Sales Analysis for FNP

1. Overview

This sales analysis report provides a comprehensive insight into the revenue trends, customer purchasing behavior, and product performance for FNP. The analysis includes data-driven visualizations of sales performance across multiple dimensions, including occasions, product categories, cities, and order timelines.

2. Key Performance Metrics

- **Total Orders:** 1,000

- **Total Revenue:** ₹35,20,984.00

- **Average Customer Spend:** ₹3,520.98

- **Average Order Delivery Time:** 5.53 days

3. Revenue Insights

a. Revenue by Occasions

- **Top-Performing Occasions:** Anniversary and Holi generated the highest revenue.

- **Moderate Sales:** Birthday and Raksha Bandhan showed steady performance.

- **Lower Revenue:** Valentine's Day and Diwali had lower revenue compared to other occasions.

b. Revenue by Product Categories

- **Best-Selling Category:** Colors generated the highest revenue.

- **High-Selling Items:** Cakes, sweets, and soft toys showed strong sales.

- **Lower Revenue:** Mugs and plants contributed less to overall revenue.

c. Revenue Trends Over Time

- Sales peaked in **March and September**, indicating seasonal trends.

- Revenue declined in **May and June**, likely due to reduced demand.

4. Top Products and Cities Performance

a. Best-Selling Products

- **Deserunt Box, Dolores Gift, Harum Pack, Magnum Set, and Quia Gift** were the top 5 revenue-generating products.

b. Top 10 Cities by Orders

- Sales were distributed across multiple cities, with **Bhatsara, Dhanbad, Guwahati, and Imphal** emerging as key revenue contributors.

5. Order and Delivery Trends

- **Peak Order Hours:** Orders were mostly placed between 10 AM - 6 PM.

- **Delivery Analysis:** Orders were spread across several months, with an average delivery time of 5.53 days.