

FNP SALES REPORT

Fern and Petals Sales Analysis - Insights Report

Executive Insights

Overall Business Metrics

- **Total Orders:** 1,000
- **Total Revenue:** INR 35,20,984
- **Average Order to Delivery Time:** 5.53 days
- **Average Customer Spending:** INR 3,520.98 per order

Sales by Occasion

- **Top Performing Occasion:** Anniversary (highest revenue)
- **Other High-Performing Occasions:** Raksha Bandhan, Holi
- **Low Revenue Occasions:** Valentine's Day and Diwali
Insight: Anniversary drives maximum revenue, suggesting it's a key occasion for marketing and promotions.

Revenue by Category

- **Top Categories:** Cake and Soft Toys generate significant revenue
- **Underperforming Categories:** Colors, Mugs, and Plants
Insight: Consider bundling or cross-selling underperforming categories with high-performing ones.

Top Cities by Order Count

- **Highest Orders:** Imphal (29), Dibrugarh (28), Kavali (27)
- **Other Notables:** Haridwar (24), Dhanbad (21)
Insight: These cities are major sales hubs—prioritize for delivery services and local promotions.

Revenue by Month

- **Peak Revenue Months:** February, March, and August
- **Low Revenue Months:** January, April to July, September
Insight: Use seasonal campaigns for peak months.

Top 5 Products by Revenue

- **Top Sellers:** Magnam Set (highest), Quia Gift, Harum Pack, Dolores Gift, Deserunt Box
Insight: Promote and maintain inventory for these products.

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Revenue by Days of the Week

- **Highest Revenue Days:** Tuesday and Sunday
 - **Lowest Revenue Day:** Wednesday
- Insight:** Run midweek promotions to increase sales on Wednesdays.