

Executive Summary: FNP Orders & Revenue Analysis Dashboard

Project Objective

The purpose of this project is to analyze and derive insights from customer order data of FNP (Ferns N Petals), focusing on sales, revenue, product categories, customer behavior, and geographical trends. The goal is to support data-driven decisions that enhance business strategy, customer experience, and operational efficiency.

Key Highlights

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

1. Revenue by Occasion

- **Top-performing Occasion:** *Anniversary*, generating the highest revenue (~₹7 lakhs).
- *Raksha Bandhan* and *Holi* are also strong contributors (~₹6 lakhs each).
- *Valentine's Day* shows relatively lower revenue (~₹4 lakhs), despite commercial potential.

2. Revenue by Category

- **Best-Selling Category:** *Colors*, with revenue approaching ₹10 lakhs.
- *Soft Toys* and *Sweets* follow closely (~₹7 lakhs each), indicating popularity in gifting.
- *Plants* and *Raksha Bandhan-specific items* show lower revenue potential (~₹2-3 lakhs), suggesting areas for marketing improvement or inventory realignment.

3. Revenue by Order Time (Hourly)

- Revenue peaks between **4 AM to 6 AM** and again between **5 PM to 8 PM**, suggesting two optimal advertising and discount windows.
- Relatively low activity during late-night hours (0–2 AM), as expected.

4. Revenue by Month

- **Top Revenue Months:** *February*, *March*, and *August*, each generating ₹6-7 lakhs, likely aligning with Valentine's Day, Women's Day, and Raksha Bandhan.
- *April to June* and *October* show dips, possibly due to lack of major occasions.

5. Top Products by Revenue

- *Magnam Set* leads with ~₹1.2 lakhs revenue, followed by *Quia Gift* and *Dolores Gift Harum Pack*.
- These insights can guide inventory stocking and promotional focus.

6. Top Cities by Orders

- **Leading City:** *Imphal*, with ~30+ orders, followed by *Dibrugarh* and *Kavali*.
- Other notable cities include *Gunakal*, *Dhanbad*, and *North Dumdum*, suggesting a diverse customer base.
- Potential for hyperlocal marketing and delivery optimization in these regions.

Operational Metrics

- **Order to Delivery Time:** 5.53 days suggests moderate operational efficiency. Further analysis on logistics or vendor delays may help improve this.
- **Customer Spend:** ₹3,520.98 per order shows healthy spending behavior, indicating that FNP's product bundling and gifting solutions are appealing to mid-high segment customers.

Strategic Recommendations

1. **Boost Promotions Around Key Occasions:** Focus on *Anniversary*, *Holi*, and *Raksha Bandhan* to capitalize on high revenue potential.
2. **Targeted Product Marketing:** Prioritize high-performing SKUs like *Magnam Set* and *Dolores Pack*.
3. **Optimize Category Mix:** Consider expanding inventory in top categories (Colors, Soft Toys) and reevaluating underperforming ones.
4. **Refine Delivery Operations:** Investigate high average delivery time and explore options for logistics improvements.
5. **City-Level Campaigns:** Launch geo-targeted marketing in high-performing cities like *Imphal* and *Dibrugarh*.
6. **Leverage Customer Behavior Patterns:** Schedule promotions during revenue-heavy hours (early morning and evening).

Conclusion

This dashboard provides a comprehensive view of sales performance, revealing both growth opportunities and operational gaps. With insights into customer preferences, seasonality, and regional demand, FNP can drive better engagement, optimize its supply chain, and increase profitability through data-backed decisions.