

Executive Summary – Sales Analysis Dashboard (FNP)

This project presents a comprehensive **sales performance analysis** for an online gifting and floral retail business (FNP) using an interactive dashboard. The objective was to transform raw transactional data into **actionable business insights** to support strategic decision-making across revenue, customer behavior, product performance, and regional demand.

The dashboard analyzes **1,000 customer orders**, generating a **total revenue of ₹35.21 lakhs**, with an **average customer spend of ₹3,520.98**. The **average order-to-delivery time of 5.53 days** reflects operational efficiency while highlighting scope for further optimization during peak periods.

Key Business Insights

- **Occasion-Based Revenue Trends**
Anniversary, Raksha Bandhan, and All-Occasion purchases contribute the highest revenue, indicating strong emotional and seasonal buying behavior. Valentine's Day and Diwali generate comparatively lower revenue, suggesting opportunities for targeted promotional campaigns.
- **Category Performance Analysis**
The **Colors** category emerges as the top revenue generator, followed by **Soft Toys** and **Sweets**, demonstrating customer preference for visually appealing and gift-friendly products. Categories such as **Mugs and Plants** show steady but moderate performance, indicating potential for bundling strategies.
- **Time-Based Sales Patterns**
Hourly revenue analysis reveals higher order activity during **midday and evening hours**, helping identify optimal time windows for marketing campaigns, push notifications, and discount offers.
- **Monthly Revenue Seasonality**
Revenue peaks are observed during **February and August**, driven by occasions like Valentine's Day and Raksha Bandhan. Lower sales months highlight the need for off-season engagement strategies to stabilize revenue throughout the year.
- **Top Products by Revenue**
Products such as **Magnam Set, Quia Gift, and Dolores Gift** lead in revenue contribution, making them ideal candidates for premium placement, cross-selling, and inventory prioritization.
- **Regional Demand Analysis**
Cities like **Imphal, Kavali, and Dhanbad** show the highest order volumes, providing valuable insights for regional marketing focus, warehouse planning, and delivery optimization.

Business Impact

This dashboard enables stakeholders to:

- Identify **high-revenue occasions and products**
- Optimize **marketing timing and promotional planning**
- Improve **inventory and logistics decisions**
- Enhance **customer targeting based on spending and location**

Overall, the project demonstrates how **data-driven analytics** can significantly improve sales strategy, operational efficiency, and customer experience in an e-commerce environment.