

FNP Sales Analysis Summary

Overall Performance

Total Revenue	₹3,52,084
Total Orders	1,000
Average Customer Spending	₹3,520.98
Average Order & Delivery Time	Not Specified

Revenue by Occasion

Diwali generated the highest revenue — approximately ₹3,00,000+. Other occasions like Holi, Raksha Bandhan, and Valentine's Day contributed minimally.

Revenue by Category

Sweets contributed the most (~₹1,80,000), followed by Colors and Raksha Bandhan items (~₹60,000–₹80,000). Plants had the least revenue (~₹40,000).

Top Performing Cities

Leading cities: Bhiwandi, Kota, Mandi, Mehrauli, and Madhavlal. Bhiwandi topped with 6–7 orders.

Revenue by Products

Auto Box was the top product (~₹85,000), followed by Accessory Gift Set (~₹70,000). Other items like Ea Set, Office Pack, and Quiksam Pack earned ₹40,000–₹50,000 each.

Revenue by Month

November generated nearly all revenue (~₹3.5 lakh), linked to the Diwali season.

Revenue by Orders

Revenue per order fluctuated between ₹1,00,000 to ₹1,80,000, showing strong but variable daily performance.

Key Insights

1. Diwali drives 85% of total revenue. 2. Sweets dominate sales — opportunity in festive-focused expansion. 3. High customer spending shows brand loyalty. 4. Sales are heavily seasonal — off-season marketing could boost growth. 5. Top cities offer scope for local campaigns and loyalty programs.