

This Sales Analysis dashboard provides a comprehensive view of order and revenue performance for FNP.

- **Total Orders:** 1,000 | **Total Revenue:** ₹35.2 Lakhs | **Avg. Customer Spend:** ₹3,520.98
- **Top Products:** Magnum Set, Quia Gift, and Dolores Gift contribute the highest revenue.
- **Category Insights:** Colors and Soft Toys are leading categories, while Plants and Mugs show scope for growth.
- **Regional Trends:** Top 10 cities including Dibrugarh, Imphal, and Kaval lead order volumes.
- **Seasonality:** Revenue peaks observed during March and October, aligned with festivals and occasions.
- **Customer Behavior:** Most revenue is generated during peak hours of the day, highlighting buying patterns.

Business Impact: This analysis enables data-driven decisions in product mix optimization, demand forecasting, and targeted campaigns across cities and occasions.