



FNP Sales Analysis Dashboard – Project Summary

This dashboard provides a **comprehensive sales performance analysis** for FNP by visualizing key business metrics across **orders, revenue, customers, time, products, occasions, and locations**. It is designed to support **data-driven decision-making** through interactive filters and insightful KPIs.



Key Performance Indicators (KPIs):

- **Total Orders:** 1,000
- **Total Revenue:** ₹3,520,984
- **Average Order–Delivery Time:** 5.53 days
- **Average Customer Spending:** ₹3,520.98

These KPIs give a quick overview of overall business health, operational efficiency, and customer purchasing behaviour.



Revenue Analysis by Occasion:

- **Anniversary** and **Raksha Bandhan** generate the highest revenue.
- **Birthday** and **Holi** also contribute significantly.
- **Diwali** and **Valentine's Day** show comparatively lower revenue, indicating opportunities for targeted promotions.

Helps identify **high-performing festive occasions** and plan marketing strategies accordingly.



Revenue by Product Category:

- **Colors** contribute the highest revenue among all categories.
- **Soft Toys** and **Sweets** are strong secondary revenue drivers.
- **Cakes, Plants, and Mugs** generate moderate but consistent revenue.

Useful for **inventory planning** and **category-level performance optimization**.



Revenue by Hour (Order Time):

- Peak order volumes occur during **mid-day to evening hours**.
- Certain cities show higher ordering frequency during specific time slots.

Helps in the **delivery workforce planning** and **timing promotional campaigns**.



Revenue Trend by Month:

- Revenue peaks are observed in **February, August, and November**, aligning with major occasions.
- Lower sales during mid-year months indicate seasonal demand patterns.

Enables **seasonal forecasting** and **budget allocation**.



Top 5 Products by Revenue:

- **Magnam Set** is the highest-revenue product.
- **Quia Gift** and **Dolores Gift** follow closely.
- All top products show strong and consistent sales performance.

Supports **product bundling**, **pricing decisions**, and **cross-selling strategies**.



Top 10 Cities by Orders:

- Cities like **Imphal**, **Kavali**, and **Bhubaneswar** show high order volumes.
- Order trends fluctuate but remain strong across major cities.

Helps identify **high-demand regions** for logistics and expansion.



Interactive Features:

- **Date filters** (Order Date & Delivery Date)
 - **Occasion slicer** for dynamic analysis
 - Enables users to drill down into specific time periods and events
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Overall Business Impact:

- Highlights **customer spending behavior, seasonal trends, and regional demand**
- Improves **sales forecasting, inventory management, and marketing planning**
- Enhances **operational efficiency** by tracking delivery performance