**Executive Summary: Ferns and Petals Sales Analysis Project**

This project presents a comprehensive sales analysis for Ferns and Petals (FNP), focusing on revenue generation, customer preferences, and performance across multiple dimensions such as occasions, product categories, cities, and time periods. The analysis is visually represented through an interactive dashboard to aid decision-making and strategy development.

**Key Highlights**

1. **Overall Performance:**
   * Total Revenue: ₹35,20,984
   * Total Orders: 1,000
   * Average Days Between Order and Delivery: 5.53
   * Average Customer Spending: ₹3,520.98
2. **Revenue Analysis:**
   * **Occasions:** The highest revenue is generated from *Anniversary* and *Valentine's Day*, indicating a significant preference for gifting during these events.
   * **Categories:** *Sweets*, *Soft Toys*, and *Cakes* are the top-performing categories, highlighting their popularity among customers.
3. **Time-Based Trends:**
   * Revenue peaks in *February* and *August*, likely due to Valentine's Day and Raksha Bandhan. Lower sales are observed during other months, presenting opportunities for targeted marketing.
   * Hourly revenue analysis shows higher sales during the evening hours, suggesting that most orders are placed after work hours.
4. **Product and City Insights:**
   * **Top Products:** The *Magham Set* and *Quila Gift* lead in revenue generation, showcasing their appeal as premium gifting options.
   * **Top Cities:** Cities like *Imphal* and *Kohli* dominate the order volume, reflecting strong regional customer bases.
5. **Interactive Filtering:**
   * The dashboard allows filtering by *Order Date*, *Delivery Date*, *Occasion*, and more, enabling granular analysis and actionable insights.

**Business Implications**

* **Marketing Strategy:** Focus promotional campaigns around high-revenue occasions like Anniversaries and Valentine's Day. Additionally, explore campaigns to boost sales during low-revenue months.
* **Product Portfolio:** Expand offerings in the most popular categories while considering bundling products for events like Raksha Bandhan.
* **Geographic Targeting:** Strengthen distribution and marketing efforts in top-performing cities while identifying potential growth areas in underperforming regions.
* **Customer Experience:** Optimize delivery logistics to reduce the average order-to-delivery time and enhance customer satisfaction.

This project not only highlights current performance metrics but also identifies opportunities for growth and strategic intervention, positioning Ferns and Petals for sustained success in the gifting industry.

**Dashboard:**

A group of green graphs

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