

Ferns And Petals Sales Analysis

FNP (Ferns and Petals) is online gifting company where with the app of Ferns and Petals you can order something online for your friends which specializes in sending gifts for various occasions like Diwali, Raksha Bandhan, Holi, Valentine's Day, Birthdays, and Anniversaries. The dataset contains details about the products, orders, customers, and relevant dates. Your task is to analyze this dataset to uncover key insights related to sales trends, customer behavior, and product performance.

Key Highlights :

1) Overall Sales Performance:

- Total Orders: **1,000**
- Total Revenue: **₹35,20,984.00**
- Average Customer Spend: **₹3,520.98**
- Average Order-Delivery Time: **5.53 days**

2) Revenue by Occasion:

- Highest Revenue: **Anniversary** and **Raksha Bandhan** are top revenue-generating occasions.
- Other significant occasions include **Holi** and **Birthday**.

3) Revenue by Product Category:

- **Soft Toys** and **Colors** are leading product categories, contributing significantly to overall sales.
- Other categories like **Sweets, Cakes, Mugs, and Plants** also show considerable demand, with opportunities for growth.

4) Revenue by Time Analysis:

- **By Hour:** The peak sales hours are observed between **10 AM and 2 PM**, suggesting strong mid-day customer activity.
- **By Month:** **August** and **February** lead in revenue generation, indicating high sales during festive seasons or special occasions like Raksha Bandhan and Valentine's Day.

5) Top 5 Products by Revenue:

- Best-selling products include **Magnam Set** and **Quia Gift**, followed by **Dolores Gift** and **Harum Pack**. These products can be prioritized for marketing and inventory management

6) Top 10 Cities by Orders:

- Cities such as **Dhanbad, Karvali, and Imphal** are the most active markets, with notable contributions from cities like **Dibrugarh and Haridwar**.
- Expanding outreach in these high-performing locations could enhance revenue

Recommendations

1) Targeted Promotions:

- Focus marketing campaigns around high-performing occasions (e.g., Anniversary and Raksha Bandhan) and months (e.g., February and August).
- Introduce combo offers or discounts for best-selling categories like Soft Toys and Colors.

2) Product Strategy:

- Ensure adequate inventory for top-performing products such as Magmam Set and Quia Gift.
- Explore bundling options with complementary products to maximize basket value.

3) Regional Focus:

- Strengthen distribution and marketing strategies in high-performing cities (e.g., Dhanbad, Karvali, and Imphal)
- Identify and address potential gaps in underperforming regions.

4) Customer Engagement:

- Use the identified peak hours (10 AM–2 PM) to run flash sales or time-bound offers.
- Leverage customer insights to improve personalization in promotions, increasing average customer spending.

5) Delivery Optimization:

- Review logistics to reduce the average delivery time (5.53 days) and improve customer satisfaction.

Conclusion:

The dashboard showcases valuable trends and opportunities to optimize sales performance, enhance customer engagement, and refine marketing strategies. By focusing on high-performing areas and addressing underperforming segments, the business can drive growth and maintain competitive advantage.

