

Summary: FNP Sales Analysis

OVERVIEW

This report provides an in-depth analysis of sales performance for FNP across various dimensions such as occasions, product categories, time, geography, and customer behavior. The data reflects insights derived from 1,000 orders, amounting to a total revenue of ₹35,20,984.00 with an average customer spending of ₹3,520.98 and an average delivery time of 5.53 days.

Key Highlights

1. Revenue Performance

- **Total Revenue:** ₹35,20,984.00 from 1,000 orders.
 - **Average Order Value:** ₹3,520.98.
 - **Average Delivery Time:** 5.53 days.
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2. Revenue by Occasion

- **Top Performing Occasions:**
 - **Anniversary:** ₹6.5 lakhs+
 - **Raksha Bandhan** and **Holi** also generated significant revenue (₹6 lakh and ₹5.5 lakh respectively).
- **Lower Performing Occasions:** Diwali and Valentine's Day, with revenue around ₹3 lakh.

Insight: Anniversary emerges as the top revenue-driving occasion, suggesting strong repeat customer behavior and gifting trends.

3. Revenue by Category

- **Highest Revenue:**
 - **Colors** category contributed nearly ₹10 lakhs — a standout performer.
 - **Soft Toys** and **Sweets** generated about ₹7 lakhs each.
- **Lower Revenue:**
 - Mugs, Plants, and Raksha Bandhan category underperformed (< ₹3 lakhs each).

Recommendation: Further promotion of low-performing categories could balance product portfolio revenue.

4. Revenue by Time

- **Hourly Trends:**
 - Revenue peaks around 5 PM, 8 PM, and 10 PM, with a significant dip around 9 AM and 11 AM.
- **Monthly Trends:**
 - **August** and **February** witnessed the highest monthly revenue (₹7.5 lakhs each).

- April to July showed consistent but relatively lower revenues.

Action Point: Marketing campaigns should target high-conversion time windows (evenings) and capitalize on peak months.

5. Product Performance

- **Top 5 Products by Revenue:**
 - *Magnum Set* leads with over ₹1.2 lakh.
 - Followed by *Dolores Gift*, *Quia Gift*, *Harum Pack*, and *Deserunt Box*.

Observation: Premium gifting products are strong performers, indicating a preference for high-value bundles.

6. Geographic Performance

- **Top Cities by Orders:**
 - *Dhanbad* ranks first with ~28 orders, followed by *Imphal*, *Kavali*, and *Guntakal*.
 - Other key cities include *Bilaspur*, *Bidhannagar*, and *North Dumdum*.

Insight: Emerging cities show strong demand, suggesting potential for focused regional marketing and logistics expansion.

Conclusion

The FNP sales data reveals significant revenue concentration around specific categories, time periods, and cities. While anniversaries and colors-based products dominate sales, there are clear opportunities for growth in underperforming occasions and categories. The evening hours and months like August and February should be leveraged for targeted marketing. Additionally, expanding presence in tier-2 and tier-3 cities could unlock new revenue streams.