

FNP Sales Analysis - Executive Summary



Figure: Sales Dashboard

Overview

This sales analysis presents a comprehensive overview of business performance at FNP, based on a dataset of 1,000 total orders and a total revenue of ₹35,20,984.00. The dashboard covers revenue insights across categories, products, customer demographics, cities, months, and order patterns to support data-driven decision-making.

Key Highlights

Revenue Breakdown

- Total Revenue: ₹35.2 Lakhs
- Total Orders: 1,000
- Average Revenue per Order: ₹3,520.98

Revenue by Category

- Top-performing Category: Colors (~₹10 Lakhs)
- Other strong performers: Soft Toys and Sweets (~₹7 Lakhs each)
- Underperformers: Mugs, Plants, Raksha Bandhan (< ₹5 Lakhs)

Top 5 Products by Revenue

- Magman Set is the top revenue generator (> ₹1.2 Lakhs)
- Other strong products: Dolores Gift, Deserunt Box, Quia Gift, Harum Pack

Customer Insights

Revenue by Gender

- Male: ₹17.9 Lakhs+
- Female: ₹17.3 Lakhs

Top 10 Cities by Orders

- Top: Dhanbad, Kavali, Imphal (25–30 orders each)
- Others: Chinsurah, Dibrugarh, Haridwar, North Dumdum

Temporal Trends

Revenue by Month

- Peaks: August, February, March
- Slumps: April to June

Revenue by Day of the Week

- Strongest: Tuesday, Sunday
- Weakest: Wednesday, Thursday

Business Recommendations

1. Focus marketing on top categories during peak months.
2. Launch campaigns in August, February, March; stabilize April–June.
3. Personalize offers by gender and top cities.
4. Promote on high-traffic days (Tuesday/Sunday); boost midweek with sales.
5. Invest in top products and refresh underperforming lines.

Conclusion

This analysis provides a foundation for strategic decisions in marketing, inventory, and customer engagement to support continued growth at FNP.