

Sales Performance Report — Floral Shop

What I looked at

I reviewed the sales dashboard for the floral shop, focusing on category performance, discount impact, channel mix (store vs website), and seasonal patterns to understand what's driving profit and where improvements are possible.

Quick snapshot

Over the period covered, the shop processed 5,464 orders, generating \$271,525 in sales and \$129,518 in profit.

1) What's driving profit (Category performance)

The biggest takeaway is that Bouquets are doing most of the heavy lifting.

Profit by category

- Bouquets: \$60,316
- Apparel: \$24,418
- Jewelry: \$22,810
- Accessories: \$21,495

So while the other categories are fairly close to each other, Bouquets alone contribute almost half of the total profit. That's good (it's a reliable profit engine), but it also means the business is a bit dependent on one category.

What I'd recommend

- Keep Bouquets front-and-center (inventory, visibility, pricing discipline).
- Use Bouquets to grow the rest: bundle them with Accessories/Jewelry as add-ons to increase basket size.

2) Do discounts actually help?

Based on the discount chart, the pattern is pretty consistent:

As discounts increase (0% → 20%), sales, profit, and number of orders all drop.

That tells me discounts here aren't functioning as a growth tool. More likely, they're being used on slower-moving products or clearance items, which is why performance is weaker at higher discount levels.

What I'd recommend

- Make 0–5% the “standard” promo range.
- Only use 10–20% when the goal is clearly clearance

3) Store vs Website

From the dashboard view, store and website performance look fairly balanced — neither channel appears to be dramatically dominating the other.

4) Seasonality is strong (Sales by season)

Seasonality is one of the clearest insights:

- Winter: 46%
- Spring: 36%
- Fall: 9%
- Summer: 9%

So Winter + Spring together account for ~82% of sales, which means planning for those two seasons matters a lot.

What I'd recommend

- Stock up and plan staffing ahead of Winter/Spring peaks.
- Time bouquet-focused campaigns before those seasons.
- Use Fall/Summer for retention offers and bundle strategies to keep sales steadier.