

# Executive Summary: FNP Sales Analysis

## Overview

This sales analysis provides an in-depth look into the revenue performance, customer ordering patterns, and key product categories driving sales for FNP. The insights presented here are based on a dataset containing order details from various cities, product categories, and seasonal occasions.

## Key Performance Indicators (KPIs)

- **Total Orders:** 1,000
- **Total Revenue:** \$3,520,984.00
- **Average Order-Delivery Time:** 5.53 days
- **Average Customer Spending:** \$3,520.98

## Sales Performance Insights

### Top Revenue-Generating Products

The highest revenue came from the **Magram Set, Quia Gift, and Dolores Gift**, each contributing significantly to total revenue. The top 10 products all generated over \$80,000 in sales.

### Best Performing Cities

The **top cities by order volume** were **Imphal, Dhanbad, and Kavali**, indicating strong demand in these regions. These cities had over 25 orders each, making them critical markets for business expansion.

### Revenue by Time & Date

- **Best Performing Days:** Tuesday and Sunday had the highest revenue generation, with sales exceeding \$600,000.
- **Hourly Revenue Trends:** Sales peaked at multiple times throughout the day, with the highest activity occurring between **6 AM and 8 AM, and later between 10 AM and 2 PM**.
- **Monthly Revenue Trends:** February and August saw the highest sales spikes, indicating seasonal demand surges.

## Revenue by Category

- The **Colors** category generated the highest revenue, exceeding \$1 million.
- **Soft Toys and Sweets** also contributed significantly, indicating customer preference for these items.
- Categories like **Plants and Mugs** had the lowest revenue, presenting an opportunity for improved marketing or product repositioning.

## Business Implications & Recommendations

1. **Focus on High-Demand Products** – Prioritize inventory and promotions for top-selling products like **Magram Set and Quia Gift** to maximize revenue.
2. **Expand in Top Cities** – Given strong sales in **Imphal, Dhanbad, and Kavali**, targeted marketing and localized promotions could further drive growth.
3. **Optimize Seasonal Sales** – Revenue peaks in **February and August** suggest potential ties to festivals or special occasions. Strategic campaigns before these months can increase sales.
4. **Time-Based Promotions** – Since sales are highest in **morning and mid-day hours**, launching targeted discounts or ads during these times can increase conversions.
5. **Diversify Low-Performing Categories** – Products like **Mugs and Plants** need better positioning, bundling, or promotions to boost sales.
6. **Enhance Delivery Efficiency** – The **5.53-day average order-delivery time** suggests room for improvement in logistics. Reducing this time can enhance customer satisfaction.

## Conclusion

The analysis highlights FNP's strong sales performance across key product categories and cities. By leveraging high-performing products, optimizing sales timing, and addressing logistical challenges, the business can further maximize profitability and customer satisfaction.