

# FNP Sales Analysis Dashboard

Ferns N Petals (FNP) is a leading Indian gifting and flower delivery brand. This project analyzes FNP's sales data to provide meaningful business insights for strategic decision-making.



# Project Objectives & Scope

## Objective

Analyze overall sales performance, identify high-revenue occasions and products, understand customer spending, evaluate delivery efficiency, and analyze regional demand.

## Scope

Utilizes historical sales data covering orders across multiple occasions, various gifting product categories, different cities, and time periods.



# Business Problem & Importance

FNP operates in an emotion-driven gifting market with high customer expectations and critical timely delivery. Without proper analysis, it's difficult to identify peak demand, plan inventory, target customers, and maintain consistent revenue.



**Identify Peak Demand**



**Efficient Inventory**



**Targeted Campaigns**



**Consistent Revenue**

This project converts raw sales data into actionable business intelligence, improving customer satisfaction and profitability.

# Key Business Metrics (KPIs)

1,000

## Total Orders

Number of transactions processed.

₹3.5M

## Total Revenue

Overall sales generated.

₹3,521

## Avg. Customer Spend

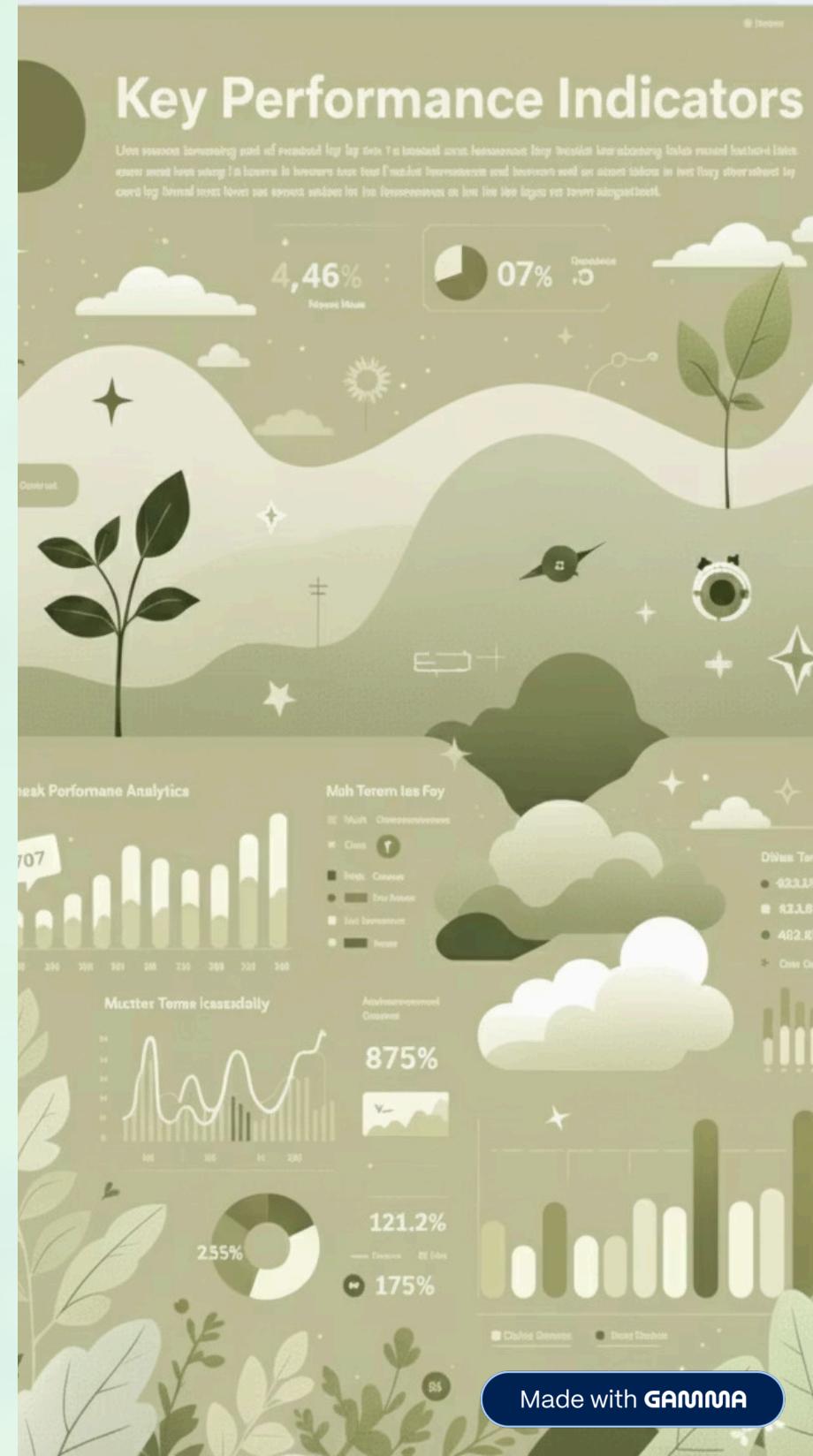
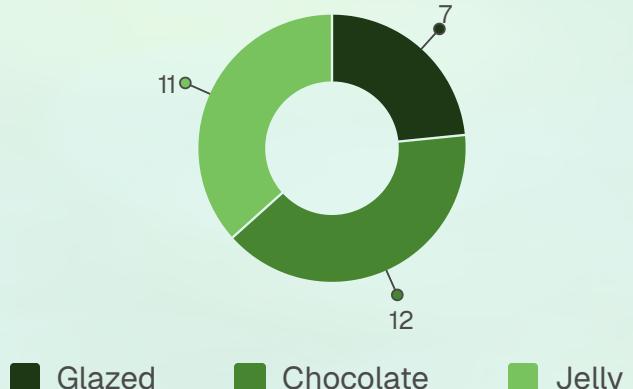
Indicates premium product preference.

