Revenue:** ₹5,86,176.00
* **Average Order Delivery Time:** 5.72 days
* **Average Customer Spend:** ₹4,652.19

These figures indicate steady business growth with consistent customer engagement and a healthy average spending rate per order.

**1. Revenue by Occasions**

* The **Anniversary** occasion generated the highest revenue at **₹6,74,634**, followed closely by **Holi (₹6,31,585)** and **All Occasions (₹5,86,176)**.
* **Birthday (₹4,08,194)** and **Diwali (₹3,13,783)** contributed moderately, while **Valentine’s Day** recorded the lowest at **₹3,31,930**.  
  ➡️ *Insight:* Festive and personal events such as Holi and Anniversaries are key revenue drivers. Valentine’s Day has potential for targeted marketing to boost sales.

**2. Revenue by Category**

* **Soft Toys** dominate with a revenue of **₹2,86,898**, making it the top-selling category.
* **Sweets (₹1,21,296)** and **Colors (₹1,05,732)** also performed well, while **Mugs (₹11,610)** and **Raksha Bandhan items (₹60,640)** show room for growth.  
  ➡️ *Insight:* Customers prefer emotional and gift-oriented categories, highlighting the importance of maintaining high-quality soft toy offerings.

**3. Revenue by Hour (Order Time)**

* Revenue fluctuates throughout the day, peaking around **4 PM–5 PM**, and drops during mid-morning and late-night hours.  
  ➡️ *Insight:* Sales campaigns and digital promotions should be scheduled around late afternoon hours to maximize order placements.

**4. Revenue by Month**

* The highest revenue was recorded in **February** (~₹80,000), aligning with seasonal demand and festival sales.
* Revenue dips during **April–May**, followed by gradual recovery from **July–December**.  
  ➡️ *Insight:* Off-peak months present an opportunity to launch discount campaigns or bundle offers to maintain consistent sales.

**5. Top 5 Products by Revenue**

| **Rank** | **Product Name** | **Revenue (₹)** |
| --- | --- | --- |
| 1 | Magnam Set | 1,21,905 |
| 2 | Exertitationem Pack | 96,701 |
| 3 | Expeditia Gift | 88,944 |
| 4 | Nihil Box | 73,964 |
| 5 | Fugit Set | 68,292 |

➡️ *Insight:* The **Magnam Set** leads in sales, suggesting strong customer preference. Expanding similar premium bundles could enhance future revenue.

**6. Top 10 Cities by Orders**

* **Kayali** tops with **7 orders**, followed by **Machilipatnam (5)**, **Bharatpur, Bhopal, Kalyan-Dombivli, and Karur (4 each)**.  
  ➡️ *Insight:* Concentrated sales in smaller cities indicate brand penetration in Tier-2 regions. Expanding delivery services in these areas could improve order volume.

**7. Filters & Interactivity**

The dashboard includes interactive filters for:

* **Order Date (2023)**
* **Delivery Date (2023–2024)**
* **Occasion-based segmentation**

These features allow dynamic data exploration for detailed insights and customized reporting.

**Conclusion**

The FNP Sales Analysis Dashboard effectively consolidates complex sales data into an intuitive visual report. It helps decision-makers identify:

* Peak-performing occasions and products
* Underperforming categories needing attention
* Customer spending behavior
* City-level growth opportunities

Overall, the dashboard provides a strategic foundation for improving **marketing focus**, **inventory management**, and **sales forecasting**, enabling data-driven decision-making for future business growth.