

FNP Sales Analysis

Uncovering insights from Ferns and Petals' gift delivery business across occasions, products, and customer behavior



Business Overview

1,000

₹35.2L

₹3,521

Total Orders

Orders processed
during analysis period

Total Revenue

Revenue generated
across all categories

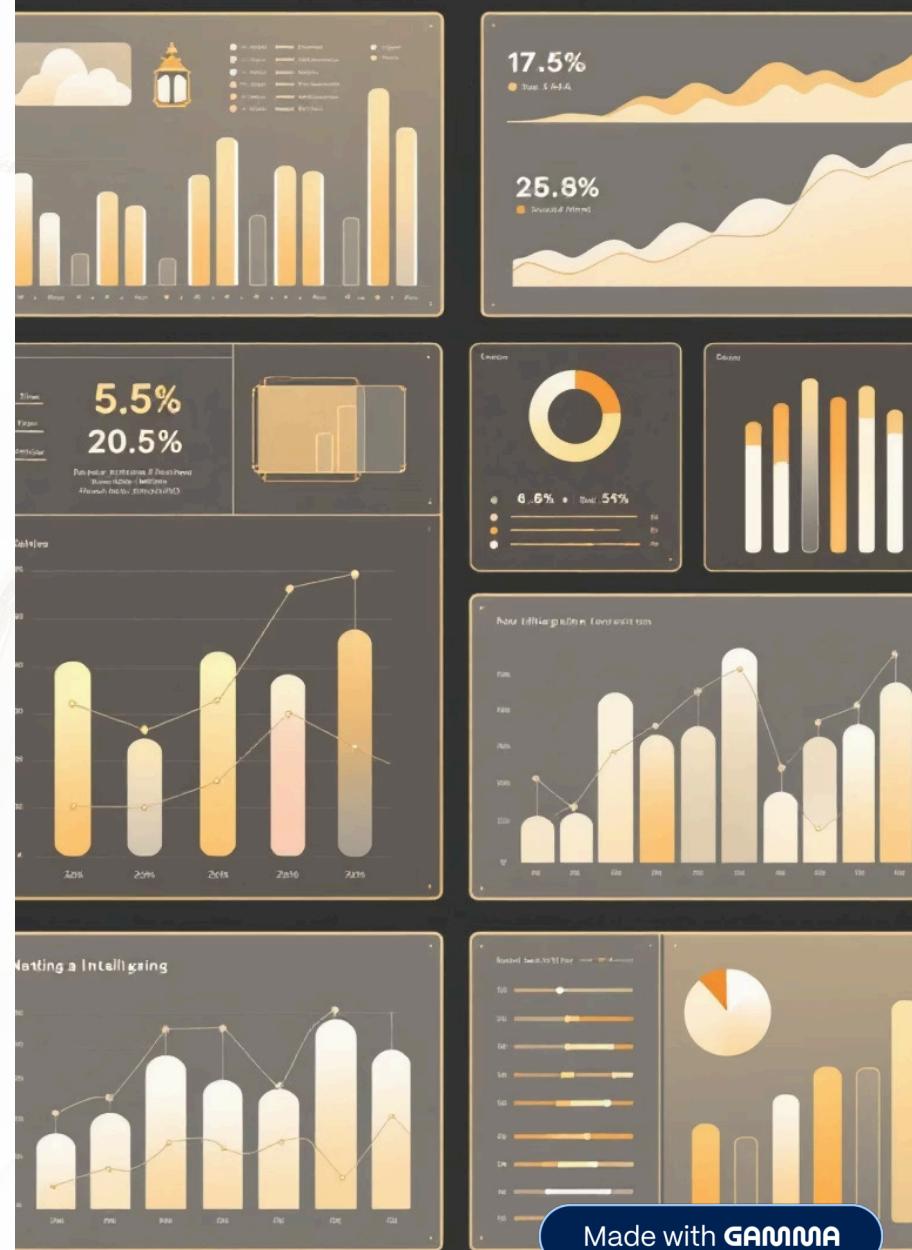
Average Spend

Per customer
transaction value

5.53

Delivery Days

Average order
fulfillment time



Occasion-Based Performance

Top Performers

Anniversary and **Raksha Bandhan** each exceed ₹6 lakh in revenue, driving maximum sales

