

Executive Summary: Sales Performance Analysis

This report provides a comprehensive analysis of the sales performance of Ferns N Petals (FNP) based on the data represented in the dashboard. The focus areas include revenue by product, category, location, and occasion, as well as customer behavior and monthly trends.

1. Key Metrics Overview

- **Total Orders:** 1,000
 - **Total Products Offered:** 70
 - **Total Revenue:** ₹35,20,984
 - **Average Customer Spending:** ₹3,521
 - **Average Order Delivery Time:** 6 days
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2. Revenue Insights

Top Products by Revenue

- The highest-grossing product is **Magnam Set**, followed by **Quia Gift** and **Dolores Gift**, each generating over ₹1,00,000.
- This highlights the significant contribution of premium products to overall revenue.

Revenue by Category

- **Colors** contribute the most (₹10,05,645), followed by **Soft Toys** (₹7,40,831) and **Sweets** (₹7,33,842).
- Other notable categories include **Cake** (₹3,29,862), **Plants** (₹2,12,281), and **Mugs** (₹2,01,151).

Revenue by Occasions

- Revenue generation aligns strongly with specific occasions:
 - **Anniversary (19%)** and **Raksha Bandhan (18%)** are the leading drivers.
 - **All Occasions (17%)**, **Holi (16%)**, and **Birthday (12%)** also contribute significantly.
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3. Customer Behavior

- Customers spend an average of ₹3,521 per order, indicating a preference for moderately high-value items.
 - The order-to-delivery cycle is **6 days**, emphasizing the need for operational efficiency to maintain customer satisfaction.
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4. Location Insights

Top Locations by Revenue

- Key revenue-generating cities include **Ghazibad, Bilsa, and Hyderabad**, all contributing above ₹35,000.
- Locations such as **Ahmedabad, Bengaluru, and Surat** also show strong performance, signifying robust demand in urban markets.

Top Cities by Orders

- Cities with the highest order counts are **Imphal (29 orders), Dhanbad (28 orders), and Kavali (27 orders)**. This shows that smaller cities are active contributors to overall sales volume.
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5. Monthly Revenue Trends

- Revenue peaks in **August (₹737k)**, followed by **January (₹705k)** and **February (₹512k)**. These months are aligned with key occasions and gifting trends.
 - Revenue drops are observed in **June (₹136k)** and **December (₹150k)**, indicating potential off-season periods.
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Order Quantity vs. Delivery Time:

- Relationship between Order Quantity and Delivery Time is neutral (**0.003478174**), hence Order Quantity and Delivery Time are not correlated with Each other.

6. Recommendations

1. Enhance Marketing for Peak Occasions:

- Focus on promotions for high-revenue occasions like **Anniversary**, **Raksha Bandhan**, and **Holi**.
- Expand product offerings targeted at these events.

2. Expand Reach in High-Growth Locations:

- Invest in localized campaigns for cities like **Imphal**, **Dhanbad**, and **Kavali**, which show high order volumes but may have untapped revenue potential.

3. Optimize Inventory Management:

- Align inventory with demand for top-performing products like **Magnam Set** and categories like **Colors** to avoid stockouts during peak periods.

4. Shorten Delivery Times:

- Streamline logistics to reduce the **6-day delivery time**, enhancing customer satisfaction and repeat business.

5. Target Off-Season Months:

- Create campaigns or offers to stimulate demand during slower months like **June** and **December**.