



# Ferns and Petals Sales Analysis Report



## Sales Overview

- **Total Orders:** 1,000
  - **Total Revenue:** ₹35,20,984
  - **Average Customer Spend:** ₹3,520.98
  - **Average Order-Delivery Time:** 5.53 days
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## Revenue by Occasions

- **Highest Revenue Occasion:** *Anniversary* (around ₹7 lakh)
  - Other strong occasions include *Raksha Bandhan*, *Holi*, and *All Occasions*.
  - *Diwali* and *Valentine's Day* have moderate sales.
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## Revenue by Category

- **Top Category:** *Colors* (~₹10 lakh)
  - *Soft Toys* and *Sweets* follow (~₹7 lakh each).
  - *Cakes*, *Plants*, *Mugs*, and *Raksha Bandhan* items contribute smaller shares.
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## Revenue by Hour (Order Time)

- Peak revenue hours are around **6 AM, 10 AM, 6 PM, and 8 PM**, showing strong morning and evening purchase trends.
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## Revenue by Month

- **Highest Sales Months:** *March* and *September* (~₹7–8 lakh each)

- Lowest sales are during *April, May, July, and October*.
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## **Top 5 Products by Revenue**

1. **Magman Set** – Highest revenue (~₹1.2 lakh)
  2. **Dolores Gift** – (~₹1.1 lakh)
  3. **Quia Gift** – (~₹1 lakh)
  4. **Deserunt Box** – (~₹1 lakh)
  5. **Harum Pack** – (~₹1 lakh)
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## **Top 10 Cities by Orders**

- **Top City:** *Imphal* (around 30+ orders)
  - Other strong cities: *Kavali, Dhubri, Gunakal, Bhagalnagar*.
  - *Dharwad* and *Bishpur* have moderate order counts.
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## **Key Insights**

- **Anniversaries and festivals** drive most sales.
- **Color products** and **gift sets** are top revenue generators.
- **Evening and early morning** hours are the busiest for orders.
- **Seasonal spikes** in March and September show event-based demand surges.