



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



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.



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.



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.



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.