
Executive Summary – Sales Analysis Dashboard

Project Objective

The objective of this project was to analyze **sales performance, customer behavior, and revenue patterns** for a gifting and occasion-based retail business. Using an interactive dashboard, the analysis focuses on identifying **key revenue drivers, seasonal trends, high-performing products, and geographic demand patterns** to support data-driven business decisions.

Overall Business Performance

- **Total Revenue:** ₹35,20,984
- **Average Customer Spending:** ₹3,520.98
- **Average Time Between Orders:** 5.53 days

These metrics indicate **healthy customer engagement** with frequent repeat purchases and a strong average order value, reflecting effective pricing and product bundling strategies.

Revenue Insights by Occasion

- **Anniversary and Raksha Bandhan** contribute the highest revenue among all occasions.
- **Festive events** such as **Diwali and Holi** also generate significant sales but are more seasonal.
- **Birthdays and Valentine's Day** provide steady revenue, acting as consistent baseline contributors.

Insight: Occasion-based marketing plays a critical role in revenue generation, with emotional and relationship-driven events outperforming general celebrations.

Product Category Performance

- **Colors, Sweets, and Soft Toys** are the top-performing categories by revenue.
- **Mugs, Plants, and Cakes** contribute comparatively lower revenue but help maintain product variety.

Insight: Customers show a strong preference for **traditional gifting items**, especially those aligned with festivals and rituals. There is potential to **upsell or bundle lower-performing categories** with top sellers.

Top Products by Revenue

- Products such as **Magnum Set, Quia Gift, and Harum Pack** lead in revenue contribution.
- The top 5 products show relatively balanced performance, indicating **no over-dependence on a single product**.

Insight: A diversified top-product portfolio reduces risk and suggests strong product-market fit across multiple offerings.

Monthly Revenue Trends

- Revenue peaks are observed in **February and August**, aligning with **Valentine's Day and Raksha Bandhan**.
- Revenue dips during **April–July** and again post-festival periods.
- **November** shows a recovery, likely driven by festive shopping.

Insight: Sales are **highly seasonal**, reinforcing the importance of **inventory planning, campaign timing, and demand forecasting**.

Order Timing Analysis

- The highest revenue is generated during **evening hours (18:00–21:00)**.
- Early morning and late-night orders are relatively lower.

Insight: Customer purchasing behavior peaks after working hours, making this window ideal for **targeted promotions, notifications, and flash offers**.

Geographic Performance

- **Imphal, Dhanbad, and Kavali** rank among the top cities by order volume.
- Smaller cities contribute significantly, not just metro areas.

Insight: Demand is well-distributed across regions, highlighting opportunities for **regional marketing campaigns and logistics optimization**.

Key Business Takeaways

- Occasion-driven sales dominate overall revenue.
 - Strong seasonality requires proactive planning.
 - Evening hours are critical for customer engagement.
 - Product diversification is effective but can be optimized further through bundling.
 - Tier-2 and Tier-3 cities represent strong growth potential.
-

Recommendations

- Strengthen **occasion-specific campaigns** ahead of peak months.
- Introduce **product bundles** combining high- and low-performing categories.
- Focus marketing spend during **evening peak hours**.
- Expand regional fulfillment and promotions in high-order cities.
- Use historical trends for **sales forecasting and inventory planning**.