



FERNS AND PETALS SALES ANALYSIS



INTRODUCTION

Ferns N Petals isn't just your everyday gifting company; it's a vibrant tapestry woven with the threads of emotions and celebrations. Starting as a single flower shop in Delhi back in 1994, it blossomed into India's leading online gifting platform, connecting hearts across distances with its extensive range of flowers, cakes, personalized gifts, plants, and more.

What sets Ferns N Petals apart is its commitment to quality, its widespread network ensuring timely delivery even in the most far-flung corners, and its knack for understanding the nuances of Indian festivities and relationships. They've become synonymous with seamless gifting, making it easy for anyone, anywhere, to express their love, appreciation, and joy. From a simple bouquet to elaborate gift hampers, Ferns N Petals has cultivated a reputation for making every occasion a little more special.

PROBLEM STATEMENT

- You have been given a dataset from FNP (Ferns and Petals) that specializes in sending gifts for various occasions like Diwali, Raksha Bandhan, Holi, Valentine's Day, Birthdays, and Anniversaries.
- The dataset contains details about the products, orders, customers, and relevant dates
Your task is to analyze this dataset to uncover key insights related to sales trends, customer behavior, and product performance.
- Create a dashboard and answer the following key business questions to help the company improve its sales strategy and optimize customer satisfaction:

1. TOTAL REVENUE:

IDENTIFY THE OVERALL REVENUE.

2. AVERAGE ORDER AND DELIVERY TIME:

EVALUATE THE TIME TAKEN FOR ORDERS TO BE DELIVERED.

3. MONTHLY SALES PERFORMANCE:

EXAMINE HOW SALES FLUCTUATE ACROSS THE MONTHS OF 2023.

4. TOP PRODUCTS BY REVENUE:

DETERMINE WHICH PRODUCTS ARE THE TOP REVENUE GENERATORS.

5. CUSTOMER SPENDING ANALYSIS:

UNDERSTAND HOW MUCH CUSTOMERS ARE SPENDING ON AVERAGE.

6. SALES PERFORMANCE BY TOP 5 PRODUCT:

TRACK THE SALES PERFORMANCE OF TOP 5 PRODUCTS.

7. TOP 10 CITIES BY NUMBER OF ORDERS:

FIND OUT WHICH CITIES ARE PLACING THE HIGHEST NUMBER OF ORDERS.

8. ORDER QUANTITY VS. DELIVERY TIME:

ANALYZE IF HIGHER ORDER QUANTITIES IMPACT DELIVERY TIMES.

9. REVENUE COMPARISON BETWEEN OCCASIONS:

COMPARE REVENUE GENERATED ACROSS DIFFERENT OCCASIONS.

10. PRODUCT POPULARITY BY OCCASION:

IDENTIFY WHICH PRODUCTS ARE MOST POPULAR DURING SPECIFIC OCCASIONS.

11. REVENUE BY GENDER AND ALSO ON DIFFERENT OCCASIONS:

TOTAL REVENUE FOR EACH GENDER ON VARIOUS OCCASIONS

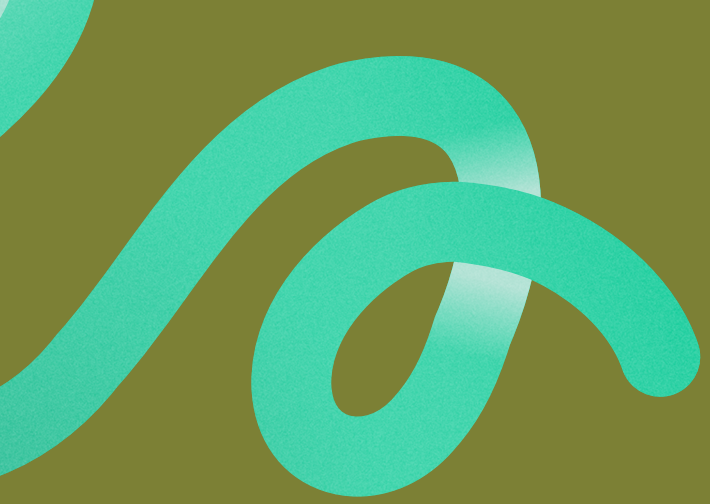
TECH STACK USED EXCEL



Microsoft Excel is a versatile software application used for data analysis and manipulation. It provides a range of functions and features, including:

1. Core Functions and Formulas: For performing calculations, manipulating data, and extracting insights.
2. Data Organization and Manipulation: Tools for structuring, sorting, filtering, and cleaning data.
3. PivotTables: Summarizing and analyzing large datasets.
4. Power Query: A tool for transforming and preparing data from various sources.
5. Data Visualization: Create Dashboard from Pivot tables creating necessary charts.





