

Executive Summary: FNP Sales Analysis Dashboard

Overview

The FNP Sales Analysis Dashboard provides a comprehensive overview of the company's sales performance based on key metrics such as order volume, revenue, product performance, seasonal trends, and customer behavior. This dashboard enables data-driven decision-making by identifying high-performing products, peak order times, and customer spending habits.

Key Performance Metrics

- **Total Orders:** 1000
- **Total Revenue:** ₹5,86,176
- **Average Delivery Time:** 6 days
- **Average Customer Spend:** ₹4,652

Insights & Analysis

1. Revenue by Occasion

- The **Anniversary** occasion generates the highest revenue, followed closely by **Raksha Bandhan** and **Holi**.
- **Birthday** and **Valentine's Day** show moderate performance, while **Diwali** has relatively lower revenue compared to other festivals, which is an area for potential marketing enhancement.

2. Revenue by Category

- **Soft Toys** dominate revenue generation among all product categories, indicating customer preference for personalized and emotional gifting.
- Other categories like **Sweets** and **Colors** show decent performance, while **Mugs** and **Raksha Bandhan** specific items show scope for improvement or targeted campaigns.

3. Hourly Revenue Trends

- The most active hours for order placement are between **5 AM and 8 AM**, and again at **6 PM**, suggesting peak browsing or gifting times.
- There is a notable dip during early afternoon hours, hinting at less engagement during working hours.

4. Monthly Revenue Trends

- **March** leads with the highest revenue, possibly linked to the Holi festival.
- Other high-performing months include **June** and **December**, indicating festive season and year-end gifting demand.
- **April** and **August** show a drop, signaling periods where promotional campaigns might be intensified.

5. Top 5 Products by Revenue

- The **Magnum Set** is the best-selling product, followed by the **Excertaionem Pack** and **Expetita Gift**.
- These products have consistently generated over ₹1,00,000 in revenue, showcasing their popularity and strong market fit.
- Optimization of inventory and promotion of these products can further enhance sales.

6. Top Cities by Orders

- **Kavali** leads in the number of orders, followed by **Kota** and **Trichy**.
- The distribution suggests a growing footprint in tier-2 and tier-3 cities, which can be further capitalized with localized marketing and logistical strategies.

Conclusion

This dashboard equips stakeholders with actionable insights that align with customer behavior, seasonal trends, and product performance. By leveraging this data, FNP can enhance its marketing strategies, improve product offerings, and ensure efficient delivery services to boost customer satisfaction and revenue growth.