

# Executive Summary

## Project Overview

The FNP Sales Analysis dashboard was developed to provide executive leadership with fast, data-driven insights into overall sales performance, customer behavior, product effectiveness, and operational efficiency. It delivers a consolidated view of performance indicators, trends across time, and regional dynamics—all in one visually compelling, interactive tool.

## Business Context & Goals

- **Strategic Mission:** Empower decision-makers to identify revenue drivers, optimize campaigns around key occasions, enhance product offerings, and refine resources across marketing, logistics, and inventory.
- **Audience:** Executives, Sales & Marketing, Operations, and Finance teams.
- **Key Questions:** What drives revenue by occasion, month, hour, product, and region? How are operational metrics like delivery time trending?

## Key Metrics & KPIs

- Total Orders: 1,000
- Total Revenue: ₹3.52 million
- Avg. Order-to-Delivery Time: 5.53 days
- Avg. Customer Spend: ₹3,520.98

These top-line KPIs provide a clear snapshot of business performance.

## Core Analytical Views

1. **Revenue by Occasion**
  - Peaks during Anniversaries, Raksha Bandhan, Holi.
  - Opportunities exist to boost Valentine's Day and Diwali performances.
2. **Revenue by Product Category**
  - Leading categories: Colors, Soft Toys, Sweets.
  - Underperformers: Cakes, Mugs, Plants—candidates for promotion and bundling.
3. **Revenue by Month**
  - Revenue spikes in Feb–Mar and Aug–Sep, driven by seasonal demand.
4. **Revenue by Hour**
  - Peak sales occur in the late afternoon to evening (16:00–22:00), ideal for staffing and logistics synchronization.
5. **Top 5 Products by Revenue**
  - High-impact SKUs include Magnam Set, Quia Gift, Dolores Gift, Harum Pack, Deserunt Box—all surpassing INR 1M individually.
6. **Top 10 Cities by Orders**
  - Imphal, Kavali, Dhanbad, Bidhanagar, and Bhatpara lead in order volume—providing clear targets for regional campaigns and fulfillment enhancements.

## **Strategic Recommendations**

- Strengthen occasion-focused campaigns for top-performing events and optimize messaging for underperformers.
- Prioritize leading categories with focused merchandising and promotions.
- Align inventory and marketing strategies to seasonal peaks.
- Allocate resources (staffing, customer support, logistics) around peak sale hours.
- Expand regional efforts in high-volume markets using localized offerings and faster delivery services.

## **Conclusion**

The dashboard delivers crucial insights into sales, customer activity, products, and operational efficiency. With enhancements like forecasting models, location benchmarking, and customer segmentation, it can evolve into a dynamic strategic decision-making tool.