5.53

## Avg. Delivery Time

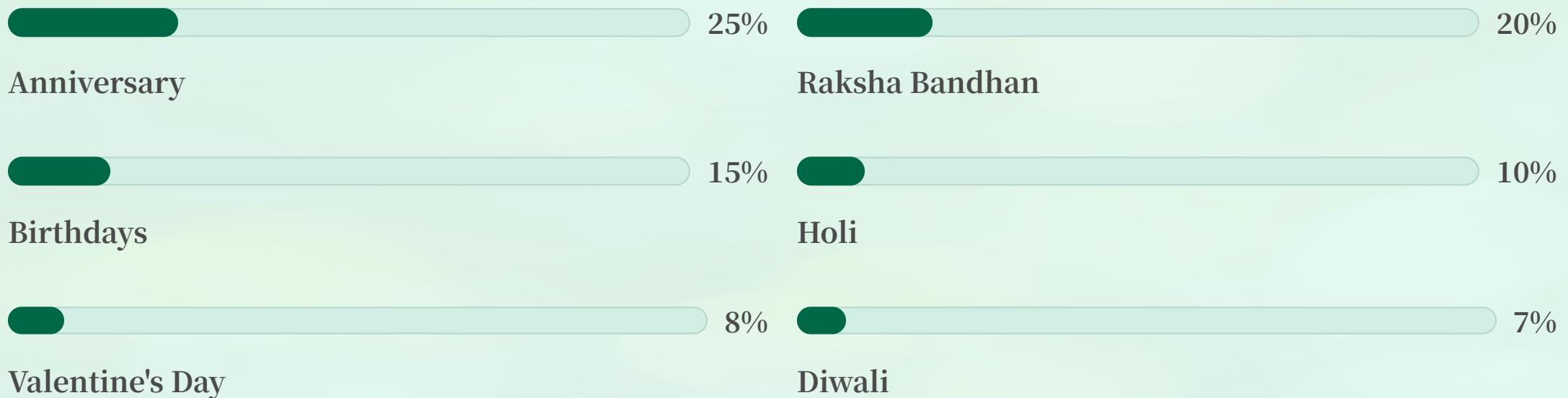
Reflects efficient logistics.

These KPIs demonstrate stable and healthy sales performance, with strong customer preference for premium gifting products and efficient delivery.



# Occasion-Based Revenue Insights

Occasion-based analysis reveals the emotional nature of customer purchases. Anniversary and Raksha Bandhan generate the highest revenue, indicating strong emotional gifting behavior.



Business Insight: Occasion-specific personalization and targeted campaigns can significantly increase average order value during high-impact events.

# Product Category Performance

Product category analysis shows clear customer preferences. Colours and Soft Toys are top-performing, contributing the highest revenue. Sweets and Plants maintain steady demand.



Business Insight: Creating combo offers and bundled packages with high-performing categories can increase cross-selling and overall revenue.

