

# FNP Sales Analysis Summary

## Executive Summary

**Project Title:** Sales Performance Analysis Dashboard

This project presents a comprehensive sales analysis dashboard designed to monitor business performance, customer behavior, and revenue trends. The objective of the dashboard is to provide clear, data-driven insights to support strategic decision-making and improve operational efficiency.

### Key Performance Highlights

- **Total Orders:** 126
- **Total Revenue:** ₹5,86,176
- **Average Customer Spending:** ₹4,652.19
- **Average Order-to-Delivery Time:** 5.72 days

These metrics indicate a healthy revenue stream with strong average customer value and a moderate delivery cycle time.

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## Key Insights

### 1. Revenue by Occasion

Sales vary significantly across occasions. Anniversary and Raksha Bandhan contribute among the highest revenues, while Diwali and Valentine's Day show comparatively lower performance. This suggests strong seasonal demand patterns that can be leveraged for targeted marketing campaigns.

### 2. Revenue by Category

Color-themed products and Sweets generate the highest revenue, followed by Soft Toys. Mugs and Plants show lower contribution, indicating potential areas for promotional strategies or product optimization.

### 3. Revenue by Hour (Order Time)

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Peak order activity is observed during mid-day and evening hours. This indicates prime time windows for running flash offers, targeted ads, or promotional campaigns to maximize conversions.

## 4. Revenue by Month

Sales fluctuate across months, with noticeable spikes indicating seasonal or festive influences. Understanding these patterns helps in inventory planning and marketing budget allocation.

## 5. Top Performing Products

Magnum Set and Celebration Pack emerge as top revenue-generating products, demonstrating strong customer preference for premium bundles.

## 6. Top Cities by Orders

Certain cities consistently contribute higher order volumes, highlighting strong regional markets. These cities represent opportunities for localized promotions and faster delivery optimization.

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## Business Recommendations

1. Focus marketing efforts around high-performing occasions (Anniversary, Raksha Bandhan).
2. Promote low-performing categories using bundling strategies.
3. Optimize ad spending during peak ordering hours.
4. Reduce delivery time below 5 days to improve customer satisfaction.
5. Expand operations in top-performing cities.

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## Conclusion

The dashboard effectively transforms raw sales data into actionable insights. It enables management to identify revenue drivers, customer purchasing behavior, seasonal trends, and geographic performance. By leveraging these insights, the business can improve profitability, operational efficiency, and customer experience.