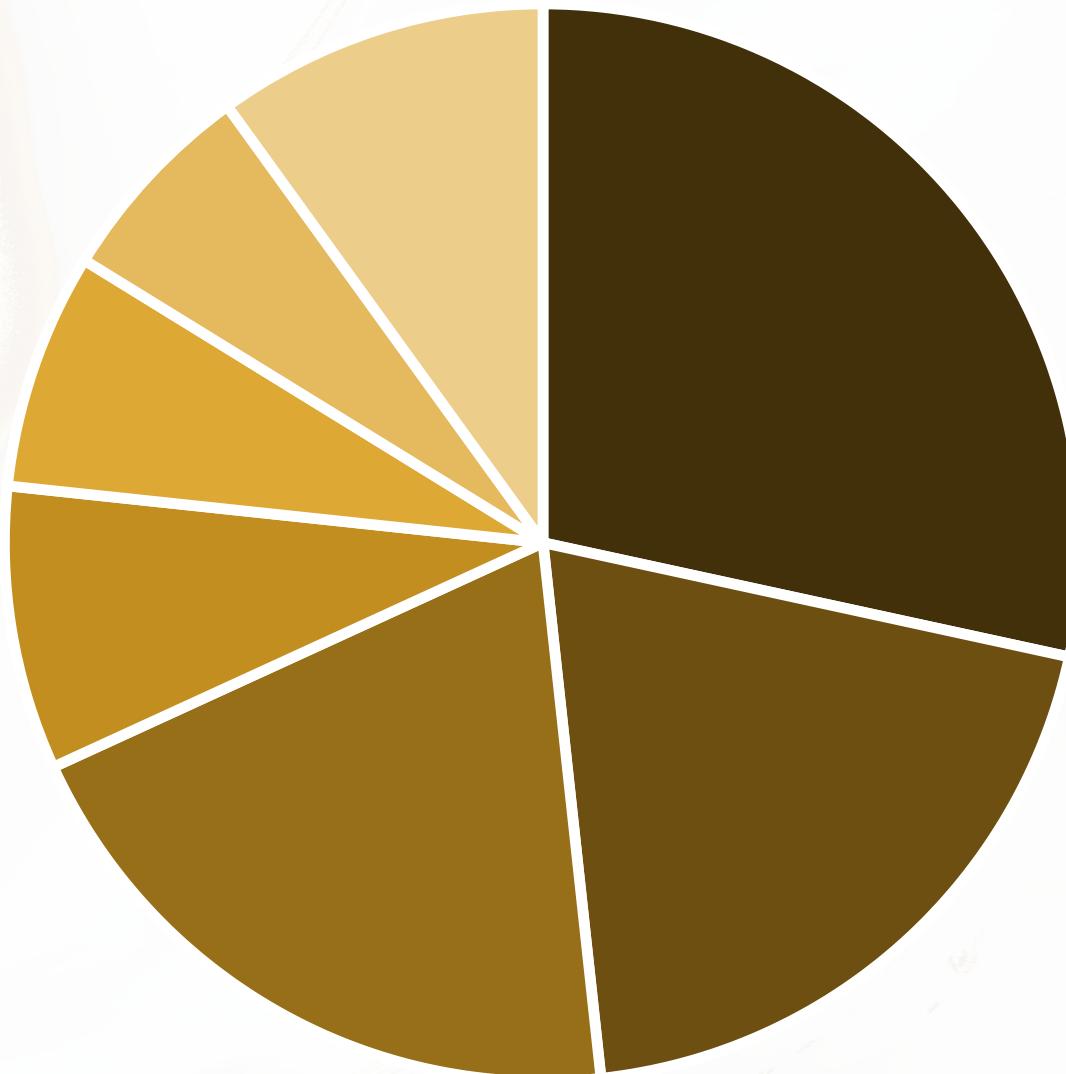
Growth Opportunities

Diwali and **Valentine's Day** underperform at ₹3-4 lakh, suggesting untapped potential

Emotionally anchored events generate stronger sales. Festival campaigns need enhanced product relevance to capture market share.



Category Revenue Distribution



- **Critical Insight:** Soft Toys dominate with 28% of total revenue (₹10+ lakh). High concentration risk requires portfolio diversification to stabilize revenue sources.



