

## 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.

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#### 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.

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#### 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.
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#### 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.**