

Quantitative Analysis on Ferns and Petals:

Sales Performance, Customer Trends, and Product Insights

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Contents

Executive Summary	2
Data Overview and Methodology	2
Sales Trends Analysis	3
Customer Behaviour Analysis	4
Product Performance Analysis	5
Key Insights and Business Implications.....	5
Conclusion	6

Executive Summary

This report analyses the sales data of Ferns and petals to uncover key insights related to revenue trends, customer behaviour, and product performance. The objective is to provide actionable recommendations to improve sales strategies and optimize customer satisfaction.

Ferns and Petals (FNP) is a leading gifting and floral brand, offering a wide range of products, including cakes, flowers, and personalized gifts.

The dataset covers sales transactions from 2023, tracking key metrics such as total revenue, order frequency, product performance, and customer preferences.

Data Overview and Methodology

This analysis is based on structured sales data from 2023. The key parameters include:

- Total Orders Placed: 1,000
- Revenue Breakdown by Occasion and Product Category
- City-wise Order Analysis
- Monthly and Hourly Sales Performance

The dataset was processed for accuracy, and visualized using charts for clear interpretation. Key statistical methods include trend analysis and correlation studies.



For this analysis, Microsoft Excel was used as the primary tool to visualize data trends and extract insights.

Sales Trends Analysis

➤ Total Revenue and Monthly Sales Performance

The total revenue recorded is ₹35,20,984. The monthly revenue analysis indicates significant variations:

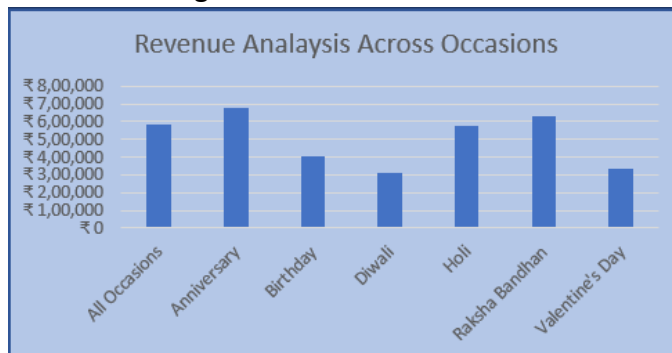
- ❖ Peak Sales Months: Feb-March and August saw the highest revenue spikes.
- ❖ Low Sales Months: May and June experienced relatively low sales.



➤ Revenue by Occasion

The sales performance across occasions revealed:

- ❖ Best Performing Occasions: Anniversary, Holi, and Raksha Bandhan drive the highest sales.
- ❖ Low Performing Occasions: Diwali and Valentine's days contribute lower revenue.



Customer Behaviour Analysis

➤ Average Customer Spending

The average amount spent per customer is ₹3,521, indicating a mid-to-premium pricing model.

➤ Top 10 Cities by Order Volume

Cities contributing the highest orders include:

- ❖ High Order Volume: Imphal, Haridwar, Dibrugarh, Kavali
- ❖ Low Order Volume: Bhatpara, Bilaspur



➤ Order Quantity vs. Delivery Time

The average order-delivery time is 5.53 days. Further analysis is needed to determine if larger order quantities increase delivery time.

Using Excel's correlation formula, the correlation between order quantity and delivery time was found to be 0.003478174, indicating an almost negligible relationship. This suggests that increasing order quantity does not significantly impact delivery times.

```
=CORREL(Orders[Quantity],Orders[diff_order_delivery])
```

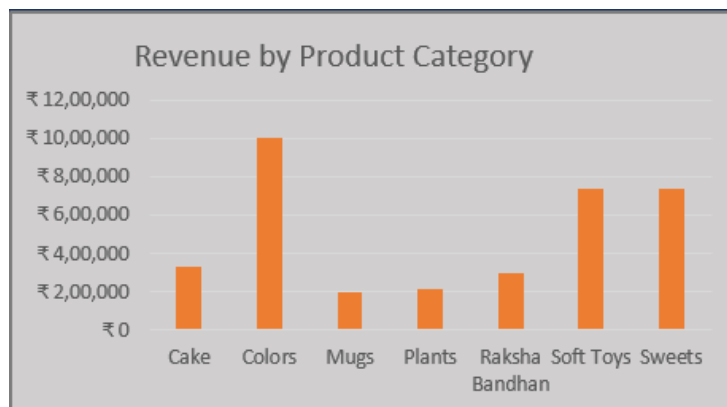
Product Performance Analysis

➤ Top Products by Revenue

- ❖ Highest Revenue Generator: Colors (₹10,00,000+)
- ❖ Other Best Sellers: Deserunt Box, Dolores Gift, Harum Pack

➤ Product Popularity by Occasion

- ❖ Colors dominate Birthday, Holi and Valentine's Day.
- ❖ Sweets are more in demand during Anniversary and Diwali.



Key Insights and Business Implications

Based on the analysis, the following business improvements are suggested:

- **Inventory Planning:** Increase stock for peak months and high-demand products.
- **Leverage High-Sales Occasions:** Focus marketing efforts on peak occasions like Anniversaries, Raksha Bandhan, and Holi, which generate the highest sales. Offer special bundles and discounts during these periods.
- **Expand in Top Cities:** Cities like Imphal, Kavali, and Haridwar have high order volumes. Strengthen logistics and targeted marketing in these areas.
- **Promote Best-Selling Products:** Increase visibility and stock of top-performing products like Deserunt Box and Dolores Gift. Feature them in targeted promotions and advertisements.

- **Introduce Strategic Sales Offers:**
Implement 'Buy 1 Get 1 Free' and bulk purchase discounts.
Create personalized subscription plans for repeat customers.

Conclusion

This report provides an in-depth analysis of Ferns and Petals' sales performance, customer behaviour, and product trends. By implementing the suggested strategies, the company can improve sales efficiency, enhance customer satisfaction, and optimize business growth. Future studies can focus on customer retention, discount strategies, and pricing models to further drive profitability.