**Executive Summary – Sales Analysis Project**

This Sales Analysis Dashboard provides a comprehensive overview of key business metrics, enabling data-driven decisions to optimize performance, customer experience, and growth strategies. The analysis captures revenue distribution, order patterns, customer spending behavior, and product performance across multiple dimensions such as category, city, occasion, and time.

**Key Highlights**

* **Total Orders:** **1,000**
* **Total Revenue:** **₹ 35,20,984**
* **Average Customer Spending:** **₹ 3,520.98**
* **Average Delivery Time:** **5.53 days**

**Performance Insights**

**1. Revenue by Category**

* The highest revenue contributor is **Harum Pack (₹ 1,21,905)**, followed by **Deserunt Box (₹ 1,14,476)** and **Quia Gift (₹ 1,06,624)**.
* Balanced contribution across categories highlights a well-diversified product portfolio.

**2. Revenue Trends by Month**

* Peak revenue months: **February** and **August**, suggesting strong seasonal demand.
* Low activity in **April–June** indicates potential opportunities for promotional campaigns to boost mid-year sales.

**3. Top Products by Revenue**

* **Colors** and **Soft Toys** are the most profitable products, together contributing significantly to overall revenue.
* **Cake** and **Sweets** show moderate sales, suggesting potential for bundling or targeted marketing.

**4. Geographic Performance**

* **Dhanbad, Imphal, and Kasli** lead in orders, showing strong regional demand.
* Cities with lower orders such as **Bhojpur and North Dumdum** could be targeted with localized campaigns.

**5. Revenue by Occasion**

* **Anniversaries** and **Raksha Bandhan** are the top revenue-generating occasions.
* **Valentine’s Day** and **Birthday** sales also show strong traction, highlighting the importance of gifting occasions.

**6. Revenue by Day**

* **Monday and Tuesday** record the highest revenue, possibly due to planned orders post-weekend.
* **Thursday and Friday** reflect lower sales, signaling a potential gap for mid-week offers.

**Strategic Recommendations**

1. **Seasonal Campaigns:** Strengthen marketing efforts during low-revenue months (April–June) to balance sales distribution across the year.
2. **Product Bundling:** Cross-sell and bundle mid-performing products like Cakes and Sweets with top sellers to increase basket size.
3. **Regional Growth Strategy:** Focus on underperforming cities with tailored discounts, regional ads, and partnerships with local delivery providers.
4. **Occasion-driven Promotions:** Expand product lines for high-performing occasions (Anniversaries, Raksha Bandhan) and introduce exclusive offers for low-performing ones.
5. **Customer Retention:** Since average customer spending is strong, introduce loyalty programs or subscription models to encourage repeat purchases.
6. **Delivery Optimization:** Current average delivery time is **5.53 days**; reducing this by even 1–2 days could significantly enhance customer satisfaction.

**Conclusion**

The dashboard demonstrates strong performance in revenue and customer spending, with clear seasonal, regional, and product-based insights. By focusing on underperforming months, regions, and product lines, and leveraging occasion-based sales patterns, the company can drive sustainable growth and improve customer satisfaction.