

# Executive Summary: fnp - Sales Analysis Report

## Overview

This sales analysis dashboard provides an in-depth view of key performance metrics for the business, showcasing sales trends, customer behaviour, and product performance. The report is based on the total sales data encompassing 1,000 orders, generating ₹35,20,984 in revenue. The average customer spent ₹3,520.98, with an average order-to-delivery time of 5.53 days.

## Key Insights

### 1. Revenue by Occasion

- The top-performing occasions are **Magnam Set** and **Quia Gift**, each generating over ₹1,20,000.
- Other notable occasions include **Dolores Gift** and **Harum Pack**, with revenues above ₹1,00,000.
- **Deserunt Box** generated the lowest revenue among listed occasions.

### 2. Revenue by Category

- The **Cakes** category is the top contributor to revenue, generating over ₹12,00,000.
- Other high-performing categories include **Sweets** and **Soft Toys**, each contributing substantial revenues.
- Categories such as **Mugs** and **Plants** had relatively lower performance.

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

- Peak order times occur between **11 AM and 3 PM**, with significant dips in the early morning hours (0–5 AM).
- Consistent order activity is observed throughout the afternoon and early evening, indicating strong customer engagement during these hours.

### 4. Revenue by Month

- **August** is the highest-performing month, with revenues exceeding ₹7,00,000, likely due to festive occasions or promotions.
- Other significant months include **February** and **September**.
- **January** and **May** recorded the lowest revenues, highlighting potential areas for improvement during these months.

5. **Top Cities by Orders**

- The highest number of orders came from **Delhi** and **Mumbai**, followed by **Bengaluru** and **Hyderabad**.
- **North Dumdum** recorded the fewest orders among the top 10 cities.

6. **Top 5 Products by Revenue**

- The **Deserunt Box** leads the revenue chart, closely followed by **Dolores Gift** and **Magnam Set**.
- All top 5 products contributed significantly to overall sales, suggesting they are customer favourite's.