

# FNP Sales Analysis

## Overview

This Sales Analysis Dashboard provides key insights into sales performance, revenue trends, customer spending patterns, and product performance. The dashboard is designed to assist stakeholders in making data-driven decisions to optimize sales, improve customer experience, and enhance operational efficiency.

## Key Metrics and Findings

### 1. Sales Performance Overview

- **Total Orders:** 1,000
- **Total Revenue:** ₹35,20,984.00
- **Average Customer Spend:** ₹3,520.98
- **Order-Delivery Time:** 5.53 days

These metrics indicate a stable volume of transactions and a healthy average customer spend, with an opportunity to improve delivery times.

### 2. Revenue Insights

- **Revenue by Occasion:**
  - Peak sales occur during **Anniversary, Diwali, and Raksha Bandhan**, with Valentine's Day showing lower revenue.
  - Opportunity: Introduce promotional strategies for underperforming occasions.
- **Revenue by Category:**
  - **Colors and Sweets** generate the highest revenue, while **Plants and Mugs** contribute the least.
  - Opportunity: Enhance marketing strategies for lower-performing categories.
- **Revenue by Month:**
  - Highest sales recorded in **March and August**, while sales dip significantly in **May and June**.
  - Opportunity: Implement seasonal promotions to drive sales in off-peak months.

- **Revenue by Hour:**

- Peak sales occur between **6 AM and 8 PM**, with a consistent upward trend.
- Opportunity: Optimize order processing and customer engagement during peak hours.

### **3. Product Performance**

- **Top 5 Products by Revenue:**

- Deserunt Box, Dolores Gift, Harum Pack, Magnam Set, and Quia Gift are the best sellers.
- Opportunity: Expand inventory and offer bundle discounts on these high-performing products.

### **4. Geographic Insights**

- **Top 10 Cities by Order Volume:**

- Key markets include **Dibrugarh, Imphal, Haridwar, and Kaval**.
- Opportunity: Strengthen logistics and targeted marketing efforts in top-performing cities.

### **5. Operational Insights**

- **Order Date & Delivery Date Trends:**

- Orders are concentrated in January-February, with deliveries extending into August-September.
- Opportunity: Improve supply chain efficiency to reduce delivery delays.

### **Recommendations & Strategic Actions**

- 1. Boost Sales During Low-Performing Occasions**

- Offer special discounts, loyalty rewards, and targeted marketing for occasions with lower revenue, such as Valentine's Day.

- 2. Optimize Product Offerings**

- Promote underperforming categories like Plants and Mugs through bundled discounts, cross-selling, and seasonal promotions.

- 3. Enhance Seasonal and Peak-Hour Strategies**

- Leverage peak sales hours (6 AM - 8 PM) with flash sales, time-sensitive promotions, and real-time customer engagement.
- Introduce summer-specific campaigns to increase sales in May and June.

#### **4. Strengthen Regional Market Penetration**

- Focus marketing and logistics improvements in high-order cities like Dibrugarh, Imphal, and Haridwar.
- Expand delivery reach and reduce delays to enhance customer satisfaction.

#### **5. Improve Order Fulfillment & Logistics**

- Reduce the average order-to-delivery time from 5.53 days to enhance customer experience.
- Implement predictive analytics to forecast demand and streamline inventory management.