# Here's a short and detailed executive summary to showcase your dashboard professionally:

# Executive Summary – FNP Sales Analysis Dashboard

This interactive dashboard provides a comprehensive overview of sales performance for FNP across multiple dimensions including occasions, product categories, cities, and time of order.

#### **❖** Key Highlights:

✓ Total Orders: 1,000

✓ Total Revenue: ₹35,20,984

✓ Avg. Customer Spend: ₹3,520.98

✓ Avg. Order-Delivery Time: 5.53 days

## **❖** <u>Top Performing Segments:</u>

- ✓ Occasions: Anniversary and Valentine's Day generated the highest revenue.
- ✓ <u>Categories:</u> Flowers and Soft Toys dominated the sales by category.
- ✓ <u>Cities:</u> Jaipur and Pune had the highest number of orders.
- ✓ <u>Time Trends:</u> Revenue peaked in February and August, correlating with major festivals and events.

### **❖** Insights for Action:

- ✓ Focus marketing around high-performing months and occasions.
- $\checkmark$  Promote best-selling products like Mugam Set and Quirky Gifts.
- ✓ Optimize delivery logistics in top cities to reduce delivery time and boost satisfaction.