

## Executive Summary: Sales Analysis for FNP

### Key Performance Metrics

- **Total Orders:** 1,000
- **Total Revenue:** ₹35,20,984
- **Average Customer Spend:** ₹3,520.98
- **Average Days Between Order and Delivery:** 5.53 days

### Revenue Analysis

#### 1. Revenue by Occasion:

- The highest revenue is generated from **Anniversaries** and **Valentine's Day**, both contributing significantly.
- **Diwali** and **Raksha Bandhan** also show strong performance, indicating the importance of festive seasons.
- **Birthdays** generate moderate revenue compared to other occasions.

#### 2. Revenue by Category:

- **Cakes** are the top-performing category, contributing the highest revenue.
- **Soft Toys** and **Sweets** also drive considerable sales.
- **Colors** and **Mugs** have lower revenue shares, indicating potential areas for improvement or optimization.

#### 3. Revenue by Month:

- Peak revenues are observed in **February** (Valentine's Day season) and **August** (Raksha Bandhan).
- Revenue drops during summer months like **May** and **June**, suggesting a seasonal dip in demand.
- **December** sees a slight recovery, likely due to year-end celebrations.

#### 4. Revenue by Hour:

- Revenue spikes during late morning (10 AM–1 PM) and early evening hours (4 PM–6 PM), indicating high activity during these time frames.
- Early morning and late-night hours show minimal sales.

### Top Products and Geographic Insights

#### 1. Top 5 Products by Revenue:

- **Magnam Set** and **Quia Gift** are the highest-grossing products.
- Products like **Harum Pack** and **Dolores Gift** also perform well, indicating popular gift choices.
- **Deserunt Box** completes the list of top-selling items.

#### 2. Top 10 Cities by Orders:

- **Imphal** and **Kavali** lead in order volume, showcasing strong customer bases in these cities.
- Cities like **Haridwar** and **Dhanbad** follow closely.
- There is a notable distribution of orders across various tier-2 and tier-3 cities.

## Strategic Insights and Recommendations

### 1. Focus on Peak Occasions:

- Strengthen marketing and promotional efforts during **Anniversaries**, **Valentine's Day**, and **Diwali** to capitalize on high demand.
- Offer exclusive deals or product bundles for these occasions.

### 2. Optimize Low-Revenue Categories:

- Reevaluate pricing and marketing strategies for **Colors** and **Mugs** to boost their sales.
- Explore bundling these with popular items like **Cakes** or **Soft Toys**.

### 3. Seasonal Strategy:

- Design campaigns to drive sales during off-peak months like **May** and **June**.
- Introduce summer-specific products or discounts to attract more customers.

### 4. Target Top Cities:

- Focus on retaining and expanding customer bases in top-performing cities like **Imphal** and **Kavali**.
- Invest in localized marketing campaigns to engage customers in these regions further.

### 5. Delivery Optimization:

- Given the average delivery time of 5.53 days, streamline logistics to improve efficiency and reduce delivery times.

### 6. Time-Based Promotions:

- Run time-sensitive discounts during peak revenue hours (10 AM–1 PM, 4 PM–6 PM) to maximize sales during these windows.