Sales Analysis

Executive Summary for Sales Analysis Project

This sales analysis dashboard provides key insights into the company's performance in terms of revenue generation, product sales, customer trends, and geographical distribution. Below is a comprehensive summary based on the visualized data:

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1. Key Metrics Overview

- **Total Orders Placed:** 1,000 orders.
- **Total Revenue:** ₹35,20,984.00.
- **Average Customer Spend per Order:** ₹3,520.98.
- **Average Order Delivery Time:** 5.53 days.

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2. Revenue Analysis

Monthly Revenue Trends

- **Peak Months:** February and September generated the highest revenues, crossing ₹6,00,000 each.
- **Low Months:** May and December had the lowest revenue, below ₹2,00,000.
- **Observation:** Seasonal fluctuations indicate opportunities to target low-performing months with special promotions or campaigns.

Occasion-Based Revenue

- **Top Occasions:**
  - Raksha Bandhan and Valentine's Day performed exceptionally well, each generating close to ₹7,00,000 in revenue.
- **Lower-Performing Occasions:** Diwali and Birthdays contributed approximately ₹4,00,000.
- **Insights:** Stronger marketing strategies around high-performing occasions could further amplify revenue.

Revenue by Hour (Order Time)

- **Peak Hours:** 10 AM to 6 PM observed the highest revenue generation, with hourly revenues exceeding ₹1,80,000.
- **Low Hours:** Early morning and late-night hours show minimal revenue activity, presenting an opportunity for time-sensitive discounts.

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3. Product Performance

Top Products by Revenue

1. **Magnam Set** - ₹1,20,000+.
2. **Quia Gift** - ₹1,10,000+.
3. **Harum Pack, Dolores Gift, and Deserunt Box** - Consistently strong performers.

Category Revenue

- **Top Category:** Cakes dominated with ₹10,00,000+ in revenue.
- **Other Strong Categories:** Chocolates (₹ 8,00,000) and Soft Toys (7,00,000).
- **Opportunity:** Underperforming categories, such as Plants, could be targeted for increased promotions.

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4. Geographical Insights

Top 10 Cities by Order Volume

- **Leading City:** Dibrugarh placed the highest number of orders (30+).
- **Other Strong Cities:** Bilaspur, Imphal, and Kavali also recorded high order volumes.

Observation:

Expanding campaigns to regions like Dibrugarh and Bilaspur may enhance penetration in other high-performing zones.

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5. Operational Metrics

- **Average Order Delivery Time:** At 5.53 days, this metric indicates moderately efficient logistics. Faster delivery times could improve customer satisfaction and retention.
- **Insights:** Streamlining supply chain operations and leveraging local fulfilment canters could further reduce delivery time.

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6. Strategic Recommendations

1. **Boost Seasonal Campaigns:**
   - Amplify marketing around Raksha Bandhan and Valentine's Day while devising strategies for occasions like Birthdays and Diwali.
   - Offer discounts and combo deals during May and December to improve revenue in low-performing months.
2. **Enhance Product Marketing:**
   - Focus on promoting high-revenue products like the "Magnam Set" and "Quia Gift."
   - Target underperforming product categories (e.g., Plants) for improved visibility.
3. **Leverage Regional Insights:**
   - Expand presence and resources in top-performing cities like Dibrugarh, Bilaspur, and Kavali to solidify market share.
4. **Optimize Delivery Operations:**
   - Work on reducing the average delivery time from 5.53 days by improving logistical processes or introducing express delivery options.
5. **Maximize Peak Hours:**
   - Design campaigns and promotional notifications during peak hours (10 AM to 6 PM) to capitalize on customer engagement.

This dashboard serves as a powerful tool for data-driven decision-making, highlighting opportunities for growth and efficiency. By focusing on the outlined recommendations, the business can strengthen its market position and improve profitability.