

FNP Sales Analysis

1. Capitalize on High-Revenue Occasions (Holi, Diwali, Anniversary)

Insight:

- **Holi** alone generated over ₹300,000 in revenue.
- **Diwali** and **Anniversary** also showed strong performance.

Execution:

- **Occasion-Specific Campaigns:**
 - Create bundled packages (e.g., "Holi Family Hampers", "Diwali Office Gift Packs").
 - Launch early-bird campaigns 30–45 days before the occasion with limited-time discounts.
- **Advance Planning:**
 - Inventory stocking and supplier agreements finalized 2 months in advance.
 - Dedicated micro-sites/landing pages per occasion for easier promotion and tracking.
- **Cross-Selling:**
 - Offer complementary products (e.g., “Buy Colors, get ₹100 off Sweets”).

Tools/Methods:

- Google Ads + Facebook Ads + Instagram Reels → Occasion-based targeting
- Email marketing sequences → Occasion reminders
- CRM tagging → Segment audience by past purchases

2. Time-Based Revenue Optimization (Evening Traffic Focus)

Insight:

- Most orders are placed between **8 PM and 10 PM**.

Execution:

- **Prime-Time Campaigns:**
 - Schedule push notifications, SMS, email, and social posts during this time window.
 - Run limited 2-hour flash sales (e.g., “Happy Hour Gifts – Flat 15% off”).
- **Live Assistance:**
 - Deploy chatbot/live agents from 7 PM–11 PM for high-conversion windows.

Tools/Methods:

- WhatsApp Business API + chatbot with AI triggers
 - Facebook & Instagram dynamic ads set to run during high-traffic time slots
 - Use GA4 and Meta Pixel to track conversions by hour and adjust bid strategies
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3. Product Strategy – Push High Revenue Items & Rethink Low Performers

Insight:

- Best revenue-generating categories: **Colors, Sweets, Soft Toys**
- Poor performers: **Mugs, Plants, Raksha Bandhan-specific items**

Execution:

- **Optimize Top Performers:**
 - Expand variety, improve packaging, bundle top sellers with lower performers.
- **Reposition or Retire Low Performers:**

- Bundle mugs/plants with better-performing gifts as add-ons.
- Run clearance campaigns or test new positioning (e.g., “eco-gifts” angle for plants).
- **Launch Variants:**
 - For “Colors”, offer premium kits (organic, theme-based, kids-safe).

Tools/Methods:

- A/B test pricing & packaging on Shopify or internal platform
 - Inventory and sales data analysis via Power BI/Tableau
 - Feedback collection post-purchase on product usefulness/appeal
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4. City-Based Micro Marketing (Geo-Targeting Strategy)

Insight:

- Top cities by orders: **Imphal, Bhopal, Chirala**
- Geographic spread shows hidden high-demand cities outside metro hubs

Execution:

- **Localized Offers:**
 - Geo-targeted campaigns: e.g., “Special Imphal Festive Packs”
- **Regional Warehousing & Delivery:**
 - Explore dark stores/3rd-party logistics partners in Tier 2 & 3 cities.
- **City Influencers:**
 - Collaborate with local micro-influencers for regional credibility.

Tools/Methods:

- Facebook/Google local campaign settings → Target by pin codes

- Local influencer platforms (e.g., Winkl, OPA)
 - Shopify advanced shipping rules or Shiprocket zone-based logistics
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5. Reduce Delivery Time (Current Avg: ~5.4 Days)

Insight:

- 130.71 hours (over 5 days) is a long turnaround for gifting, especially around fixed-date events like birthdays/festivals.

Execution:

- **Express Delivery Services:**
 - Implement same-day or next-day delivery in top-performing cities.
- **Local Stocking:**
 - Maintain pre-packaged inventories in metro fulfillment hubs.
- **Delivery Tracking & Notifications:**
 - Real-time tracking for customers to reduce anxiety and support load.

Tools/Methods:

- Integrate with Shiprocket, Delhivery, or Dunzo for same-day options
 - Use Twilio/WhatsApp API for live delivery notifications
 - Analyze delays using Power BI delivery dashboards → Fix bottlenecks
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6. Customer Retention & Lifetime Value Maximization

Insight:

- Avg. spend per customer: ₹3,210 → High enough to justify retention programs

Execution:

- **Loyalty Program:**
 - Points system (e.g., ₹100 = 10 points), rewards on birthdays/anniversaries
- **Subscription Model:**
 - “Gift of the Month” subscription – pre-scheduled deliveries with themes.
- **Personalized Gifting Reminders:**
 - Use customer data to automate reminders for recurring events (birthdays, anniversaries, past gift dates)

Tools/Methods:

- CRM software (Zoho, HubSpot) with tagging
 - Email automation: Mailchimp, Klaviyo
 - Integration with Google Calendar APIs for event reminders
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7. Declining Sales in Latter Months – Recovery Plan

Insight:

- Revenue steadily declined after July

Execution:

- **Off-Season Campaigns:**
 - Create new reasons to buy – “Just Because Gifts”, “Mid-Month Surprise Deals”
- **Back to School / Monsoon / Winter Themes**
- **Reactivation Campaigns:**
 - Target lapsed customers with comeback offers (“We Miss You – 20% Off”)

Tools/Methods:

- Email win-back flows
 - Push notification series using MoEngage/Clevertap
 - Customer churn analysis to understand and address loss reasons
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Summary Execution Timeline

Quarter	Key Actions
Q1	Launch loyalty program, plan Holi campaigns
Q2	Inventory prep for Rakhi & Diwali, optimize top SKUs
Q3	Launch express delivery, reduce churn, reactivate
Q4	Push end-of-year gifting, test new product bundles