This sales analysis provides a high-level overview of customer behavior, product performance, and revenue trends based on Q3 2023 order data with deliveries extending into September 2024.

**Key Metrics**

* **Total Revenue:** ₹35.21 Lakhs
* **Total Orders:** 1,000
* **Avg. Customer Spend:** ₹3,521
* **Avg. Delivery Time:** 5.53 Days

**Performance Insights**

* **Top Occasion:** Anniversary (₹6.74L), followed by Raksha Bandhan and Holi.
* **Best-Selling Products:** Magman Set (₹1.22L) and Quia Gift (₹1.14L).
* **Peak Order Time:** 6 PM – 9 PM, aligning with highest revenue slots.
* **Monthly Trend:** Sales peaked in September (₹76.8K) and October (₹80K).
* **Category Share:** Colors (39%) and Soft Toys (20%) dominate product mix.
* **Best Sales Days:** Tuesday and Thursday.

**Strategic Recommendations**

* Prioritize marketing for high-performing occasions (Anniversary, Raksha Bandhan).
* Schedule promotions during peak hours (evenings) and high-sales weekdays.
* Expand inventory and marketing for top-selling product bundles.
* Leverage seasonal demand in Q3 with targeted campaigns