

Problem Statement: Ferns and Petals Sales Analysis

We have been given a dataset from FNP (Ferns and Petals) that 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.

Create a dashboard and answer the following key business questions to help the company improve its sales strategy and optimize customer satisfaction:

1. **Total Revenue:** Identify the overall revenue.
2. **Average Order and Delivery Time:** Evaluate the time taken for orders to be delivered.
3. **Monthly Sales Performance:** Examine how sales fluctuate across the months of 2023.
4. **Top Products by Revenue:** Determine which products are the top revenue generators.
5. **Customer Spending Analysis:** Understand how much customers are spending on average.
6. **Sales Performance by Top 5 Product:** Track the sales performance of top 5 products.
7. **Top 10 Cities by Number of Orders:** Find out which cities are placing the highest number of orders.
8. **Order Quantity vs. Delivery Time:** Analyze if higher order quantities impact delivery times.
9. **Revenue Comparison Between Occasions:** Compare revenue generated across different occasions.
10. **Product Popularity by Occasion:** Identify which products are most popular during specific occasions.

Executive Summary: FNP Sales Analysis

This sales analysis dashboard presents a detailed overview of Ferns N Petals' performance across multiple business dimensions, including product categories, customer spending, regional demand, and delivery efficiency. The insights derived from this analysis support strategic decision-making and highlight areas for improvement and growth.

Key Metrics Overview

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

These metrics indicate a healthy order volume and strong customer engagement, with reasonable delivery timelines.

Revenue Analysis

By Occasion

Anniversary, Raksha Bandhan, and Holi contributed the highest revenue, reflecting customer preferences during cultural and personal celebrations. Lower revenues during Valentine's Day and Diwali may indicate opportunities for targeted campaigns or revised product offerings.

By Product Category

Cakes, sweets, and soft toys are the highest-performing categories in terms of revenue. In contrast, mugs, plants, and Raksha Bandhan-specific items generated lower revenue, suggesting these categories may benefit from repositioning or bundling with popular items.

By Order Time

Most orders are placed between 10 AM and 2 PM, identifying a clear peak period. Understanding this trend can support resource planning and marketing efforts during high-traffic hours.

Top Performing Areas

Products

High-revenue products include the Magnum Set, Quia Gift, and Harum Pack. These items can be emphasized in promotional strategies to maximize return.

Cities

Major urban centers such as Mumbai, Delhi, Hyderabad, and Pune showed the highest order volumes. Tier-2 cities like Ghaziabad and Indore also demonstrated strong potential for market expansion.