**FNP Sales Analysis**

**Key Performance Indicators (KPIs):**

The top section highlights the following key metrics:

1. Total Orders:
   * Value: 1000
   * Represents the total number of orders placed by customers.
2. Total Revenue:
   * Value: INR 35,20,984.00
   * Shows the total sales revenue generated from all orders.
3. Average Delivery Time:
   * Value: 5.53 days
   * Represents the average time taken to deliver products to customers.
4. Average Customer Spent:
   * Value: INR 3520.984

- Indicates the average amount spent by each customer

**Visualizations and Insights**

1. **Revenue by Occasion:**
   * Displays revenue generated for different occasions like Anniversary, Birthday, Diwali, Holi, Raksha Bandhan, and Valentine's Day.
   * Occasions like Anniversary and Raksha Bandhan generate higher revenue.
2. **Revenue by Category:**
   * Compares sales performance across product categories like Mugs, Plants, Soft Toys, Sweets,etc.
   * Categories like Soft Toys and Sweets perform better.
3. **Revenue by Hour (Order Time):**
   * Shows the distribution of revenue across hours of the day.
   * Consistent revenue is observed during peak shopping times.
4. **Revenue by Month:**
   * Displays monthly revenue trends throughout the year.
   * Spikes in revenue during February and August indicate popular holidays.
5. **Top 5 Products by Revenue:**
   * Best-performing products include Dessurent Box, Dolores Gift, Harum Pack, Magnum Set, Quia Gift.
6. **Top 10 Cities by Orders:**

- Cities like Bhopal, Dimapur, Guwahati, and Imphal show the highest order volumes.

**Business Insights**

1. **Seasonality and Trends:**
   * High revenue for Raksha Bandhan and Anniversary indicates effective seasonal targeting.
2. **Product Performance:**
   * Top-performing products like Magnum Set should be promoted further.
3. **Customer Behaviour:**
   * Orders peak during specific hours, guiding promotional timing.
4. **Regional Insights:**
   * High-performing cities like Bhopal and Dimapur can be prioritized for marketing.

**Suggestions for Improvement**

1. **Add Comparison to Previous Periods:**
   * Include year-over-year trends for growth analysis.
2. **Customer Demographics:**
   * Add insights into customer demographics for better targeting.
3. **Return and Cancellation Metrics:**
   * Understand product satisfaction through return data.
4. **Profitability Analysis:**
   * Include profit margins to analyse overall profitability.
5. **Delivery Performance:**
   * Enhance operational efficiency by tracking delivery metrics.

**Summary**

This dashboard provides a comprehensive overview of sales performance. It highlights key metrics, visual trends, and actionable insights to aid decision-making across marketing, sales, and operations.