Customer Behavior Patterns

1

2 AM - 10 AM

Early morning activity begins, peaks around 10-12 AM

2

12 PM - 6 PM

Steady engagement throughout afternoon hours

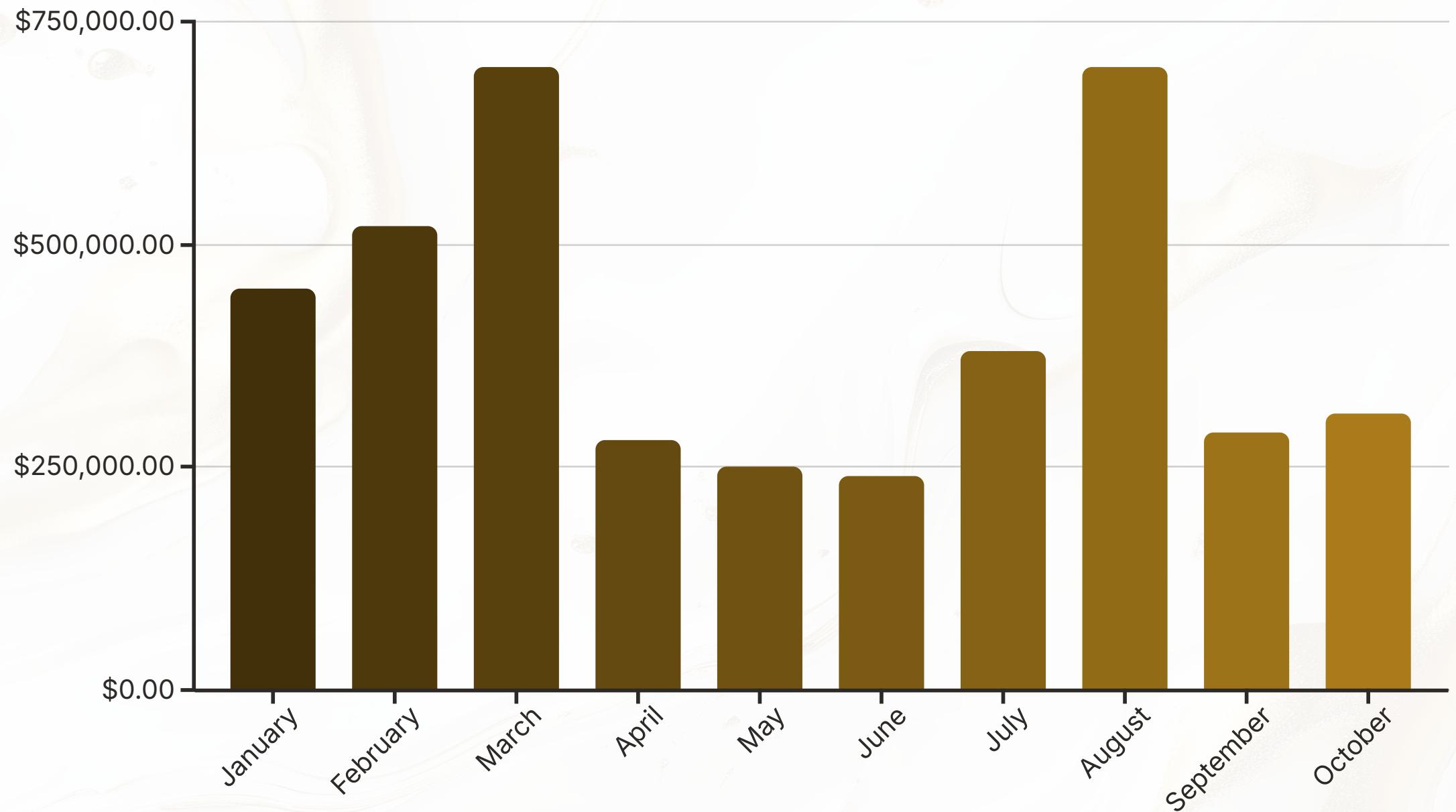
3

6 PM - 10 PM

Evening peak around 8 PM, strong online purchase pattern

Revenue remains active throughout the day with distinct morning and evening peaks. Advertising and delivery coordination should optimize around these high-engagement windows.

Seasonal Revenue Trends



Strong seasonality: March and August show peaks (~₹7 lakh each). April-June and September-November exhibit minimal growth. Inventory and marketing spend must align with major gifting events.



Top Product Performance

1

Magman Set

₹1,21,000 revenue

2

Quia Gift

₹1,14,000 revenue

3

Dolores Gift

₹1,06,000 revenue

4

Deserunt Box

₹97,000 revenue

Top five products drive significant revenue. Maintain pricing and bundling strategies while testing repositioning for mid-tier products.

Geographic Distribution

Top Cities by Order Volume

- Dhanbad, Imphal, Kevali**
25-30 orders each - highest frequency
- Bharpara, Bilaspur**
Lower activity - emerging markets
- North Dum dum**
Moderate engagement potential



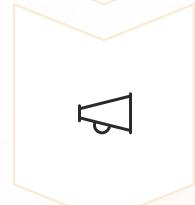
Sales moderately dispersed across regions. Focus cities with consistent order flow are prime for loyalty programs. Emerging cities warrant targeted awareness campaigns.

Strategic Recommendations



Diversify Categories

Expand high-margin personalized gifts, reduce dependency on Soft Toys category



Campaign Optimization

Strengthen Diwali and Valentine's Day marketing with improved emotional positioning



Regional Focus

Invest in targeted promotions for top 5 cities with proven purchase consistency



Operational Efficiency

Reduce delivery time by 10-15% via vendor consolidation or regional warehouses



Customer Retention

Introduce loyalty programs based on ₹3,500+ average spend threshold

Key Takeaways



Strong Foundation

₹35.2L revenue demonstrates solid market presence with clear occasion-driven patterns



Concentration Risk

Heavy reliance on Soft Toys and specific occasions requires strategic diversification



Seasonal Dependency

Revenue peaks align with major gifting events; sustained demand building needed



Optimization Potential

5.53-day delivery and untapped festival markets offer clear improvement pathways