



Executive Summary: FNP Sales Analysis

FLOURISHING FIGURES

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OVERVIEW

This sales analysis report provides insights into FNP's (Ferns N Petals) revenue, order trends, customer spending patterns, and product performance. The goal is to optimize sales strategies, improve logistics, and enhance customer engagement.

KEY PERFORMANCE INDICATORS (KPIs)

- **Total Revenue:** ₹35,20,984
 - **Total Orders:** 1,000
 - **Average Customer Spend:** ₹3520.98
 - **Order Delivery Time:** 5.53 days (indicating potential logistics improvement opportunities)
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REVENUE & ORDER TRENDS

- **Monthly Revenue Fluctuations:**
 - Peaks observed in February, June, and September.
 - Consistent revenue throughout the year with occasional spikes.
 - **Revenue by Hours:**
 - Higher order volume observed in the morning and evening time slots.
 - Fluctuations during mid-day, indicating potential engagement opportunities.
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BEST-SELLING PRODUCTS & CATEGORIES

- **Top 5 Products:**
 1. Magnam Set
 2. Quia Gift
 3. Dolores Gift
 4. Harum Pack
 5. Deserunt Box
 - **Top-Selling Categories:**
 - **Colors** lead the revenue contribution, followed by **Soft Toys** and **Sweets**.
 - Categories like **Cakes, Raksha Bandhan, and Mugs** generate lower sales, requiring strategic promotions.
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CUSTOMER BUYING BEHAVIOR BY OCCASION

- **Top Occasions Driving Sales:**
 - Anniversaries, Raksha Bandhan, and General Occasions drive the most revenue.
 - Festivals such as Holi, Birthdays, Valentine's Day, and Diwali show strong performance but have further growth potential.
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GEOGRAPHICAL SALES INSIGHTS

- **Top 10 Cities by Orders:**
 - Imphal, Dhanbad, Kavi, Haldwani, Bhatarpur, and Bhavnagar contribute significantly.
 - North Dumdum, Gondal, Balasore, and Bhujanagar also show strong sales figures.
 - Expanding targeted campaigns in high-performing regions can drive additional revenue.
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RECOMMENDATIONS & ACTIONABLE STRATEGIES

1. **Optimize Logistics & Delivery Efficiency:**
 - Reduce the average delivery time from **5.53 days** to enhance customer satisfaction.
 - Explore faster shipping options or regional fulfilment centres.
 2. **Strengthen Seasonal Promotions:**
 - Focus on peak months (February, June, September) with targeted campaigns.
 - Enhance engagement for lower-performing festivals with exclusive deals.
 3. **Boost Underperforming Categories:**
 - Promote **Cakes, Mugs, and Raksha Bandhan products** through bundling or discounts.
 - Leverage cross-selling strategies to increase visibility.
 4. **City-Specific Marketing & Expansion:**
 - Invest in digital ads and regional offers in **top 10 cities**.
 - Identify emerging markets and allocate resources to expand sales reach.
 5. **Customer Engagement Optimization:**
 - Run ads and promotions during peak order hours (morning & evening).
 - Implement loyalty programs to increase customer retention.
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CONCLUSION

This analysis highlights key sales patterns, product trends, and revenue-driving factors for FNP. By improving logistics, optimizing marketing strategies, and leveraging customer insights, the brand can further enhance its market position and profitability.

DASHBOARD

