

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.

This analysis provides actionable insights to optimize revenue, streamline operations, and tailor marketing strategies to customer behavior and preferences. Let me know if you'd like to explore specific aspects in more detail!