

Executive Summary: FNP Sales Analysis

Overview

This report presents an in-depth analysis of sales performance for Ferns N Petals (FNP) using Excel-based data visualization. The dashboard provides insights into total revenue, customer spending patterns, order trends, and key performance indicators, helping to identify opportunities for business growth.

Key Insights

1. Total Orders & Revenue

- The business recorded **1,000 total orders**, generating **₹35,20,984 in revenue**.
- The **average customer spending** was **₹3,520.98** per order.
- The **average delivery duration** is around **5 to 6** days.

2. Sales Trends by Occasion & Category

- **Anniversaries, Raksha Bandhan, and All Occasions** contributed the highest revenue among occasions.
- Among product categories, **Colors, Soft Toys, and Sweets** generated the most sales.

3. Order & Revenue Patterns

- The majority of revenue was generated **between 8 AM to 10 PM**, with peak hours showing increased sales activity.
- Monthly trends indicate **August and February** as high-revenue months, possibly due to Raksha Bandhan and Valentine's Day.

4. Geographic Performance

- The top-performing cities in terms of orders included **Imphal, Dhanbad, and Kavali**.
- Understanding regional demand can help in optimizing marketing efforts and logistics.

5. Top-Selling Products

- The highest revenue-generating products included **Magnam Set, Quia Gift, and Dolores Gift**, suggesting a strong demand for premium gifting items.

Conclusion & Recommendations

- **Enhance Marketing Strategies:** Focus on high-revenue occasions such as Anniversaries and Raksha Bandhan, using targeted promotions.
- **Optimize Product Offerings:** Expand popular categories like Colors and Soft Toys to cater to customer preferences.
- **Time-Based Sales Optimization:** Leverage peak revenue hours by introducing limited-time offers to boost conversions.
- **Regional Targeting:** Strengthen supply chain and marketing strategies in top-performing cities to maximize sales.