

# Sales Analysis Report – FNP

## Overview

This sales analysis report provides a comprehensive review of FNP's performance over the specified period. The g

## Key Performance Indicators (KPIs)

- Total Revenue: Rs. 35,20,984
- Total Orders: 1,000
- Average Orders Delivered: 5.53
- Average Customer Spend: Rs. 3,520.98

## Sales Performance Insights

- Order Dates: February 5 to 15, 2023
- Delivery Periods: July to December 2024

## Revenue Analysis

Revenue by Month:

- Top Months: August (~Rs. 7,00,000), February (~Rs. 6,80,000)
- Low Months: April to June (~Rs. 2,00,000)

Revenue by Occasion:

- Highest: Anniversary, Raksha Bandhan
- Moderate: Holi, Diwali, Valentine's Day

Revenue by Category:

- Top: Colors, Soft Toys, Sweets
- Low: Mugs, Plants

## Time-Based Insights

Order Spikes:

- Early morning (6 to 7 AM)
- Evening hours (7 to 9 PM)

## Product-Level Insights

Top 5 Products by Revenue:

1. Magman Set (~Rs. 1,20,000)
2. Quia Gift
3. Harum Pack
4. Dolores Gift
5. Deserunt Box

## Regional Analysis

Top Cities by Orders:

- Dibrugarh, Imphal, Kavali (High Volume)
- Bilsapur, Gunka, Haridwar (Moderate Volume)

## Recommendations

1. Focus on Raksha Bandhan and Anniversary campaigns.
2. Expand top-selling categories.
3. Utilize peak hours for promotions.
4. Geo-target marketing in high-performing cities.
5. Promote top revenue-generating products.

## Conclusion

The data reflects a solid sales performance with clear revenue contributors across time, category, and region. With