# Sales Performance Overview

- Total Orders: 1,000
- Total Revenue: ₹3,520,984
- Average Order Value: ₹3,520.98
- Average Delivery Time (TTD): 5.53 days
- Correlation between Order Quantity and Delivery Time: 0.0035
  - This indicates an almost negligible relationship between the quantity of items ordered and the number of days taken for delivery.

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Monthly Revenue Trend
- The highest revenues were recorded in August (₹737,389) and February (₹704,509), indicating strong seasonal demand.
- April (₹140,393) and July (₹135,826) saw the lowest revenue, suggesting potential areas for improvement or strategic promotion.

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Occasion-Wise Revenue Analysis
- Anniversary orders generated the highest revenue at ₹674,634, followed by Raksha Bandhan (₹631,585) and All Occasions (₹586,176).
- Occasions such as Diwali (₹313,783) and Valentine's Day (₹331,930) performed relatively lower in comparison.

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Top Performing Products
- The leading product in terms of revenue was Magnam Set, generating ₹121,905.
- Other notable contributors include Quia Gift (₹114,476), Dolores Gift (₹106,624), and Harum Pack (₹101,556).

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Category-Wise Performance
- The Colors category led with a total revenue of ₹1,005,645, significantly ahead of other categories.
- Soft Toys and Sweets followed, generating ₹740,831 and ₹733,842 respectively.
- Other categories such as Cake, Mugs, and Plants had comparatively moderate performance.

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City-Wise Order Distribution
- Highest order counts were observed in Imphal (29), Dhanbad (28), and Kavali (27).
- Cities like Haridwar, Bidhannagar, and Dibrugarh also demonstrated strong engagement, with 20+ orders each.

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Hourly Order Patterns
- Peak order hours occurred between 19:00 and 21:00, with the highest revenue observed during the 20th hour (₹186,426).
- The early morning hours (0–3 AM) showed the least activity, indicating low consumer engagement during those times.