**Executive Summary: FNP Sales Analysis**

**Overview**This report offers a comprehensive analysis of sales performance for Ferns N Petals (FNP) utilising Excel-based data visualisation. The dashboard delivers insights into total revenue, customer spending patterns, order trends, and key performance indicators, aiding in the identification of opportunities for business growth.

**Key Insights**

* **Total Orders & Revenue**○ The business recorded 1,000 total orders, generating ₹35,20,984 in revenue.  
  ○ The average customer spending was ₹3,520.98 per order.  
  ○ The average delivery duration is approximately 5 to 6 days.
* **Sales Trends by Occasion & Category**○ Anniversaries, Raksha Bandhan, and All Occasions contributed the highest revenue among occasions.  
  ○ Among product categories, Colours, Soft Toys, and Sweets generated themost sales.
* **Order & Revenue Patterns**○ The majority of revenue was generated between 8 AM and 10 PM, with peak hours showing increased sales activity.  
  ○ Monthly trends indicate August and February as high-revenue months, likely due to Raksha Bandhan and Valentine’s Day.
* **Geographic Performance**○ The top-performing cities in terms of orders included Imphal, Dhanbad, and Kavali.  
  ○ Understanding regional demand can assist in optimising marketing efforts and logistics.
* **Top-Selling Products**○ The highest revenue-generating products included Magnam Set, Quia Gift, and Dolores Gift, indicating a strong demand for premium gifting items.
* **Correlation between order quantity vs delivery time:** The correlation between order quantity and delivery time is 0.003478174, which is approximately 0. Therefore, order quantity and delivery time are independent of each other.

**Plan of Action:**

1. **Sales Optimisation:**
   * Focus marketing efforts around peak occasions (anniversaries, birthdays, festivals).
   * Increase inventory and promotional offers for top categories, such as cakes, Colours, and Mugs.
2. **Delivery Improvement:**
   * Analyse delivery delays and identify bottlenecks in logistics.
   * Aim to reduce delivery time variability to enhance customer satisfaction and repeat business.
3. **Customer Engagement:**
   * Use regional data to personalize marketing campaigns.
   * Encourage repeat orders by offering discounts on popular occasions.
4. **Operational Efficiency:**
   * Monitor top-performing cities and categories regularly.
   * Explore expanding services to emerging markets showing growth potential.