APPROACH



Understanding the Dataset:

- Excel Structure:

Understand the Excel file's sheets, columns, and data formats.

- Data Types:

Identify the type of data present (text, numbers, dates) and their arrangement.

Table Selection:

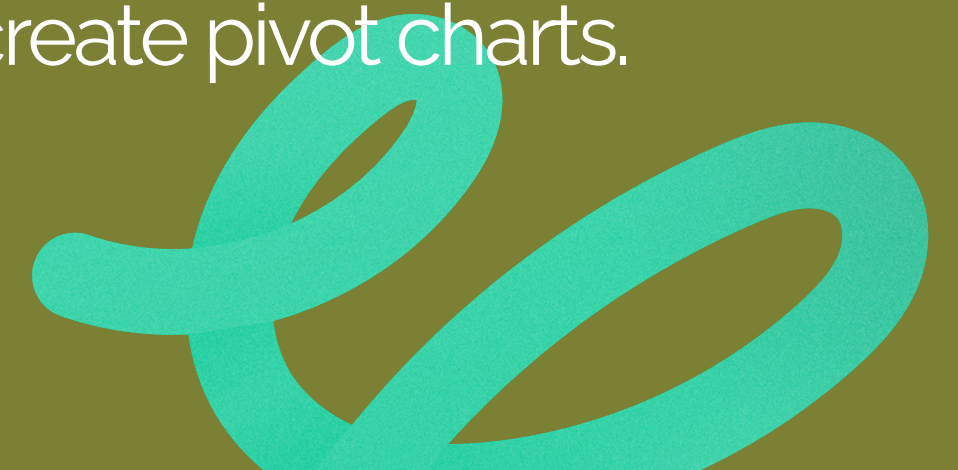
- Relevant Data Identification: Recognize specific sheets or sections in Excel holding data necessary for the project, Join Customer, orders and product table.

Logic & Planning:

- Operation Strategy: Use of Pivot Table for generating useful information and create pivot charts.

Excel Operations:

- Use of Slicers for filtering data for various data and pivot charts.



