

Project Detailed Summary

Executive Summary – FNP Sales Analysis Dashboard

◆ Overall Performance

- **Total Orders:** 1,000
- **Total Revenue:** ₹35,20,984
- **Average Customer Spend:** ₹3,520.98
- **Average Delivery Time:** 5.53 days

👉 Sales performance is stable, but delivery time is relatively high, which may impact customer satisfaction.

◆ Revenue Insights

1. By Occasion

- Revenue appears concentrated under “All Occasions,” suggesting that occasion-specific campaigns are not yet fully optimized.

2. By Category

- **Soft Toys** contribute the highest share of revenue.
- **Sweets** and **Colors** perform moderately well.
- **Mugs** and **Raksha Bandhan gifts** generate minimal revenue, indicating weak customer demand.

3. By Month

- **February** recorded peak revenue (likely driven by Valentine’s Day sales).
- **April** reported the lowest revenue, highlighting seasonal dips.
- **December** shows strong recovery, driven by festive season sales.

4. By Hour (Order Time)

- Peak sales occur during **early mornings (6–8 AM)** and **late evenings (5–8 PM)**.
 - This indicates strong impulse buying during leisure hours.
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◆ Top Products & Cities

1. Top 5 Products by Revenue

- *Msgamn Set* and *Quia Gift* are the top revenue generators.
- *Deserunt Box*, *Dolores Gift*, and *Harum Pack* also perform consistently.
- Bundled products clearly outperform individual items.

2. Top 10 Cities by Orders

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- **Kota** leads in total order volume.
 - Other strong contributors include Kanpur, Machilipatnam, and Tiruchirapalli.
 - Tier-2 and Tier-3 cities are emerging as major growth drivers.
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◆ Key Observations

- **High-value categories (Soft Toys, Bundled Gifts)** drive the majority of revenue.
 - **Low-performing categories (Mugs, seasonal items)** require review and repositioning.
 - **Customer purchase timing** shows clear patterns → opportunity for time-targeted marketing campaigns.
 - **Delivery time (5.53 days)** is above the industry average of ~2–3 days → logistics optimization needed.
 - **Tier-2/3 cities** are showing significant order volume, highlighting untapped market potential.
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◆ Recommendations

1. Product Strategy

- Focus on scaling high-margin categories like Soft Toys and Bundled Gifts.
- Reassess or phase out underperforming SKUs such as Mugs.

2. Marketing Strategy

- Strengthen Valentine's, Diwali, and Anniversary campaigns (key sales drivers).
- Launch digital campaigns targeting peak purchase hours (morning & evening).

3. Customer Experience

- Reduce delivery time to below 3 days to align with customer expectations.
- Offer city-specific deals and regional festival collections.

4. Market Expansion

- Leverage demand in Tier-2/3 cities for market growth.
 - Build exclusive product bundles tailored to regional preferences.
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✅ Conclusion

The sales analysis highlights strong product categories, clear seasonal trends, and promising growth in Tier-2/3 markets. By optimizing delivery times, refining product strategy, and executing targeted marketing campaigns, FNP can strengthen its position as a leader in the gifting industry and unlock new revenue opportunities.