

FNP Sales Analysis Dashboard - Key Business Insights

1. Revenue and Spending Overview

Total Revenue generated during the analysis period is £3,520,984.00, with a total of 1000 orders recorded. The average customer spending is approximately £3,520.98, reflecting a high-value purchase pattern.

2. Top Occasions by Revenue

Anniversary and Raksha Bandhan emerged as the top-grossing occasions. Other significant revenue drivers include Valentine's Day, Holi, and Birthday events. These insights highlight the importance of seasonal and emotion-driven marketing.

3. Category Performance

The Colors category dominates revenue, contributing over £1 million. Soft Toys, Sweets, and Cake follow as strong contributors. Lower-performing categories include Plants and Mugs, suggesting potential areas for improvement or repositioning.

4. Monthly Sales Trends

Peak revenue was observed in the months of February, March, and September. May, June, and July reported the lowest revenue, indicating off-peak months suitable for promotional campaigns. This seasonality can guide inventory planning and targeted discounts.

5. Top Products by Revenue

The top 5 products include:

- Dolores Gift
- Magman Set
- Deserunt Box
- Harum Pack
- Quia Gift

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Each product generated over £100,000, underlining their commercial success.

6. Geographical Insights

Cities with the highest order volumes include Imphal, Dibrugarh, and Kavali.

Strategic investment in delivery hubs and local campaigns in these cities can further boost revenue.

7. Time-Based Order Analysis

Most orders were placed between 10 AM and 1 PM, suggesting peak engagement hours.

Aligning digital marketing campaigns with these hours can increase conversion rates.

8. Order Fulfillment Metrics

The average order-to-delivery time is 5.53 days.

There is potential to enhance customer satisfaction by reducing delivery delays through logistic optimizations.

Conclusion

The dashboard delivers a holistic view of FNP's sales performance, offering valuable insights for strategic decision-making.

By leveraging these findings, FNP can enhance customer experience, optimize inventory and delivery systems, and maximize revenue across key seasons and cities.