Executive Summary: Sales Analysis Dashboard

This dashboard provides a comprehensive overview of sales performance for **FNP** across various dimensions, including occasions, product categories, cities, and time-based trends. The key insights are outlined below:

Key Metrics

- **Total Orders**: 1,000

- **Total Revenue**: ₹35,20,984

- **Average Order-Delivery Time**: 5.53 days

- **Average Customer Spend**: ₹3,520.98

Revenue Analysis

1. **By Occasion**:

   o Highest revenue comes from **Anniversary**, **Diwali**, and **Valentine's Day**.

   o **Holi** and **Birthday** contribute moderately, while other occasions show lower revenue figures.

2. **By Product Category**:

   o **Colors** generate the highest revenue, followed by **Soft Toys** and **Sweets**.

   o **Cake** and **Plants** also perform well but lag behind top categories.

3. **By Month**:

   o Revenue spikes in **August** (possibly due to Raksha Bandhan or similar seasonal trends).

   o **February** (Valentine's Day) and **October** (Diwali) also show high revenue contributions.

4. **By Hour (Order Time)**:

   o Peak revenue is observed during the afternoon (12 PM - 3 PM).

   o Early morning and late-night hours witness relatively lower order activity.

Top Performers

1. **Top 5 Products by Revenue**:

   o The highest revenue-generating product is the **Quia Gift**, followed by the **Magnam Set**.

   o **Deserunt Box** and **Dolores Gift** round out the top product list.

2. **Top 10 Cities by Orders**:

- o **Imphal**, **Gunthakal**, and **Haridwar** are the leading cities in terms of order volume.

- o Cities like **Dhanbad**, **Bilaspur**, and **Bhatpara** also contribute significantly to sales.

Operational Insights

- The **average order-delivery time** of 5.53 days may be an area of improvement to enhance customer satisfaction.

- The **average spend per customer** is ₹3,520.98, indicating a relatively high value per order.

Recommendations

1. **Marketing Focus**:

   - o Invest in promotional campaigns during peak seasons such as **August**, **February**, and **October** to maximize revenue potential.

   - o Focus efforts on high-performing occasions like **Anniversary** and **Valentine's Day**.

2. **Product Strategy**:

   - o Expand inventory or offerings in high-revenue product categories like **Colors**, **Soft Toys**, and **Sweets**.

   - o Analyze the success of top products to replicate similar features in new launches.

3. **Geographic Targeting**:

   - o Strengthen marketing presence in top-performing cities like **Imphal**, **Gunthakal**, and **Haridwar**.

   - o Explore growth opportunities in moderately performing cities.

4. **Operational Improvements**:

   - o Streamline the delivery process to reduce order-delivery time.

   - o Monitor hourly sales trends to optimize staffing and logistics during peak hours.

This analysis equips stakeholders with actionable insights to boost revenue, improve operations, and enhance customer satisfaction.