

FNP Sales Analysis

Overall Performance

Total Orders: 1,000

Total Revenue: ₹35,20,984

Average Customer Spend: ₹3,520.98

Avg. Order-to-Delivery Time: 6 days

Revenue by Occasion

- Anniversaries generate the highest revenue (₹7L), followed by Raksha Bandhan and Holi (₹6L each).
- Birthday and Valentine's Day also contribute significantly (~₹3–4L).
- Diwali lags behind compared to other occasions (~₹3L).

Revenue by Category

- Colors dominate revenue (~₹10L), making it the top-selling category.
- Soft Toys (₹7.4L) and Sweets (₹7.3L) are the next highest contributors.
- Cakes (₹3.2L) perform moderately, while Mugs & Plants contribute the least (₹2L each).

Top Products

- Magnam Set is the highest-selling product (~₹1.21L).
- Other strong performers: Dolores Gift, Quia Gift, Deserunt Box, and Harum Pack (₹1L+ each).

Time-based Insights

- Tuesday has the highest revenue (₹6.7L), followed by Sunday (₹6.2L).
- Wednesday & Thursday are the lowest-performing days (~₹3.5–4L).
- July stands out as the peak revenue month (₹7.5L), followed by February & March (₹6–7L each).
- April–June & August–November show lower sales, indicating off-peak seasons.

City Insights

- Dhanbad tops the list with the highest number of orders (~28–30).
- Other key cities: Imphal, Kevati, Hatkwer, and Bhubanagar (~25–28 orders each).
- North Dumdum records the least orders among the top 10.