"FNP Sales Analysis: A Technical Overview"

This dashboard provides a comprehensive and interactive **Sales Analysis** view for a business called **"fernsnpetals"**. It serves as a single-page management tool to track and analyse key sales performance metrics, allowing stakeholders to quickly understand business trends and make data-driven decisions. The dashboard is designed to provide both a high-level summary and detailed breakdowns of sales data across multiple dimensions.

Key Performance Indicators (KPIs)

The dashboard's header section features four prominently displayed KPIs, offering a real-time snapshot of overall performance:

- **Total Sales**: A volume-based metric indicating that **1000** sales have been made.

- **Total Revenue**: A financial metric showing that the business has generated **₹35,20,984.00**.

- **Average Customer's Spending**: This metric calculates the average value of a transaction, which is **₹3,520.98**. This is a useful indicator for understanding customer purchasing behaviour.

- **Average (Order-Delivery) Time**: This provides an operational efficiency metric of **5.53** units of time (days), which is critical for logistics and customer satisfaction.

Visualizations and Insights

The core of the dashboard consists of various charts, each designed to provide specific business insights:

- **Revenue by Occasions**: This bar chart reveals that **Anniversary** and **Raksha Bandhan** are the highest revenue-generating occasions, while **Diwali** and **Valentine's Day** also contribute significantly. The chart's scale, reaching **₹8,00,000.00**, indicates that these are major sales drivers.

- **Revenue by Category**: This visualization highlights the performance of different product categories. It shows that **"Sweets"** and **"Soft Toys"** generate substantial revenue, while **"Mugs"** and **"Plants"** have a lower contribution. This insight is valuable for inventory management and marketing strategies.

- **Top 10 Cities by Order**: This chart provides a geographical analysis, identifying **Imphal**, **Dhanbad**, and **Kavali** as the top three cities by order volume. This information is crucial for targeted advertising and distribution planning.

- **Revenue by Months**: The line chart titled "Revenue by Months" illustrates seasonal trends. It shows a significant revenue dip around **July** and an upward trend towards the end of the year, particularly in **November** and **December**. This pattern likely indicates a business-as-usual cycle with a strong holiday season.

- **Top 5 Products by Revenue**: This bar chart identifies the specific products that are performing best, such as **"Magnam Set** and **Quia Gift"**, which generates the highest revenue. This information is key for product portfolio management and sales promotion.

- **Revenue by Hour (Order Time)**: The line graph "Revenue by Hour (Order Time)" shows fluctuations in revenue throughout the day. The chart indicates an increase in revenue in the late afternoon and evening hours, with a peak around 8 p.m. This data can inform staffing decisions and campaign scheduling.

Interactive Filtering

The dashboard includes slicers on the right side for filtering the data based on user-selected criteria. The **Occasion** slicer allows the user to drill down into specific events, while the **Order Date** and **Delivery Date** slicers allow for granular filtering by year and month. This interactive functionality enables users to perform ad-hoc analysis and customize the dashboard view.