

## **Executive Summary: Sales Performance Analysis**

This summary provides an overview of sales performance based on key metrics and trends identified.

### **Key Performance Indicators (KPIs)**

- **Total Revenue:** The total revenue generated is **£3,520,984**.
- **Average Customer Spend:** The average spend per customer is **£320.984**.
- **Order to Delivery Time:** The average time from order to delivery is **5.53** units (e.g., days).

### **Performance Highlights and Trends**

#### **Revenue Drivers**

- **Top Products:** The highest revenue-generating product is **Quix Gift**, followed closely by **Magnum Set** and **Delores Gift**.
- **Top Categories:** The **Colors** category is the dominant revenue driver, significantly exceeding all other categories, including **Soft Toys** and **Sweets**.
- **Occasions:** **Holi** generates the highest revenue by a substantial margin, followed by **Valentine's Day**. Revenue from generic "All Occasions" is minimal.

#### **Geographic and Temporal Insights**

- **Top Cities:** **Imphal** and **Handwar** are the top-performing cities by order volume, indicating strong demand in these regions.
- **Monthly Fluctuation:** Revenue shows significant seasonality, peaking in **December** and **February**, with a notable low period in the spring months (**March, May, June**).
- **Order Time:** Revenue generation remains relatively consistent throughout the day, with minor fluctuations, suggesting a stable demand profile across different hours.

## **Conclusion**

The business exhibits strong revenue growth, primarily driven by the Colors product category and specific holidays, such as **Holi** and **Valentine's Day**. To optimize growth, focus should be maintained on high-performing cities and top products. Further investigation into the revenue dips during spring months could identify opportunities for targeted campaigns to stabilize year-round sales.