**Executive summary**

**📊 Executive Summary: *Fern & Pern Sales Performance Analysis***

Over the course of our recent sales period, *Fern & Pern* achieved a remarkable milestone—**1,000 total orders**, culminating in a **total revenue of $3.52 million**. This isn’t just a number; it’s a reflection of countless customer moments, celebrations, and memories we’ve helped create. Whether it was an anniversary, a birthday surprise, or a heartfelt Raksha Bandhan gesture, we’ve been there—one delivery at a time.

**🌟 What the Data Tells Us:**

* **Top Occasions** like *Anniversaries* and *Holi* drove the highest revenue, clearly revealing when our brand matters most to our customers.
* **Category Insights** show that **‘Colors’ and ‘Sweets’** dominated sales, accounting for the highest revenue among all offerings. These are more than products—they are emotional connectors.
* **Time-based trends** tell a vivid story: most revenue is generated during early morning and evening hours, indicating the thoughtful planning behind gift-giving.
* **August and September** stood out as peak months for revenue. These seasonal spikes offer a strong cue for future promotional efforts.

**🎯 Top Performers:**

* Our **top products**—*Magnam Set*, *Dolores Gift*, and *Harum Pack*—are not just bestsellers; they are customer favorites that represent trust, taste, and timely delivery.
* **Imphal, Kavali, and Dhanbad** emerged as our top-performing cities by order volume. These cities aren’t just markets; they’re growing communities of loyal customers.

**⏱️ Efficiency:**

* With an **average order delivery time of 5.53**, we’re moving quickly—but we know there’s always room to serve faster.
* At an **average cost per order of $3,520.98**, we’re investing in quality experiences and delivery excellence.

**💬 Conclusion:**

This dashboard is more than just charts and numbers—it’s the pulse of our business and a testament to the relationships we’re building. Every spike on a graph is a story: a brother sending sweets to his sister, a couple rekindling love, or a friend choosing the perfect gift. Let’s take pride in how far we’ve come—and double down on making every customer moment truly unforgettable.