

Executive Summary: FNP Sales Analysis

This sales analysis provides a comprehensive overview of FNP's performance across key business metrics, including revenue, customer behaviour, product performance, and regional demand. The insights are based on a dataset covering order and delivery trends across various months, occasions, and categories.

Key Highlights:

- **Total Revenue:** ₹35,20,984
 - **Total Orders:** 1,000
 - **Average Customer Spend:** ₹3,520.98
 - **Average Delivery Time:** 5.53 days
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Sales Performance Insights:

- **Top Performing Occasion:**
Anniversary and *Raksha Bandhan* generated the highest revenue among all occasions, indicating strong emotional purchase triggers for these events.
 - **Category-Wise Revenue:**
Colors was the highest revenue-generating category, followed by *Soft Toys* and *Sweets*, suggesting popular gifting preferences.
 - **Top Products:**
The leading product by revenue was the *Quia Gift*, contributing 22% of the top 5 products' revenue, followed by *Harum Pack* (21%) and *Deserunt Box* (18%).
 - **Monthly Trends:**
Revenue peaked during **February** and **August**, aligning with Valentine's Day and Raksha Bandhan. These months represent strategic windows for marketing pushes.
 - **Hourly Trends:**
Revenue is consistently high between **10 AM and 9 PM**, with noticeable spikes around **12 PM** and **8 PM**, highlighting peak purchase times.
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Geographical Performance:

- **Top Cities by Orders:**

Bhatpara, *Dhanbad*, and *Haridwar* contributed the most to total orders, indicating strong customer bases in these regions.

Operational Metrics:

- An **average delivery time of 5.53 days** suggests room for improvement in logistics to enhance customer satisfaction and competitiveness.
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Recommendations:

1. **Targeted Campaigns:**

Focus marketing efforts around **Anniversaries**, **Raksha Bandhan**, and **Valentine's Day** to maximize seasonal demand.

2. **Product Optimization:**

Expand and cross-promote top-selling categories like *Colors*, *Soft Toys*, and *Sweets*.

3. **Improve Logistics:**

Work on reducing the average delivery time to below 4 days for higher customer satisfaction.

4. **Leverage Regional Strengths:**

Run localized promotions in top cities like *Bhatpara* and *Dhanbad* for higher conversion rates.