

Executive Summary – Sales Analysis Project(FNP)

1. Overview

This sales analysis report provides key insights into total revenue, order trends, customer spending behaviour, and sales performance across various parameters. The data helps identify revenue drivers, customer preferences, and potential areas for growth.

2. Key Performance Metrics

- **Total Revenue:** ₹5,86,176.00
- **Total Orders Placed:** 12
- **Average Order-Delivery Time:** 6.75 days
- **Average Customer Spend:** ₹4,652.19

3. Revenue Trends

Revenue by Occasion

- **Top-performing occasions:** Raksha Bandhan and Valentine's Day generated the highest revenue.
- **Lower-performing occasions:** Anniversary and Birthday sales are comparatively lower, indicating a potential area for improvement.

Revenue by Product Category

- **Top-selling category:** Soft Toys generated the highest revenue.
- **Underperforming categories:** Mugs and Colors contributed the least to revenue, suggesting potential adjustments in inventory or promotions.

Revenue by Hour (Order Time)

- There is a noticeable increase in revenue **between 8 AM and 10 AM** and another peak **between 6 PM and 8 PM**.
- This indicates optimal time slots for promotional activities or targeted marketing campaigns.

Revenue by Month

- **Highest sales month:** April had the highest revenue generation.
- **Lowest sales months:** May and June showed dips, highlighting a seasonal impact or lack of promotional activities.

4. Top Performing Entities

Top 5 Products by Revenue

- **Best-selling product: Magarm Set** contributed the highest revenue.
- **Other strong performers: Exercitationem Pack and Expedia Gift.**
- **Nihil Box underperformed**, which may need repositioning or discount strategies.

Top 10 Cities by Orders

- **Highest orders placed in: Pune and Mumbai.**
- **Cities with lower sales: Jamshedpur and Howrah**, which may need location-based promotions.

5. Recommendations & Action Plan

✓ **Boost Sales in Low-Performing Occasions:** Targeted marketing campaigns for **Anniversary and Birthday** categories with discounts and personalized offers.

✓ **Optimize Product Category Strategy:** Increase focus on high-performing categories like **Soft Toys** and evaluate the demand for underperforming items like **Mugs** and **Colors**.

✓ **Leverage Peak Order Hours:** Run ads and promotions during peak hours (**8-10 AM and 6-8 PM**) to maximize conversions.

✓ **Improve Sales in Low Revenue Cities:** Conduct geo-targeted ads or localized offers in cities like **Jamshedpur and Howrah**.

✓ **Address Seasonal Sales Drops:** Identify reasons for **May-June dip** and introduce seasonal campaigns to maintain consistent sales.

6. Conclusion

This report provides actionable insights into sales trends and customer behaviour. By implementing data-driven strategies, we can further enhance revenue, optimize inventory, and increase customer engagement.