

Problem Solve Summary: Sales Performance Dashboard (FNP)

Overview

This sales analysis dashboard offers a comprehensive view of business performance for FNP (Ferns N Petals). It provides insights across multiple dimensions including total orders, revenue by product category and occasion, order timing, and geographical distribution.

Key Performance Metrics

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

These indicators reflect a healthy engagement with customers and reasonable order fulfillment speed.

Revenue Insights

1. Revenue by Occasion

- **Top Grossing Occasions:**
 - **Anniversary**
 - **Raksha Bandhan**
 - **Valentine's Day**
- These events significantly outperformed others like Holi and Diwali, highlighting their importance in seasonal sales strategy.

2. Revenue by Product Category

- **Top Categories:**
 - **Plants**
 - **Soft Toys**
 - **Sweets**
- "Plants" emerged as the highest revenue generator, suggesting a growing trend toward sustainable or eco-friendly gifting.

3. Revenue by Month

- **Revenue Spikes in:**
 - **February (Valentine's Day)**
 - **August (Raksha Bandhan)**

- A clear indication of sales seasonality linked to key festivals and events.

4. Revenue by Hour (Order Time)

- Peak order placement occurs consistently between **10 AM to 6 PM**, with notable spikes around **11 AM and 4 PM**.
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Product Performance

Top 5 Products by Revenue:

- Deserunt Box
- Dolores Gift
- Harum Pack
- Magaram Set
- Quia Gift

These products should be featured more prominently in marketing and promotional efforts due to their high revenue contributions.

Geographic Distribution

Top 10 Cities by Orders:

- Highest order volumes are from **Bidhanagar, Haridwar, Gurudak, and Harpal**.
 - This data provides an opportunity for targeted regional marketing or inventory optimization in these cities.
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Strategic Insights & Recommendations

1. **Optimize for Peak Seasons:**
 - Ramp up inventory and marketing before **Valentine's Day** and **Raksha Bandhan** to capitalize on seasonal spikes.
2. **Promote High Revenue Categories:**
 - Emphasize products in the **Plants, Soft Toys, and Sweets** categories in campaigns and featured listings.
3. **Personalize Marketing by Occasion:**
 - Develop personalized gifting solutions and packages based on top occasions to boost revenue per order.
4. **Improve Delivery Time:**

- Although average delivery time is reasonable, reducing it further can enhance customer satisfaction and repeat orders.

5. Capitalize on Top Performing Cities:

- Launch city-specific promotions in **Bidhanagar**, **Haridwar**, and **Gurudak**, where brand presence and acceptance are strong.

Conclusion

The FNP sales dashboard reveals strong seasonal trends, profitable product lines, and key customer hotspots. With strategic adjustments to inventory, marketing, and delivery, the company is well-positioned to scale growth and improve customer satisfaction across multiple touchpoints.