**📊 Executive Summary: Sales Performance Dashboard**

**🏷️ Project Title: Sales Analysis and Performance Insights using Seasonal Gifting Categories**

**📌 Objective**

The purpose of this dashboard is to provide a clear and interactive view of overall sales performance, customer behavior, and product-category trends for a gift-based retail company (e.g., FNP - Ferns N Petals). It enables stakeholders to:

* Monitor key performance metrics
* Understand seasonal and category-based revenue drivers
* Identify high-performing cities and products
* Track order and delivery trends

**🧩 Key Performance Indicators (KPIs)**

| **Metric** | **Value** | **Insight** |
| --- | --- | --- |
| **Total Orders Placed** | 1000 | Indicates strong customer engagement and transaction volume |
| **Average Customer Spending** | ₹3,520.98 | Shows healthy per-customer revenue, useful for lifetime value analysis |
| **Order-Delivery Time** | 5.53 days | Average time taken from order to delivery — useful for operational efficiency tracking |
| **Total Revenue** | ₹3,520,984.00 | Indicates robust overall revenue generation for the time period analyzed |

**📈 Detailed Visual Insights**

**1. Revenue by Occasion**

* Highest revenues from **Anniversary**, **Holi**, and **Raksha Bandhan**.
* Strong indication of seasonal peaks in gifting behavior.

**2. Revenue by Category**

* Top-performing categories include **Colors**, **Sweets**, and **Soft Toys**.
* **Plants** and **Mugs** show potential but need targeted marketing to boost sales.

**3. Revenue by Hour (Order Time)**

* Peak order placements are around **10 AM to 2 PM**, showing when customers are most active.
* Can be used to optimize promotions and customer support hours.

**4. Revenue by Months**

* Revenue spikes in **March** and **August**, likely aligned with key festivals or events.
* Helps in planning inventory and marketing campaigns seasonally.

**5. Top 5 Products by Revenue**

* **Deserunt Box**, **Dolores Gift**, and **Magmam Set** lead in sales.
* Indicates preferred gift packages — useful for bundling strategies.

**6. Top 10 Cities by Orders**

* Highest orders from **Kolkata**, **Delhi**, and **Noida**, followed by **Gurugram** and **Mumbai**.
* Highlights regional focus areas and opportunities for expansion or marketing.