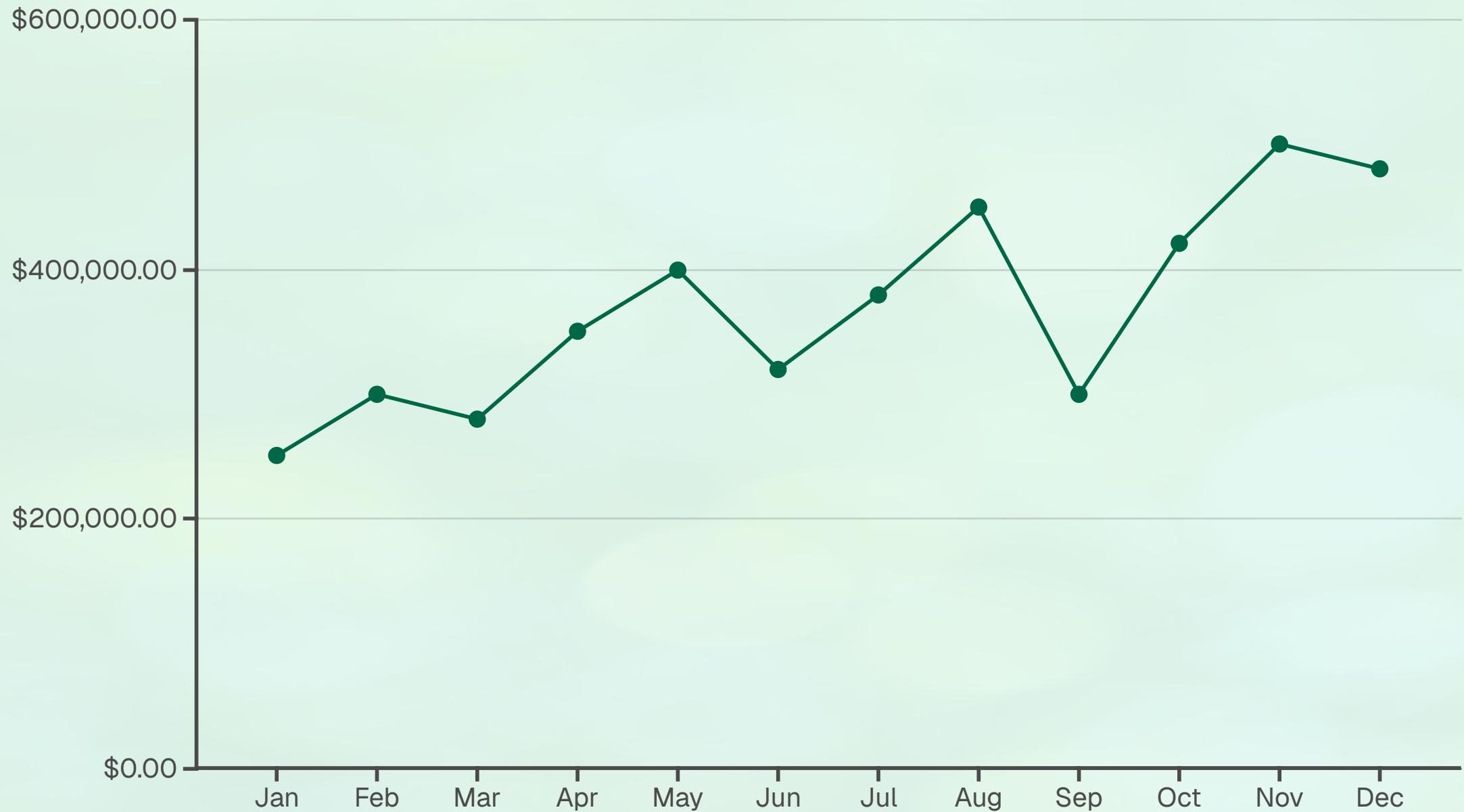


Analysis of order timing shows highest revenue generation during evening hours, with lower activity in early mornings.

Business Insight: Customers prefer placing orders after work hours. FNP can optimize digital advertisements, email campaigns, and push notifications during these peak hours to improve conversion rates.

# Monthly Revenue Trends & Seasonality

Monthly analysis highlights strong seasonality, with revenue peaking during months with major festivals and celebrations. Off-season months show reduced order volumes.



Business Insight: Launching off-season campaigns like corporate gifting and subscription services can stabilize revenue throughout the year.

