

Executive Summary: FNP Sales Analysis Dashboard

Project Overview

This dashboard provides a comprehensive analysis of **sales data across key dimensions**—occasion, category, time, geography, and product performance—spanning from **January 2023 to October 2023**. With **₹35.21 Lakhs in total revenue** generated from **1,000 orders**, the average customer spend stands at **₹3,520.98**, reflecting healthy consumer engagement in the gifting segment.

Key Performance Highlights

● Revenue & Order Metrics

- **Total Revenue:** ₹35,20,984
 - **Total Orders:** 1,000
 - **Average Customer Spend:** ₹3,520.98
 - **Revenue per Order remains stable**, suggesting consistent product pricing and consumer basket size.
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1. Occasion-Based Revenue Analysis

- **Top Occasions by Revenue:**
 - **Birthday:** Highest revenue contributor, indicating its strong emotional and recurring purchase potential.
 - **Valentine's Day:** Shows seasonal spikes, driven by emotional urgency and gifting trends.
 - **Anniversary:** Performs well, likely due to predictable demand and repeat customers.
- **Underperforming Occasions:**
 - **Raksha Bandhan** and **Diwali** underperformed, despite being culturally significant. This signals:
 - Poor product relevance or pricing strategy.

- Lack of targeted marketing during festive windows.

Action: Reassess product-market fit and campaign strategy for underperforming festivals.

2. Revenue by Product Category

- **Top Grossing Categories:**
 - **Cakes** dominate the revenue chart—potential due to perishability, premium pricing, and emotional consumption.
 - **Soft Toys** and **Sweets** show promising performance, indicating high value in combo gifting.
- **Low Revenue Categories:**
 - **Plants** and **Raksha Bandhan-specific items** are underutilized categories.
 - **Mugs** and **Colors** have niche demand but may lack scale.

Recommendation:

- Double down on high-performing categories through bundling and personalization.
 - Consider category expansion or repositioning for low performers.
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3. Monthly Revenue Trends

- **Peak Revenue Months:**
 - **February:** Corresponds with Valentine's Day, driven by impulse and emotional gifting.
 - **August:** Likely linked to Raksha Bandhan—although the occasion underperformed, campaigns may have created a short-term spike.
- **Dull Revenue Months:**
 - **May and June** saw significant drops.

- **April** had flat revenue despite being a gifting season (school/college reopenings, promotions, etc.).

Insight: Current revenue cycles are too dependent on a few months; revenue diversification needed.

4. Hourly Order Trends

- **High-Concentration Order Hours:**
 - **8 AM to 10 PM** show consistent order flow.
 - Notable peaks at **9 AM and 7 PM**, reflecting pre-work and post-work consumer behavior.

Recommendation:

- Schedule marketing push notifications, emailers, and offers during these hours.
 - Optimize delivery and customer support to match high-traffic periods.
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5. Product Revenue Leaders

- **Top 5 Products by Revenue:**
 - **Deserunt Box, Dolores Gift, Harum Pack, Magnum Set, Quia Gift**
 - Revenue contribution is well-distributed across SKUs, indicating low dependency on any single product.

Next Steps:

- Identify common characteristics across these top products (e.g., price point, category, design).
 - Leverage bestsellers in upselling and retargeting campaigns.
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6. Geographic Performance

- **Top Performing Cities (by order count):**

- **Kavali, Imphal, Haridwar** lead, suggesting high demand in Tier-2/3 cities.
- **Bilaspur and Bhubaneswar** also perform well but have room to scale further.

Opportunities:

- These cities may benefit from localized promotions, vernacular marketing, and logistical enhancements.
- Expand fulfillment infrastructure in high-volume non-metro areas to improve TAT and reduce RTO.

Strategic Takeaways

Area	Observation	Recommended Action
Category Focus	Cakes, Soft Toys drive revenue	Invest in stock, bundling, and promotion
Occasion Performance	Diwali & Raksha Bandhan underperform	Revisit product positioning and festive campaigns
Order Timing	High during 8 AM–10 PM	Schedule marketing and logistics to align
Geographic Spread	Tier-2/3 cities lead	Expand regional marketing and support
Product Trends	Multiple SKUs performing evenly	Use winners for cross-selling, new launches

Conclusion

The FNP sales data reflects a solid foundation with strong customer engagement in certain core categories and occasions. However, it also reveals untapped potential in festival-specific marketing and geographic targeting. By optimizing category investment, refining festive strategies, and leveraging regional growth opportunities, revenue can be scaled more predictably and profitably.

