**Executive Summary: Sales Analysis Dashboard**

**Company:** Ferns N Petals (FNP)

**Period:** Based on filters – 2023 & 2024 monthly data

**Objective**: Analyse sales performance across occasions, categories, and regions to drive business insights.

**Key Highlights**

1. **Total Orders**:  
   During the analysed period, 1,000 orders were placed, indicating ahealthy transaction volume.
2. **Total Revenue**:  
   The revenue generated amounts to ₹3,520,984.00, showcasing a strong business performance.
3. **Order-Delivery Time**:  
    The average time between order placement and delivery is **5.53 days**, which reflects moderate operational efficiency.
4. **Avg. Customer Spend**:  
    On average, a customer spends approximately **₹3,520.98** per order.

**Revenue Breakdown**

**By Occasion:**

* Highest revenue was driven by **Anniversary** and **Raksha Bandhan**, each generating over **₹600,000**.
* **Valentine’s Day** and **Diwali** showed comparatively lower performance (around ₹300,000).

**By Product Category:**

* **Colors** dominate category revenue with nearly **₹1,000,000**.
* Followed by **Soft Toys** and **Sweets**, each above ₹600,000.
* **Plants** and **Mugs** are underperforming, both below ₹300,000.

**By Hour (Order Time):**

* Sales peak between **4 AM – 6 AM** and again in the **late afternoon hours**, indicating strong buyer activity during early and mid-day periods.

**By Month:**

* **March** and **August** are the top-performing months with revenue approaching **₹700,000**.
* A notable drop is observed during **April–June**, indicating a seasonal dip in demand.

**Top Products and Locations**

**Top 5 Products by Revenue:**

* **Magnam Set** leads sales, crossing **₹120,000**.
* **Dolores Gift** and **Deserunt Box** also contribute significantly, above ₹90,000.

**Top 10 Cities by Orders:**

* **Imphal**, **Kavali**, and **Dhanbad** top the list with more than **25 orders** each.
* Other consistent performers include **Haridwar**, **Gunakal**, and **North Dumdum**.

**Business Insights & Recommendations**

1. **Focus on High-Converting Occasions**:
   * Double down on **Anniversary** and **Raksha Bandhan** campaigns.
   * Consider improving offerings for **Valentine’s Day** and **Diwali** through promotions or bundling.
2. **Promote Best-Selling Categories**:
   * Leverage the popularity of **Colors**, **Soft Toys**, and **Sweets**.
   * Explore new product designs or offers for underperforming categories like **Plants**.
3. **Optimize Delivery**:
   * An average delivery time of 5.53 days suggests potential for improving logistics, especially for metro cities.
4. **Time-Sensitive Promotions**:
   * Target high-order time slots (4–6 AM and 3–6 PM) for flash deals or limited-time offers.
5. **Geographic Strategy**:
   * Imphal and Kavali show strong order volume. Expand marketing or delivery resources in these areas.
   * Identify potential in low-performing cities through customer surveys or location-specific offers.