Dashboard



Sales Analysis

Total Orders
1000

Sum of Revenue
₹ 3,520,984.00

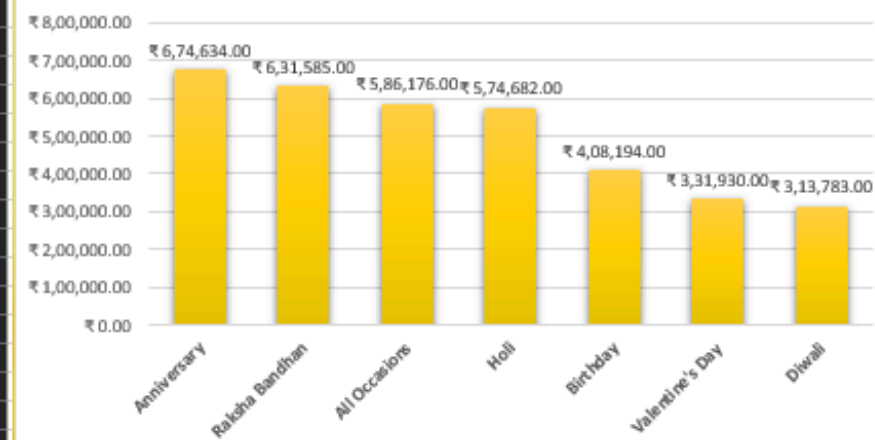
Avg. Order and Delivery Time
5.53

Average of Revenue
₹ 3,520.98

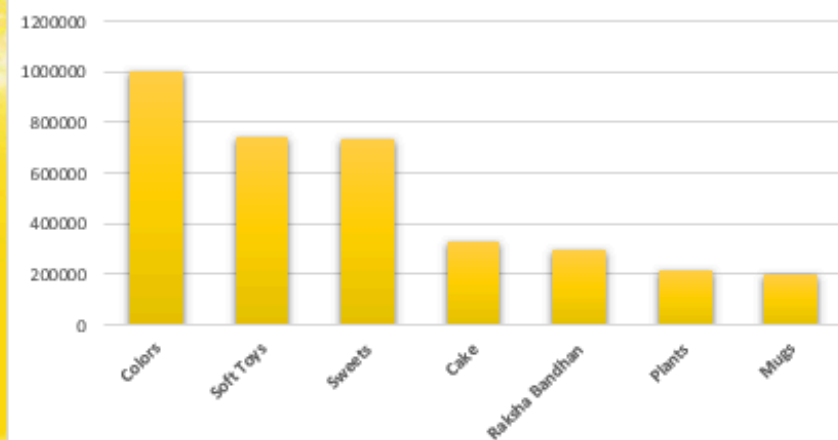
Revenue By Gender
Female ₹ 138,800.00
Male ₹ 174,983.00

