

Executive Summary – FNP Sales Analysis

Overview

This report provides an analytical overview of FNP's sales performance, focusing on total orders, revenue trends, product performance, and customer spending behavior. The dashboard integrates data by occasion, category, month, city, and order time to help management understand sales patterns and identify growth opportunities.

Key Highlights

Total Orders: 1,000

Total Revenue: ■35,20,984

Average Customer Spend: ■3,520.98

Average Order-Delivery Time: 5.53 days

Sales by Occasion

The Anniversary, Raksha Bandhan, and Holi occasions generated the highest revenue. Birthday and Valentine's Day showed moderate revenue performance, while Diwali contributed the least among the key events. Overall, festive and personal gifting occasions remain the strongest sales drivers.

Sales by Category

Colors category led the sales with over ■10,00,000 in revenue. Soft Toys and Sweets followed, showing strong customer preference for traditional and emotional gifting items. Categories like Cakes, Plants, and Mugs contributed steadily, indicating potential for targeted promotions to boost their sales.

Revenue by Month

March and August witnessed revenue peaks, correlating with major festivals and gifting occasions. A noticeable decline is seen in April–June and September–November, signaling off-season months that could benefit from marketing campaigns or new product launches.

Revenue by Hour (Order Time)

The highest revenue activity occurs between 6 AM and 8 PM, showing strong daytime order engagement. Slight dips are seen in mid-afternoon hours, suggesting an opportunity to use timed discounts or push notifications to sustain order flow throughout the day.

Top Products by Revenue

1. Magnam Set
2. Quia Gift
3. Dolores Gift
4. Harum Pack
5. Deserunt Box

Top 10 Cities by Orders

Dibrugarh, Imphal, and Kavali recorded the highest number of orders, indicating strong brand presence in Tier-2 and Tier-3 cities. Cities like Bhatpara, Bilaspur, and North Dumdum showed moderate engagement but potential for growth through targeted digital marketing.

Customer Behavior Insights

The average customer spend of ₹3,520.98 suggests mid-range gift preferences, with customers willing to pay more for festive occasions. Order-delivery time (5.53 days) is reasonable but can be optimized for faster fulfillment, especially during peak seasons.

Recommendations

1. Strengthen high-performing categories like Colors, Soft Toys, and Sweets through bundle offers and premium packaging.
2. Seasonal campaigns targeting low-performing months can balance yearly revenue distribution.
3. Improve logistics and delivery times to enhance customer satisfaction and repeat purchase rates.
4. Leverage regional demand by offering localized gifts in top-performing cities such as Dibrugarh and Imphal.
5. Data-driven promotions during low order hours could sustain daily sales momentum.

Conclusion

The FNP Sales Dashboard provides valuable insights into customer preferences, seasonal trends, and regional performance. By leveraging these analytics, FNP can strengthen its marketing strategies, optimize operations, and drive consistent growth across all categories and regions.