FNP Sales and Order Performance Optimization Using Excel & Power Query

Key Insights:

1. Revenue & Sales Performance

- **Total Orders:** 1,000

- **Total Revenue:** ₹35,20,984

- **Average Order Value:** ₹3,521

- **Average Delivery Time:** 5.53 days

These KPIs reveal strong sales volume and decent average order value but a delivery time of over 5 days suggests room for operational improvement.

2. Top Performing Products

- The **Magnam Set** leads with the highest revenue, followed closely by **Quia Gift** and **Dolores Gift**.

- Focused marketing around these top products can drive repeat purchases and bundling strategies.

3. Monthly Sales Trends

- Revenue peaks in **February** and **September**, likely aligning with **Valentine's Day** and **Raksha Bandhan** respectively.

- Significant drops in April to June and October suggest periods for marketing re-engagement or introducing seasonal offers.

4. Occasion-Based Insights

- **Anniversary** and **Valentine's Day** generate the highest revenue among occasions, highlighting key gifting trends.

- **Diwali** and **Birthday** occasions lag, indicating potential for more targeted promotional campaigns during these periods.

5. Category-Wise Performance

- **Colors**, **Soft Toys**, and **Sweets** dominate category-wise revenue.

- **Plants** and **Mugs** underperform and may require revised pricing, bundling, or repositioning.

6. Regional Demand Analysis

- Top cities by order volume: **Imphal**, **Kavali**, and **Dhanbad**. These high-conversion regions can be leveraged for hyperlocal campaigns or logistics optimization.

- **North Dandrum** and **Bhopara** show moderate activity, offering growth potential.

7. Weekly Order Distribution

- **Wednesday** records the highest revenue-generating orders, followed by **Sunday** and **Monday**.

- Lower performance mid-week (Thursday and Friday) suggests opportunity to offer weekday-specific promotions or discounts.

Actionable Recommendations:

1. **Reduce Delivery Time** by optimizing logistics, especially in high-order cities like Imphal and Kavali.

2. **Seasonal Campaign Planning** around February and September can capitalize on peak months.

3. **Improve Underperforming Categories** like Plants and Mugs via bundled offers or targeted marketing.

4. **Occasion-Specific Strategies**: Leverage customer behavior insights for Diwali and Birthday to improve performance through curated gifts and campaigns.

5. **Dynamic Pricing or Promotions** can be introduced on off-peak days (Thursday–Friday) to balance order load and revenue.