# Products & City-Wise Performance

## Top Revenue-Generating Products

- Magnum Set
- Quia Gift
- Harum Pack

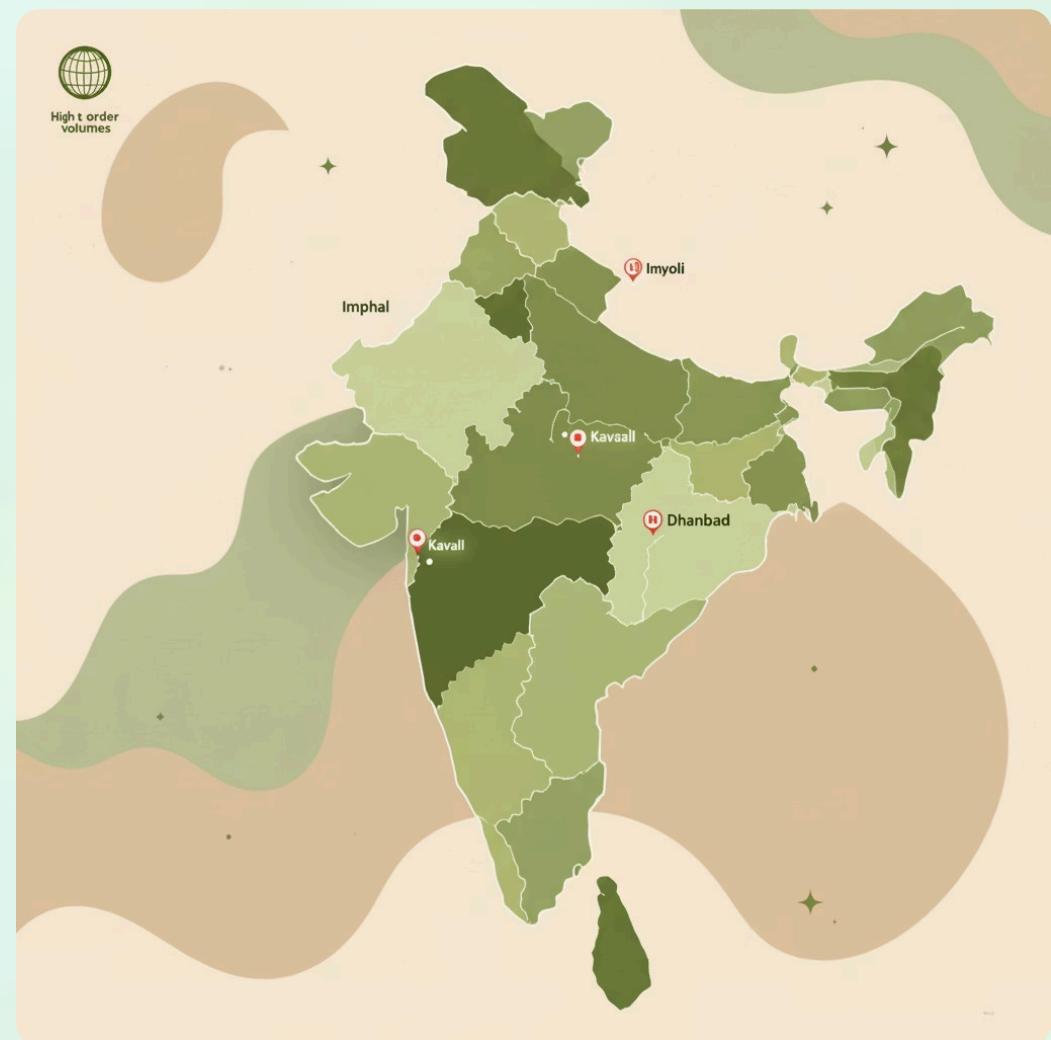
These products show strong premium appeal and repeat purchase behavior.



## City-Wise Order Analysis

- Imphal
- Kavali
- Dhanbad

Cities like Imphal, Kavali, and Dhanbad record the highest order volumes, with Tier-2 and Tier-3 cities contributing significantly to overall revenue.



Business Insight: Localized marketing and stronger last-mile delivery networks can further enhance regional performance.

# Conclusion & Business Impact

The FNP Sales Analysis Dashboard provides critical insights for management to drive growth and improve customer experience.

01

## Identify High-Value

Products and occasions for focused efforts.

02

## Optimize Marketing

Strategies and campaign timing for maximum impact.

03

## Improve Planning

Inventory and supply chain for efficiency.

04

## Expand Markets

Into high-growth regional areas.

This project demonstrates how sales analytics are crucial for supporting business growth, enhancing customer experience, and increasing revenue predictability in a competitive gifting market.

Dashboard

