**Summary of FnP Sales Analysis:**

This project analyzes sales data to uncover trends in customer behavior, product performance, and revenue drivers for fnp.

**Key Highlights**:

* A total of **1,000 orders** were placed, generating over **₹35.2 lakhs** in revenue.
* The **average delivery time** stands at **5.53 days**, with an **average customer spend** of **₹3,520.98**.

**Top Occasions & Categories**:

* **Anniversary** is the leading occasion, followed by Holi and Raksha Bandhan in terms of revenue.
* **Soft Toys** emerged as the most profitable category, followed by Sweets and Colors.

**Customer Behavior**:

* **Revenue peaks between 5–7 AM and 5–6 PM**, suggesting strong morning and evening purchase patterns.
* **March and July** recorded the highest monthly revenues.

**Product & City Insights**:

* The **top-grossing product** is *Magnam Set*, with other premium sets like *Fugit Set* and *Expedita Gift* performing well.
* **Karvali** leads among cities by order count, indicating potential for regional targeting.

**Order Quantity vs. Delivery Time:**

* There is no significant relationship between order quantity and delivery time (correlation = 0.0034), indicating consistent delivery performance regardless of order volume.

**Recommendations:**

1. **Focus marketing on high-performing occasions** (Anniversary, Holi).
2. **Stock and promote top-selling products** like Soft Toys and premium gift sets.
3. **Optimize logistics** during peak hours to improve service and handle volume.
4. **Target high-order cities** like Karvali and Bhilainagar with location-based promotions.