Executive Summary: Performance Dashboard for FNP (Ferns N Petals)

Overview :-

This dashboard presents a comprehensive analysis of FNP's order and revenue performance over a selected period in 2023. The insights focus on customer behavior, product category performance, revenue trends by occasion and time, and geographical distribution of orders. The data includes **1,000 total orders**, generating **₹35,20,984** in total revenue, with an **average customer spend of ₹3,520.98** per order.

Key Insights

1. Sales & Customer Metrics

- **Total Orders**: 1,000

- **Total Revenue**: ₹35,20,984

- **Average Customer Spending**: ₹3,520.98

- **Average Time Between Order and Delivery**: ~5.72 days

- **Correlation between Quantity and Delivery Time**: 0.0035 (very weak/insignificant)

Interpretation: The negligible correlation suggests that the number of items ordered has almost no effect on how long it takes for delivery — indicating operational consistency regardless of order size.

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2. Revenue Distribution

By Occasion:

- **Top Occasions by Revenue**:

    - Birthday

    - Raksha Bandhan

    - Anniversary

- Diwali and Valentine's Day saw comparatively lower revenue, indicating potential areas for marketing improvement.

By Category:

- **Top-Performing Product Categories**:

    - **Soft Toys** and **Sweets** (₹7-8 lakh each)

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  - **Colors** (₹10 lakh) — possibly due to Holi season.
- **Low-Performing Categories**:
  - Mugs, Plants

By Product:

- **Top 5 Products by Revenue**:
  - **Magnam Set** (₹1.2 lakh)
  - Quia Gift, Harum Pack, Dolores Gift, Deserunt Box
- These products represent bestsellers and should be prioritized for inventory and promotions.

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3. Temporal Performance

By Month:

- **Revenue Peaks**:
  - **March and August** — likely aligned with **Holi** and **Raksha Bandhan**.
- **Lowest Revenue Months**:
  - **April, May, June, July** — possible off-season periods.

By Hour:

- Highest revenue recorded during **8 PM and 9 PM**, suggesting a late-evening purchase pattern.
- Morning hours (especially 8 AM – 10 AM) and late-night (12 AM – 5 AM) show lower transaction volumes.

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4. Geographical Performance

- **Top 3 Cities by Orders**:
  - **Dhanbad** (≈28 orders)
  - **Kavali**

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- **Imphal**

- Distribution is relatively balanced across smaller Tier-2 and Tier-3 cities, showing FNP's wide regional reach.

Opportunities for Growth

- **Seasonal Campaigns**: Enhance marketing efforts during low-revenue months (e.g., April-July).

- **Product Expansion**: Invest more in top categories like Soft Toys and Sweets; consider improving or repositioning underperforming categories (e.g., Plants, Mugs).

- **Evening Promotions**: Since most sales occur between 6 PM and 9 PM, scheduling push notifications or ads in this time slot could boost conversions.

- **City-Specific Campaigns**: Double down on high-performing cities with localized campaigns to build loyalty.

Operational Insight

- The extremely low **correlation (0.0035)** between **quantity ordered** and **delivery time** reinforces the strength of FNP's logistics — maintaining consistent delivery timelines regardless of order volume.

Conclusion

FNP's data indicates strong seasonal and occasion-based revenue trends, consistent logistics operations, and a healthy average order value. Focusing on targeted marketing, product performance analytics, and time-based customer engagement strategies can further increase revenue and customer satisfaction.