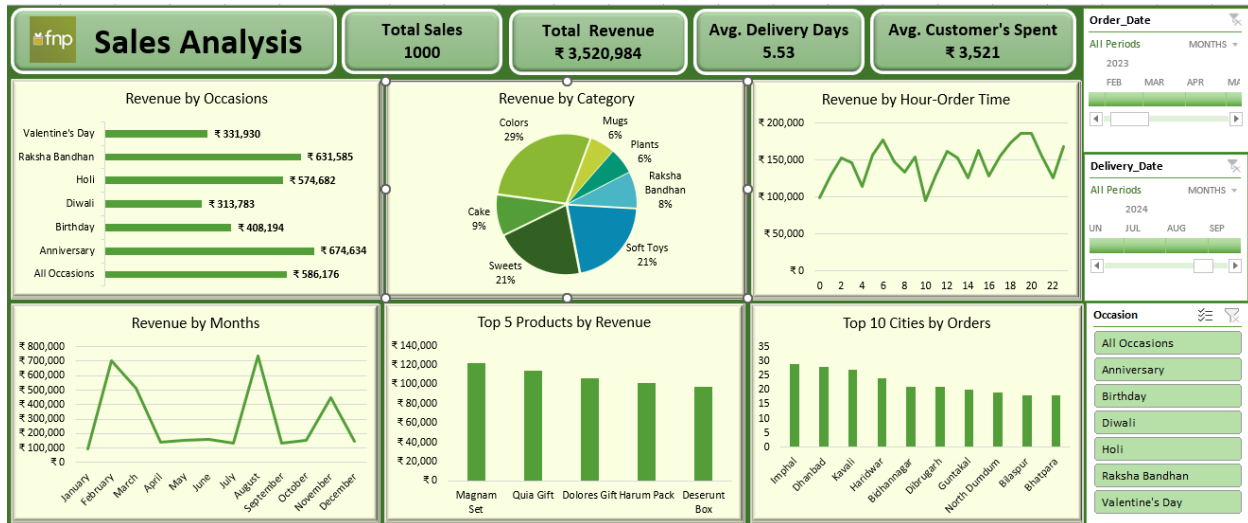


Fnp Sales Analysis



Objective: The Sales Analysis Dashboard provides a comprehensive overview of sales performance across various metrics, helping stakeholders make data-driven decisions. The dashboard integrates data from multiple sources and offers insights into sales trends, customer behavior, and product performance.

Key Metrics and Insights:

- **Total Sales:** The dashboard reports a total of 1,000 sales transactions.
- **Total Revenue:** ₹3,520,984 generated from all sales activities.
- **Average Delivery Days:** 5.53 days, indicating the average time taken for product delivery.
- **Average Customer Spend:** ₹3,521 per transaction.

Revenue Insights:

- **Revenue by Occasions:**
 - Highest revenue from Anniversary sales (₹674,634), followed by Raksha Bandhan (₹631,585).
 - Consistent revenue across various festive occasions, supporting a seasonal sales trend.

Fnp Sales Analysis

- Revenue by Category:
 - Top categories contributing to revenue include Colors (29%), Soft Toys (21%), and Sweets (21%).
 - Lesser contribution from Mugs and Plants, both at 6%.
- Revenue by Months:
 - Peak sales observed during February and August, indicating festive sales spikes.
 - Consistent fluctuations align with seasonal demand patterns.
- Revenue by Hour of Order Time:
 - Higher revenue generation between 10 AM and 6 PM, suggesting peak sales hours.

Product and Geographic Insights:

- Top 5 Products by Revenue:
 - Leading products include Magnam Set, Quia Gift, Dolores Gift, Harum Pack, and Deserunt Box.
- Top 10 Cities by Orders:
 - Key sales regions include Imphal, Dhanbad, Kavali, and Haridwar.
 - Diverse city distribution, suggesting a wide geographical sales reach.

Filtering and Interaction:

The dashboard includes slicers for:

- Order Date: Filter sales performance over specific periods.
- Delivery Date: Analyze delivery trends for specific timeframes.
- Occasion: Focus analysis on individual festive events.

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Conclusion and Recommendations:

- **Product Expansion:** Consider promoting categories like Mugs and Plants which show lower contribution.
- **Peak Sales Management:** Enhance logistics around peak sales months and hours to meet demand.
- **Customer Targeting:** Tailor marketing strategies for high-revenue occasions like Anniversary and Raksha Bandhan.
- **Geographic Focus:** Prioritize marketing efforts in top-performing cities while expanding outreach in underperforming regions.

This dashboard provides actionable insights into revenue distribution, product success, and regional performance, empowering strategic decision-making for enhanced business growth.