

Sales Analysis Report

Company: FNP

Reporting Period: January 2023 - May 2023

Prepared On: 6th May 2025

Executive Summary

Total Revenue Generated: Rs.35,20,984.00

Average Order Delivery Time: 5.53 Days

Average Customer Spend: Rs.3,520.98

Revenue Breakdown

Revenue by Occasion

- Top Performing: Anniversary (~Rs.7,00,000), Raksha Bandhan, Holi
- Lower Performing: Diwali, Valentine's Day

Revenue by Category

- Top: Colors (~Rs.10,00,000), Soft Toys, Sweets
- Lower: Mugs, Plants

Revenue by Month

- Peak: August, February
- Low: May, June

City-wise Order Distribution

- Top: Ghaziabad (>30 orders), Khammam, Bareilly

Top 5 Products by Revenue

- Magnum Set (~Rs.1,20,000), Quia Gift, Harum Pack, Dolores Gift, Deserunt Box

Filters Available in Dashboard

- By Occasion: Anniversary, Birthday, Diwali, Holi, Raksha Bandhan, Valentine's Day-
- By Delivery Date: Monthly selection for 2023

Key Insights & Recommendations

- Focus marketing on Anniversary and Raksha Bandhan
- Expand Colors, Soft Toys, and Sweets categories
- Plan for February and August peaks
- Boost promotions in Ghaziabad and Khammam
- Stock up on Magnum Set, Quia Gift, Harum Pack