



EXECUTIVE SUMMARY

FNP (Flowers & Personalized Gifts) Sales Analysis



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◆ 1. Key Performance Indicators (KPIs)

Metric	Value	Insights
Total Orders	1,000	Indicates strong customer engagement. Useful for measuring campaign effectiveness.
Total Revenue	₹3,520,984	Revenue is substantial, with potential for seasonal spikes. Suggests high-value transactions.
Avg. Customer Spend	₹3,520.98	High average spend per customer, implying either premium product focus or successful upselling.
Order Delivery Time	5.53 days	May be acceptable for gifts, but optimization could reduce cart abandonment and increase satisfaction.

◇ 2. Revenue by Occasion

- **Top Occasions:**

- **Raksha Bandhan, Anniversary, and Valentine's Day** generate the highest revenue.
- These events align with emotional gifting moments, indicating effective seasonal marketing.

- **Lower Performing Occasions:**

- **Birthday and Diwali** show potential for targeted promotions or better product positioning.

✚ **Action:** Consider intensifying promotional campaigns and cross-selling during lower-performing occasions.

◇ 3. Revenue by Category

- **Top Categories:**

- **Cakes, Soft Toys, and Flowers** are leading.
- These products likely have broad appeal and emotional resonance.

- **Low Revenue Categories:**

- **Mugs, Plants, and Makeup Sets** need re-evaluation. Possibly due to limited audience or poor visibility.

✦ **Action:** Optimize product mix, bundle low-selling items with high-selling ones to increase visibility.

◇ 4. Revenue by Month

- **Sales Peaks:**

- **February** (Valentine's Day) and **August** (Raksha Bandhan) are key revenue months.
- These trends reflect event-driven consumer behavior.

- **Lulls in Sales:**

- **April, May, and November** show lower performance — ideal for launching **off-season promotions** or discounts.

✦ **Action:** Align ad spend and promotions with peak months; use loyalty programs or flash sales in off-peak months.

5. Revenue by Hour (Order Time)

- **Most Active Hours:**

- Orders are evenly spread from **9 AM to 9 PM**, with slight spikes mid-day and evening.
- Suggests a diverse customer base ordering during breaks and after work.

✦ **Action:** Run **limited-time offers** during peak hours to boost conversions. Optimize website/app performance in these windows.

◇ 6. Top 5 Products by Revenue

- High performers include:

- **Sugar-Free Cakes, Doraemon G4, and Health Packs.**
- Suggests demand for both **personalized items** and **health-conscious products**.

✦ **Action:** Promote these in homepages, recommendation engines, and ads. Monitor inventory closely.

◇ 7. Top 10 Cities by Orders

- **Top Cities:**

- **Delhi, Mumbai, and Hyderabad** lead in orders.
- **Tiers 1 & 2 cities** are clearly strong markets.

- **Lower Cities:**

- Consider geo-targeted offers for cities like **Chennai, Ahmedabad, and Kolkata** to grow market share.

✦ **Action:** Geo-segment campaigns. Offer city-specific promotions or faster delivery to boost trust.

◇ 8. Delivery Performance

- **Avg. Delivery Time: 5.53 days**

- While acceptable for personalized gifts, there's room for improvement especially around occasions when urgency matters.

✦ **Action:** Partner with logistics for **faster delivery options**, especially during seasonal spikes

◇ 9. Filters & Interaction

- The dashboard includes slicers for:

- **Order_Date** and **Delivery_Date** timelines.
- **Occasion** filters to analyze data by event type.

- Currently, slicer labels are in **Arabic** — may need language settings adjusted to match an English-speaking audience for broader usability.

✦ **Action:** Switch slicer locale to "en-US" via system/regional settings or Excel language preferences.

← END Final Recommendations

1. **Optimize Delivery Operations**

Reduce average delivery time to improve customer satisfaction and conversion rates.

2. Capitalize on Occasion Trends

Focus marketing and inventory around peak occasions like Raksha Bandhan and Valentine's Day.

3. Revive Underperforming Categories

Reposition or bundle slow-moving products. Test product pricing and visibility.

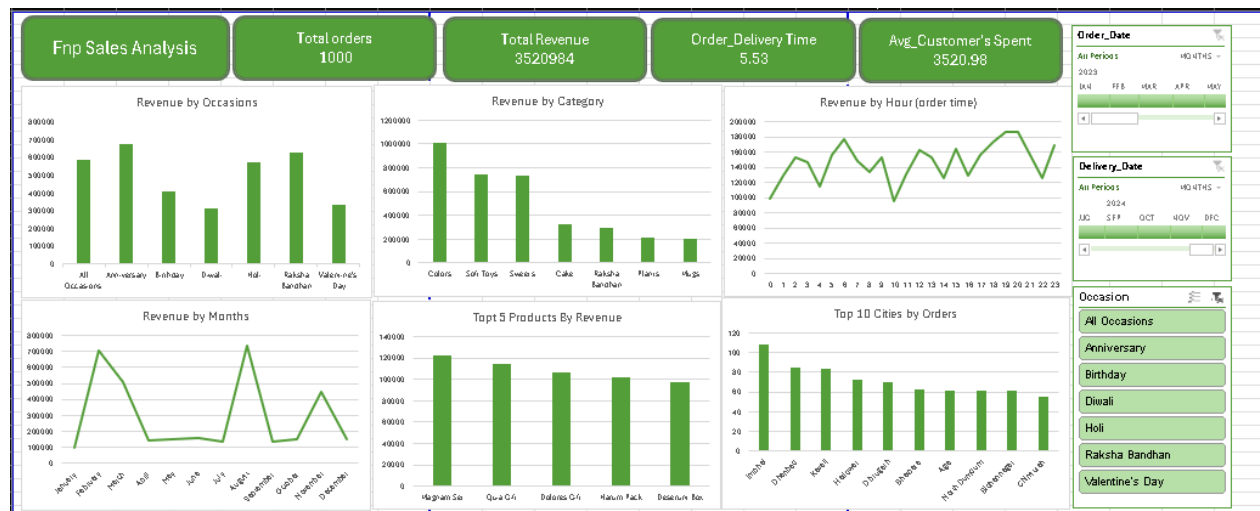
4. Geo-Focus for Growth

Tailor strategies for high-performing cities while boosting presence in lower-tier ones.

5. Customer Segmentation & Loyalty

Use customer data to segment by spending, location, and occasion history. Build loyalty programs to drive repeat sales.

Appendix – FNP Sales Dashboard Overview



Dashboard Overview