

# Sales Analysis Report - Ferns and Petals (FNP)

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## 1. Executive Summary

This report provides an in-depth analysis of sales trends at Ferns and Petals (FNP), focusing on revenue performance, customer purchase behavior, product categories, and seasonal sales patterns.

The report also examines the company's data model, highlighting the **star schema structure** used for efficient business intelligence reporting. Recommendations for optimizing sales, marketing strategies, and operational improvements are also provided.

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## 2. Sales Performance Overview

- **Total Revenue:** \$3,520,984
- **Total Orders:** 1,000
- **Average Days of Delivery:** 5.53 days
- **Average Customer Spend:** \$3,521

### Revenue Trends

- Revenue spikes are observed in **March (Holi)** and **October-November (Diwali)**, aligning with key festive periods in India.
- Peak order hours occur between **10 AM - 9 PM**, indicating a preference for shopping during working hours and early evenings.

### Top-Selling Products & Categories

- **Best-Selling Product Categories:**
  - Colors, Soft Toys, Sweets, Cakes (High revenue generators)
  - Plants and Mugs (Lower sales, potential for marketing push)
- **Top 5 Products by Revenue:**
  - Dessert Box - \$97,685
  - Harum Pack - \$91,558
  - Delores Gift - \$106,634
  - Quia Gift - \$144,476
  - Unnamed Product - \$113,905 (*Requires better product categorization*)

### 3. Occasion-Based Sales Insights

#### Total Revenue by Occasion:

- **Diwali:** \$574,926
- **Holi:** \$631,585 (*Highest Festival Revenue*)
- **Anniversary:** \$674,843 (*Top Overall Revenue*)
- **Birthday:** \$498,194
- **Raksha Bandhan:** \$313,783
- **Valentine's Day:** \$313,930

#### Observations:

- **Holi and Diwali drive major sales**, highlighting the need for focused marketing and inventory planning.
  - **Raksha Bandhan and Valentine's Day have lower revenue**, presenting an opportunity for promotional campaigns to boost engagement.
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### 4. Geographic Insights

- Top-performing cities include **Delhi, Mumbai, Bangalore, Hyderabad, and Chennai**.
  - These metro cities contribute significantly to sales and should be the focus for localized promotions and enhanced delivery services.
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### 5. Data Model - Star Schema Structure

The sales data follows a **star schema model**, optimizing reporting and analysis.

#### Fact Table: Orders

- Key fields: **Order\_ID, Customer\_ID, Product\_ID, Order\_Date, Delivery\_Time, Price, Revenue, Occasion**

#### Dimension Tables:

1. **Customers:** Stores customer details (**Customer\_ID, Name, City, Contact Details, Total Revenue**)
2. **Products:** Contains product-related attributes (**Product\_ID, Product\_Name, Category, Price, Occasion, Description**)

3. **Date:** Stores time-based attributes (**Order\_Date, Delivery\_Date, Month\_Name, Days\_of\_Delivery, Order\_Day**)

### Relationships:

- Customers (1) → (Orders) (\*)
  - Products (1) → (Orders) (\*)
  - Date (1) → (Orders) (\*)
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## 6. Key Recommendations

### Marketing & Promotions:

- **Festival Campaigns:** Launch early-bird offers, bundled gifting options, and exclusive product lines for **Diwali and Holi**.
- **Targeted Advertising:** Metro cities with high sales should receive localized campaigns for better customer engagement.
- **Peak Hour Promotions:** Since most orders are placed between **10 AM - 9 PM**, offering time-limited discounts can boost sales.

### Product Strategy Enhancements:

- **Increase inventory for high-selling categories** before major festivals.
- **Introduce combo offers** for lower-selling products such as **Plants and Mugs**.

### Operational Improvements:

- **Reduce Delivery Time:** Explore **faster logistics solutions** to decrease the **average delivery time of 5.53 days**.
- **Warehouse Stock Management:** Maintain **higher inventory levels** before Holi and Diwali to prevent stockouts.