Sales Analysis Dashboard – Project Summary

This dashboard provides a **comprehensive analysis of FNP's sales performance**, covering customers, products, categories, cities, months, and gender-based insights. It enables management to identify revenue drivers, top-performing segments, and growth opportunities.

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1. High-Level KPIs

- **Total Revenue: 3,520,984**

- **Total Orders: 1,000**

- **Average Revenue per Order: 3,520.98**

- **Average Delivery Days: 5.53**
  👉 Performance shows **healthy revenue per order**, with delivery timelines moderately efficient.

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2. Top Customers by Revenue

- **Samaira Ganesh** leads with **75,029**, followed by **Seher Mann (70,409)** and **Divit Mahajan (61,294)**.
  👉 A small group of high-value customers drives significant revenue, highlighting the importance of **customer loyalty programs**.

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3. Top Products by Revenue

- **Magnam Set (121,905)** and **Quia Gift (114,476)** are the leading products, followed by **Dolores Gift (106,624)**.
  👉 A **diverse product mix** contributes to revenue, with premium gift sets playing a major role.

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4. Top Cities by Orders

- **Imphal (29 orders)**, **Dhanbad (28)**, and **Kavali (27)** are the leading cities.
  👉 Sales are spread across multiple mid-tier cities, showing **regional penetration beyond metros**.

5. Category-Wise Revenue

- **Colors (1,005,645)** and **Soft Toys (740,831)** dominate, followed by **Sweets (733,842)**.

- Lower-performing categories: **Plants (212,281)** and **Mugs (201,151)**.
  👉 Focus should be on **expanding profitable categories** while reassessing underperforming ones (e.g., Plants, Mugs).

6. Month-Wise Revenue Trend

- **February** and **August** recorded the highest revenue spikes.
  👉 Indicates strong **seasonal demand during gifting occasions** (possibly Valentine's Day in Feb, Raksha Bandhan/Independence Day in Aug).

7. Orders by Gender

- **Female:** 509 orders

- **Male:** 491 orders
  👉 Nearly balanced gender distribution, showing **wide appeal across demographics**.

Key Insights

1. **Revenue Dependence:** Top customers and premium products drive revenue → nurture them with **loyalty rewards** and **personalized campaigns**.

2. **Seasonality Impact:** Strong peaks in **Feb & Aug** highlight occasion-driven purchases → leverage with targeted **seasonal promotions**.

3. **Regional Expansion:** Non-metro cities like **Imphal & Dhanbad** show strong order volumes → potential to **expand logistics & marketing efforts**.

4. **Category Strategy:** Colors, Soft Toys, and Sweets are high-performers → invest more here. Low-performing categories need **innovation or repositioning**.

5. **Balanced Gender Mix:** Marketing should remain **inclusive**, appealing equally to men and women.

✅ **Final Remark:**

This dashboard provides actionable insights into **customers, products, geographies, categories, and seasonal patterns**. It can guide **strategic decision-making in marketing, product portfolio optimization, and regional expansion** to maximize both **sales and profitability**.