Executive Summary – FNP Sales Analysis

This project delivers a comprehensive, executive-level view of FNP's sales performance across orders, revenue, time, geography, and product dimensions. The dashboard is designed to support fast, data-driven decisions by leadership.

Overall Performance
- **Total Orders:** 1,000
- **Total Revenue:** ₹35.21 Lakhs
- **Average Customer Spend:** ₹3,520.98
- **Average Order-to-Delivery Time:** 5.53 days

These metrics indicate healthy order volumes with a strong average ticket size, while delivery timelines remain within a manageable range.

Revenue Insights
- **Occasions:**
  - **Anniversary** and **Raksha Bandhan** are the highest revenue-generating occasions.
  - **Valentine's Day** and **Diwali** show comparatively lower contribution, indicating potential for targeted campaigns.
- **Categories:**
  - **Colors** dominate category revenue, followed by **Sweets** and **Soft Toys**.
  - Categories like **Mugs** and **Plants** contribute less, suggesting opportunities for bundling or promotions.

Time-Based Trends
- **Monthly Trends:**
  - Revenue peaks notably in **February** and **August**, aligning with Valentine's Day and Raksha Bandhan demand.
  - Other months show relatively stable but lower sales, highlighting seasonality.
- **Hourly Trends:**
  - Orders peak during **late afternoon to evening hours**, indicating prime windows for marketing pushes and system readiness.

Product & City Performance
- **Top Products:**
  - *Magnam Set*, *Quia Gift*, and *Dolores Gift* are top revenue drivers, reflecting customer preference for premium gift sets.
- **Top Cities by Orders:**
  - **Imphal, Dhanbad, and Kavali** lead in order volume, while other cities show consistent mid-level demand.

Key Business Takeaways
- Strong seasonal and occasion-based demand drives revenue spikes.
- A small set of categories and products contribute a disproportionate share of revenue.
- Geographic demand is diversified, reducing over-reliance on a single market.

Strategic Recommendations

- **Maximize peak occasions** (Anniversary, Raksha Bandhan) with inventory and marketing focus.
- **Boost underperforming occasions and categories** through targeted offers and bundles.
- **Optimize delivery operations** to further reduce average delivery time and enhance customer experience.
- **Leverage high-performing cities and time slots** for focused digital marketing and promotions.

Conclusion:

The dashboard successfully translates complex sales data into actionable insights, enabling leadership to identify growth drivers, manage seasonality, and refine marketing and operational strategies.