**FNP Sales Dashboard – Detailed Analysis Report**

**Overview**

The sales analysis dashboard provides a comprehensive overview of order performance, revenue generation, customer behavior, and product trends. It captures data across different dimensions such as occasions, categories, timing, products, months, and cities. The purpose of this report is to provide actionable insights for business growth, marketing strategies, and operational improvements.

**Key Metrics**

* **Total Orders**: **1000**
* **Total Revenue**: **₹35,20,984.00**
* **Order-Delivery Time**: **5.53 days (average)**
* **Average Customer Spend**: **₹3,520.98**

These numbers indicate a healthy revenue stream with a good order volume and consistent customer spend across occasions.

**Revenue Analysis**

**1. Revenue by Occasions**

* Anniversary and Raksha Bandhan emerge as the top-performing occasions, generating the highest revenue.
* Holi and Birthday also contribute significantly.
* Valentine’s Day sees moderate sales, though February spikes show its importance.
* Diwali, surprisingly, shows lower performance compared to other occasions, indicating potential marketing opportunities.

Insight: Occasions strongly influence sales, suggesting that targeted campaigns and seasonal promotions can further boost revenues.

**2. Revenue by Category**

* **Soft Toys** dominate the revenue share, contributing the most among all categories.
* **Sweets** and **Colors** also perform well.
* **Mugs** show minimal sales, highlighting a low-demand product segment.
* **Raksha Bandhan–specific products** show steady revenue, aligning with the festival’s demand.

**Insight:** Gift-oriented categories like soft toys and sweets are major growth drivers, while mugs might need repositioning or replacement in the product lineup.

**3. Revenue by Hour (Order Time)**

* Peak sales occur around **5 AM** and **6 PM**, indicating high early-morning and evening order activity.
* Late morning and mid-afternoon hours see lower engagement.

**Insight:** Marketing campaigns, push notifications, and promotional offers should be aligned with these peak hours to maximize conversion.

**Product Insights**

**Top 5 Products by Revenue**

1. **Magnum Set** – the highest revenue-generating product.
2. **Excetration Pack** – strong performer, second in line.
3. **Expeditia Gift** – consistent sales.
4. **Fugie Set** – moderate performer.
5. **Nihil Box** – slightly lower but still among the top 5.

**Insight:** A few products (particularly gift sets and combos) drive significant sales, suggesting a focus on premium curated products can improve revenue.

**Time-Based Trends**

**Revenue by Months**

* **February** shows the highest revenue (likely due to Valentine’s Day).
* **July** also shows a strong performance, possibly tied to **Raksha Bandhan**.
* Other months fluctuate moderately, with dips in **March, May, and August**.
* **December** shows recovery, possibly due to year-end gifting and New Year’s celebrations.

**Insight:** Sales are highly seasonal, with clear peaks during gifting and festive months. Planning inventory and marketing efforts around these months is critical.

**Geographic Insights**

**Top 10 Cities by Orders**

* **Kavali** leads with the highest number of orders.
* **Kota** and **Machilipatnam** follow closely.
* Other cities such as **Chinsurah, Bhatarpur, and Tiruchirappalli** show moderate order activity.

**Insight:** Expanding delivery capacity and localized promotions in top-performing cities can enhance market penetration. Low-performing cities may need targeted advertising to increase awareness.

Overall, the sales performance is healthy, with ₹35.2 lakh revenue across 1000 orders. Strengthening seasonal campaigns, focusing on top-performing categories, and improving weaker product lines can further boost growth.