**Project Overview**

This project presents a comprehensive **Sales Dashboard** designed to track and analyze sales performance across multiple dimensions, including revenue, orders, delivery metrics, and customer spending patterns. The dashboard is developed by Fnp sales data to provide actionable insights to support data-driven decision-making.

**Key Insights**

1. **Total Performance**:
   * **Total Orders**: 1,000
   * **Total Revenue**: $3,520,984
   * **Average Customer Spend**: $3,520.98
   * **Average Order-Delivery Time**: 5.53 days
2. **Revenue Analysis**:
   * **By Occasions**:
     + Highest revenue generated during **Anniversary** and **Raksha Bandhan**.
     + **Valentine's Day** shows potential for growth.
   * **By Months**:
     + Peak revenue months: **March**, **August**, and **November**.
     + Declines observed in **May** and **December**.
3. **Top Performing Categories**:
   * **Soft Toys** are the top-selling category, followed by **Colors** and **Sweets**.
   * **Mugs** and **Plants** present opportunities for promotion.
4. **Top Products**:
   * The highest revenue-generating product is **Magnam Set**, followed by **Excercitationem Pack** and **Expedita Gift**.
   * Products like **Nihil Box** show room for expansion.
5. **Customer Demographics**:
   * Top 10 cities with the most orders include **Tiruchirappalli**, **Machilipatnam**, and **Kota**.
   * Cities like **Aizawl** and **Bhatpara** can be targeted for market expansion.
6. **Revenue by Time**:
   * Most sales occur between **8 AM** and **3 PM**, indicating peak business hours.

**Summary**

This dashboard equips stakeholders with clear visibility into sales trends and performance metrics. By leveraging the insights and recommendations provided, the organization can enhance revenue generation, improve customer satisfaction, and optimize operational efficiency.