

# FNP Sales Analysis - Executive Summary

## Overview

This sales analysis dashboard provides comprehensive insights into FNP's business performance based on 1,000 total orders, generating a total revenue of Rs.35,20,984. The data spans various key metrics such as occasion-based sales, product category performance, revenue trends by time and location, and customer behavior. This analysis is vital to evaluate the company's market dynamics and guide strategic planning for improved business outcomes.

## Key Metrics

- Total Orders: 1,000
- Total Revenue: Rs.35,20,984
- Average Customer Spend: Rs.3,520.98
- Average Order-Delivery Time: 5.53 days

## Performance by Occasion

Revenue generation varies significantly by occasion:

- Anniversary is the top-performing occasion, contributing the highest revenue.
- Raksha Bandhan and Holi also perform strongly, while Valentine's Day and Birthday are on the lower end.
- Overall, seasonality and cultural events clearly influence customer purchasing behavior.

## Category-Wise Revenue

- Flowers (Colors) lead the product category performance with over Rs.10,00,000 in revenue.
- Soft Toys and Sweets also contribute significantly.
- Mugs and Plants underperform in comparison, suggesting potential reevaluation or promotional strategies.

## Top Products

Top 5 products by revenue are:

1. Magnam Set (Highest Revenue)
2. Dolores Gift

# FNP Sales Analysis - Executive Summary

3. Quia Gift
4. Harum Pack
5. Deserunt Box

## Revenue by Month

- August and March are peak revenue months, likely driven by festivals and special occasions.
- June, May, and October show the least revenue, indicating potential for marketing opportunities or promotions during these months.

## Revenue by Hour

- Revenue remains fairly consistent throughout the day but peaks significantly during late afternoon and early evening hours (17:00-21:00), suggesting optimal timing for promotions and ads.

## Top Performing Cities

- Dibrugarh leads in terms of order volume, followed by Imphal, Haridwar, and Kavali.
- The top 10 cities are geographically diverse, indicating a widespread customer base.

## Actionable Insights & Recommendations

1. Marketing Strategy:
  - Focus campaigns around high-performing occasions like Anniversaries and Raksha Bandhan.
  - Promote underperforming months (May, June, October) with special offers.
2. Product Strategy:
  - Scale top-selling products (e.g., Magnam Set) through bundling or upselling.
  - Reassess pricing and positioning of low-performing categories like Mugs and Plants.
3. Geographic Targeting:
  - Deepen penetration in top cities through localized offers.
  - Explore expansion strategies in cities showing moderate but growing order volumes.

## FNP Sales Analysis - Executive Summary

### 4. Customer Engagement:

- Leverage peak order hours (5-9 PM) for digital ad spend and email campaigns.
- Improve delivery times if possible to enhance customer satisfaction and retention.

## Conclusion

The FNP sales analysis reveals strong seasonal and product-based trends that can be harnessed to drive revenue growth. Focusing on top occasions, optimizing product mix, and targeting peak customer engagement times can result in higher conversions and better customer satisfaction.