

## Executive Summary – Ferns N Petals Sales Performance Dashboard

This Excel-based dashboard delivers a concise overview of FNP's sales operations, offering actionable insights into order volumes, revenue performance, customer behavior, and regional trends.

### Key Business Metrics:

- **Total Orders:** 1,000
- **Total Revenue:** ₹35,20,984
- **Average Delivery Time:** 5.53 hours
- **Average Order Value:** ₹3,521

### Performance Insights:

- **Top Occasions:** Valentine's Day, Raksha Bandhan, and Birthdays significantly drive order volume and revenue, reinforcing the brand's alignment with emotion-driven events.
- **Best-Selling Categories:** Cakes and Rakhi-related products lead in sales, presenting opportunities for further category development.
- **Regional Demand:** Cities such as Imphal, Dhanbad, and Kovilpatti emerge as consistent revenue contributors, highlighting potential for localized campaigns and operational scaling.

### Operational Highlights:

- Efficient order processing reflected in fast delivery times enhances customer satisfaction and operational agility.
- Seasonal revenue patterns indicate key periods for promotional focus and inventory optimization.
- Interactive slicers for date and occasion filtering enable tailored analysis for strategic decision-making.

### Strategic Recommendations:

- **Targeted Marketing:** Leverage high-performing regions and occasions to design focused campaigns.
- **Product Bundling:** Explore upselling opportunities through curated gift bundles in high-demand categories.
- **Delivery Optimization:** Analyze delivery anomalies to improve overall logistics performance.