Executive Summary - FNP Sales Analysis Dashboard

Key Performance Highlights

Total Orders: 1,000

Total Revenue: Rs.35,20,984

Average Customer Spending: Rs.3,520.98

Average Order-to-Delivery Time: 5.53 days

These figures suggest consistent customer engagement and satisfactory operational efficiency, with each customer spending a healthy amount per transaction.

Sales Breakdown & Trends

Revenue by Occasions:

- Highest revenue-generating occasions: **Anniversary** and **Raksha Bandhan**.

- Moderate revenue during **Holi** and **Valentine's Day**.

- **Diwali** and **Birthday** showed relatively lower performance, indicating potential areas for targeted promotions.

Revenue by Category:

- **Colors** dominate revenue across all product categories, followed by **Soft Toys** and **Sweets**.

- **Cakes** and **Mugs** lag behind, suggesting limited customer interest or lower pricing strategies.

Revenue by Month:

- **February** and **August** experienced revenue peaks, likely driven by seasonality.

- **March to June** showed a sharp decline, pointing toward a potential seasonal dip or missed marketing opportunities.

Revenue by Hour (Order Time):

- Sales are spread throughout the day with minor peaks, indicating a consistent purchasing pattern.

- Slight surges around early morning and mid-afternoon hours could inform timing of promotional campaigns.

Top Performers

Top 5 Products by Revenue:

- **Magnam Set** led the list, followed by **Dolores Gift** and **Quia Gift**, all generating over Rs.1,00,000.
- These products are key revenue drivers and should be prioritized in marketing efforts.

Top 10 Cities by Orders:

- **Dhanbad**, **Imphal**, and **Kavali** topped the list, showing strong regional demand.
- **Bhatpara** and **North Dumdum** showed the least activity within the top 10, representing emerging markets.

Strategic Recommendations

- **Seasonal Campaign Focus**: Boost marketing around high-performing occasions like **Anniversary**, **Raksha Bandhan**, and **February/August** months.
- **Category Optimization**: Increase visibility and bundled offers on high-performing categories like **Colors** and **Soft Toys**.
- **Targeted Promotions**: Utilize regional and hourly insights to deploy localized and time-sensitive campaigns.
- **Inventory Management**: Align stock with demand trends, especially for top products and peak seasons.

Conclusion

This analysis provides a clear direction for sales optimization, product strategy, and customer engagement initiatives. With consistent monitoring and action, FNP can enhance revenue generation and customer satisfaction across its key verticals.