

Breaking Down Sales Performance

Just wrapped up a deep dive into our sales data, and here are some key takeaways:

- **Total Revenue:** ₹3,520,984.00
- **Average Order Value:** ₹3,520.98
- **Average Delivery Time:** 5.53 days
- **Total Orders:** 1000

Key Trends:

- **Top Sellers:** "Raksha Bandhan" and "Birthday" are our top-performing categories and occasions.
- **Seasonal Peaks:** Sales spike in February (likely Valentine's Day) and August (likely Raksha Bandhan).
- **Delivery Time:** We're averaging 5.53 days, with room for improvement.
- **City Focus:** Imphal is our top-performing city.

Next Steps:

- **Optimize Delivery:** Streamline our delivery process to boost customer satisfaction.
- **Seasonal Promotions:** Leverage peak seasons with targeted campaigns.
- **City-Specific Strategies:** Tailor marketing efforts to our top-performing cities.