Correlation Between
Quantity and Delivery Time
0.003

Revenue by Occasion



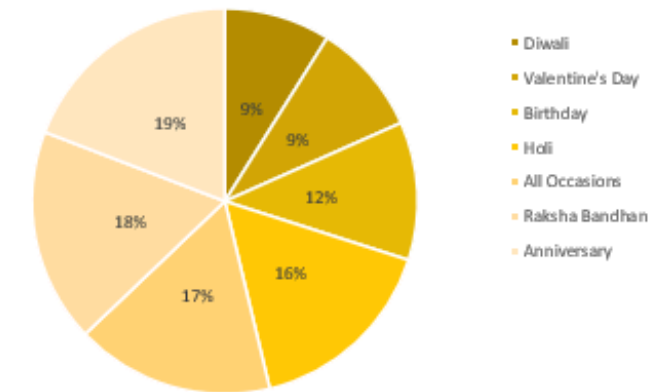
Revenue by Category



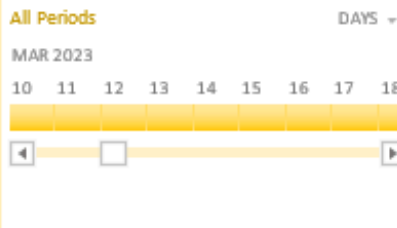
Revenue by Order Time



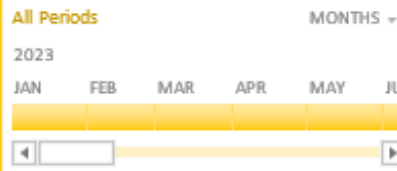
Revenue % by Occasion



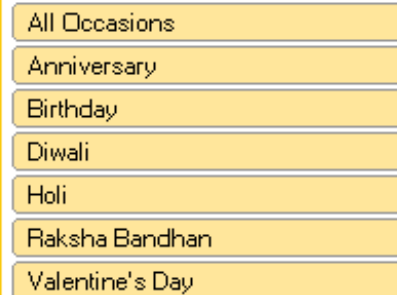
Order_Date



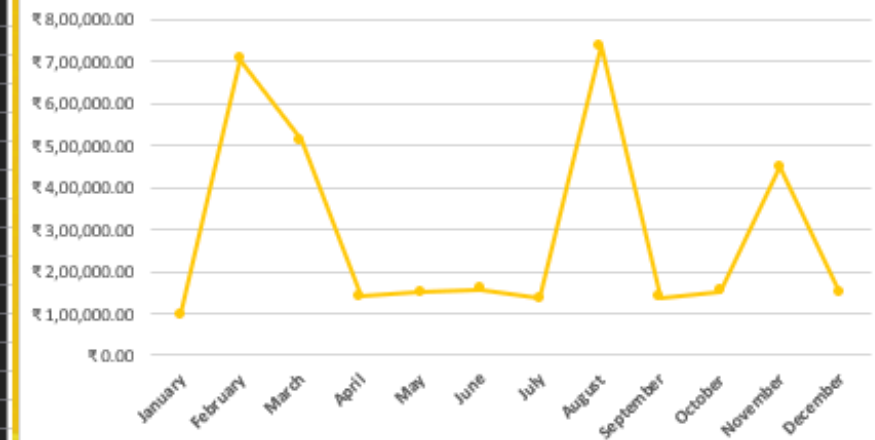
Delivery_Date



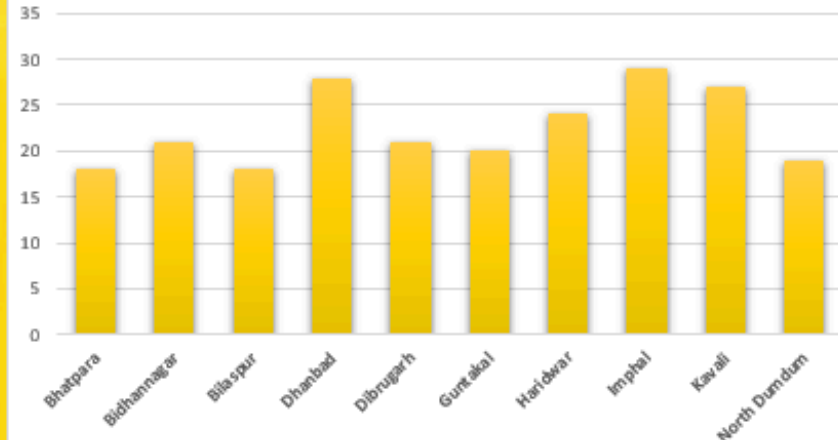
Occasion



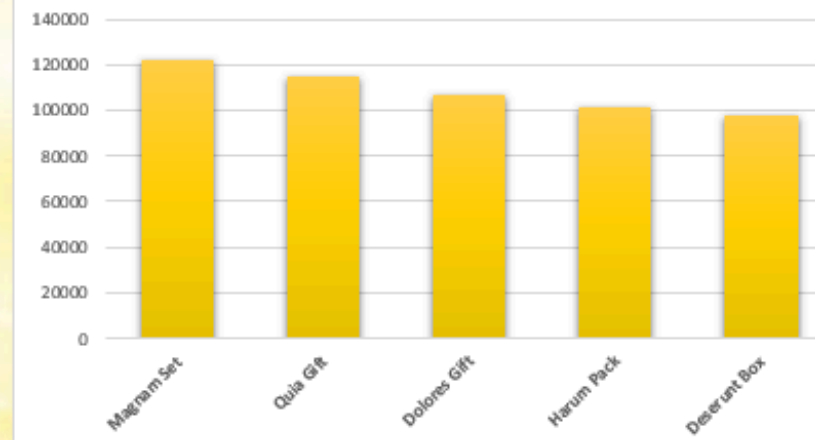
Revenue by Months



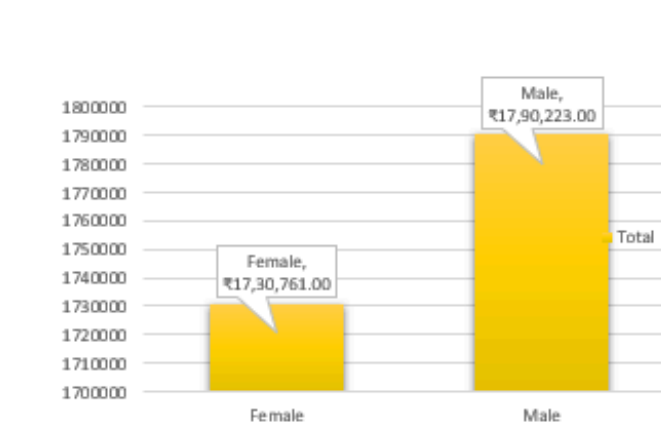
Top 10 Cities by Revenue



Top 5 Products by Revenue



Revenue by Gender



INSIGHTS

- 1.Total Revenue is ₹ 35,20,984.00
- 2.Average between Order and Delivery time is 5.53 days.
- 3.Average Customer spend is ₹ 3,520.98.
- 4.Top categories by revenue are colors, soft Toys, sweets, cake, raksha bandhan, mug and plants.
- 5.Top 10 cities who spent are Bhatpara, Bidhannagar, Bilaspur, Dhanbad, Dibrugadh, Guntakal, Haridwar, Imphal , Kavali, North Dhum Dhum.
- 6.Correlation between quantity and delivery time is 0.003.
- 7.The most number of gifts are bought by Men.
- 8.The most number of gifts are bought on Anniversaries 19% of the total.

THANK YOU