FNP Sales Analysis Dashboard :

This dashboard provides a comprehensive view of sales performance through key business metrics and visual trends. It highlights order behavior, seasonal demand, revenue distribution, and top-performing categories and regions, helping stakeholders make informed, data-driven decisions.

Key Metrics Overview :

- **Total Orders (29)** – Indicates the overall order volume for the selected period.

- **Total Revenue (₹83,694)** – Shows the total income generated from all products and occasions.

- **Avg. Days Between Order & Delivery (5.34 Days)** – Measures fulfillment efficiency.

- **Avg. Customer Spending (₹3,520.98)** – Represents the typical spending per order.

Chart-wise Insights :

Visualization	Executive Summary
Revenue by Occasions	Shows which customer occasions drive the highest revenue. "Anniversary" and "All Occasions" contribute the most, indicating strong demand for event-based gifting.
Revenue by Category	Highlights top-earning product categories. Items like **Soft Toys, Mugs, and Colors** generate higher revenue, guiding product strategy and inventory planning.
Revenue by Hour (Order Time)	Analyzes customer buying behavior across hours of the day. Peak revenue hours suggest when customers are most likely to place orders.
Revenue by Months	Shows seasonal sales trends. Spikes in specific months reveal high-demand seasons (festive or gifting periods), useful for forecasting and promotions.
Top 5 Products by Revenue	Identifies best-performing products. These items contribute the most to revenue and should be prioritized in marketing and stock availability.
Top 10 Cities by Orders	Displays geographical demand. Cities with higher order counts highlight key markets and regional growth opportunities.

Overall Business Insights :

- Sales are **occasion-driven**, indicating strong event-based purchase patterns.

- Certain **categories and products dominate revenue**, showing clear product preferences.

- **Seasonality and peak ordering hours** can be utilized for targeted campaigns.

- **City-level insights** support expansion and localized marketing strategies.