

## Executive Summary

### Ferns & Petals (FNP) Sales Performance Analysis (2023–2024)

#### 1. Business Context

This analysis evaluates sales performance for Ferns & Petals across multiple occasions, products, cities, and time periods to identify revenue drivers, customer behavior patterns, and operational efficiency.

#### 2. Performance Snapshot

- Total Revenue: ₹35.2 lakh from 1,000 orders
- Average Order Value: ₹3,520
- Average Delivery Time: 5.53 days

Overall performance indicates steady demand with efficient delivery operations.

#### 3. Key Business Insights

##### Occasion Performance

- Anniversaries, Raksha Bandhan, and Holi generate the highest revenue.
- Diwali and Valentine's Day underperform relative to expectations, presenting growth opportunities.

##### Product & Category Trends

- A small group of categories and products contributes a disproportionate share of revenue.
- High-performing products can be leveraged for bundling and seasonal promotions.

##### Geographic Trends

- Orders are concentrated in major urban cities, highlighting strong metropolitan demand.
- City-level insights can support targeted marketing and logistics optimization.

##### Customer Behavior

- Customers most frequently place orders during midday and evening hours.
- Promotional campaigns may be most effective during these peak time windows.

#### 4. Delivery & Operations Insight

- Average delivery time remains consistent at approximately 5.5 days.
- Analysis of order quantity vs. delivery time shows no meaningful correlation (0.0035), indicating that higher order volumes do not negatively impact delivery efficiency.

This suggests that existing logistics operations scale effectively with demand.

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## 5. Strategic Implications

- Strengthen marketing focus on high-performing occasions.
  - Improve promotions for underperforming events such as Diwali and Valentine's Day.
  - Prioritize top-performing products for cross-selling and bundles.
  - Use time-based ordering insights to optimize marketing schedules.
  - Maintain current delivery processes while preparing for volume-based growth.
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## 6. Conclusion

The analysis highlights clear revenue drivers, stable delivery operations, and actionable opportunities for sales growth.

These insights can support more targeted marketing, better product planning, and informed operational decisions.