Sales Analysis for Ferns N Petals

Designed by : Chinmayee Barik

Agenda

- **Introduction**
- **Task**
- **Data set**
- **Problem statements & insights**
- **Recommendations**

Introduction

FNP (Ferns N Petals, a gifting and floral brand) that specializes in sending gifts for Various occasions like Diwali, Raksha bandhan, Holi, Valentine's day, Birthdays, and Anniversaries.

Task

To analyze this to uncover key insights related to sales trends, Customer behavior, and product performance.

Answer the following key business questions to help the company Improve its sales strategy and optimize customer satisfaction.

Data set

- customers
- orders
- products

Problem statements & insights

1. Total Revenue

Identify the overall revenue.

The total revenue generated is $3,520,984 from 1,000 orders

$3,520,984.00
Total Revenue

1000
Total Orders

2. Average Order and Delivery Time

Evaluate the time taken for orders to be delivered.

The average time for orders to be delivered is 5.53 days.

5.53
Order-Delivery Time

3. Monthly Sales Performance
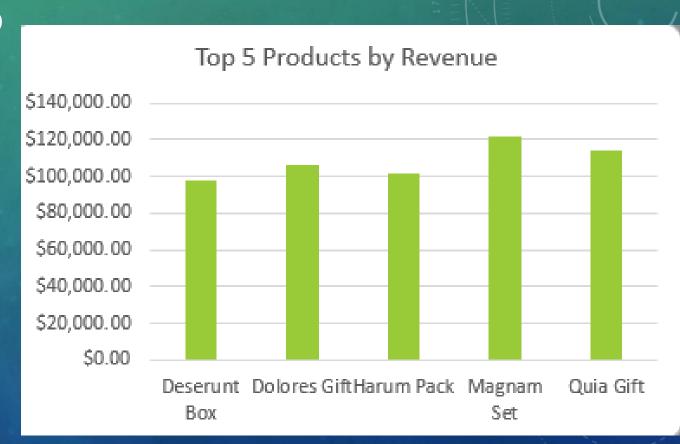
Examine how sales fluctuate across the months of 2023.

Peak Months: February and August February's peak aligns with Valentine's Day, while August's high revenue likely correlates with festive occasions like Raksha Bandhan. Other months like March and November showed moderate performance, and the lowest sales were seen in June.

Revenue by Months

4. Top Products by Revenue

Determine which products are the top revenue generators.

"Magman Set" and "Quia Gift" are among the best-selling products, each generating over $120,000.

Top 5 Products by Revenue

5. Customer Spending Analysis

Understand how much customers are spending on average.

The **average customer spent** **$3,520.98**, reflecting a high-value customer base.

$3,520.98
AVG Customer's Spent
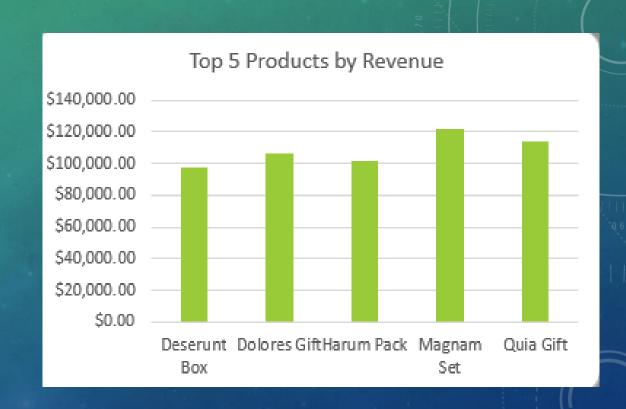
6. Sales Performance by Top 5 Product

Track the sales performance of top 5 products.

The top five products consistently performed well in revenue, with balanced demand across various customer segments. This highlights the importance of continuing to innovate in the premium gifting space.

Key observations include:

Magman Set has the highest sales performance among all products.

Quia Gift and **Dolores Gift** closely follow in performance, showing consistent customer preference.

Top 5 Products by Revenue

$140,000.00
$120,000.00
$100,000.00
$80,000.00
$60,000.00
$40,000.00
$20,000.00
$0.00

Deserunt Box   Dolores Gift   Harum Pack   Magnam Set   Quia Gift

7.Top 10 Cities by Number of Orders

Find out which cities are placing the highest number of orders.

Cities like **Haridwar, Imphal, and Kavali** are the highest number of orders, reflecting strong customer engagement in these regions.

Top 10 Cities by Orders

8. Order Quantity vs. Delivery Time

Analyze if higher order quantities impact delivery

times.

- **Correlation Coefficient: 0.0034781748**

The correlation coefficient **0.0035** is extremely close to zero. This result means that there is **no significant relationship** between **Order Quantity** and **Delivery Time**.

•**Order Quantity**: Represents the number of items ordered.
•**Delivery Time**: Represents the time taken for an order to be delivered

However, the value **0.0035** indicates that:

Delivery times are **independent of order size**.

The delivery process is likely **well-optimized** to handle varying order volumes without delays.

The correlation coefficient of **0.0035** clearly demonstrates that there is **no meaningful relationship** between order quantity and delivery time. This reflects positively on the company's logistics operations, as order volumes do not cause delays.

9. Revenue Comparison between Occasions

Compare revenue generated across

different occasions.

Top Occasions by Revenue:

- Anniversary – The largest contributor to total sales .

- Raksha Bandhan – Significant spike in sales .

- Valentine's Day – High demand for premium gifts like flowers and soft toys .

- Moderate Occasions: Diwali and Holi.

- Sales align strongly with emotional and relationship-based gifting . Moderate-performing occasions like Diwali offer opportunities for growth.

Revenue by Occasions

10. Product Popularity by Occasion

Identify which products are most popular during Specific occasions.

Products popular during specific occasions are:

Anniversary: Flowers, gift boxes, and premium bundles.

Raksha Bandhan: Gift sets, sweets, and curated hampers.

Valentine's Day: Flowers, soft toys, and personalized gifts.

Revenue by Category

(Bar chart showing revenue by category)

Y-axis: $0.00, $200,000.00, $400,000.00, $600,000.00, $800,000.00, $1,000,000.00, $1,200,000.00

X-axis categories: Cake, Colors, Mugs, Plants, Raksha..., Soft Toys, Sweets

Recommendations

- **Optimize Delivery Logistics**:
- Introduce faster delivery options, especially for time-sensitive occasions like birthdays and anniversaries.
- Partner with local delivery services in top-performing cities to ensure timely order fulfillment.
- **Enhance Marketing Campaigns**:
- Leverage popular occasions to offer tailored deals and discounts.
- Focus on underperforming categories like Plants by bundling them with best-selling items.
- **Expand Product Range**:
- Introduce innovative gifting options to attract more customers and boost revenue in lower-performing categories.
- **Targeted Geographic Strategies**:
- Invest in region-specific marketing for cities like Haridwar and Imphal to capitalize on their strong customer base.
- Explore new markets where order volumes are currently low.

Conclusion

The FNP Sales Analysis highlights a strong performance with opportunities for growth in delivery efficiency, seasonal campaigns, and product diversification. By leveraging key insights from this report, FNP can further enhance its market position, customer satisfaction, and revenue generation.

Thank You!