



Ferns & Petals — Sales Analysis Report (2023)

Executive Summary

This report analyzes Ferns & Petals' 2023 sales data to uncover performance trends, identify top-selling products, and recommend strategies for sustained business growth. The insights are derived from Excel-based sales dashboards, focusing on revenue distribution, product performance, and customer purchasing behavior.

1. Revenue Trends

Monthly sales showed consistent growth with significant peaks in February, August, and November. These correspond to Valentine's Day, Raksha Bandhan, and Diwali, confirming the brand's strong reliance on festive and occasion-based purchases.

2. Top-Performing Products

Magnam Set, Quia Gift, and Dolores Gift emerged as top revenue generators. These premium gift sets align perfectly with the brand's focus on emotion-driven gifting experiences.

3. Category Insights

The highest revenue contribution came from Colors, Soft Toys, and Sweets categories. Flowers and Plants maintained stable year-round sales, reflecting consistent consumer interest.

4. Customer and Order Behavior

Customers showed a strong preference for combo and bundled gift sets, primarily for gifting rather than personal use. Urban regions dominated sales, highlighting the brand's strength in express and online delivery services.

5. Business Implications

While festive seasons drive revenue surges, off-season sales remain moderate. To achieve year-round stability, Ferns & Petals should focus on engagement campaigns and everyday gifting concepts.

Future Business Strategy

1. Focus on Personalization: Deploy AI-driven recommendation engines for customized gifts.
2. Off-Season Marketing: Encourage 'Everyday Gifting' for birthdays, anniversaries, and personal milestones.
3. Product Bundling: Create new high-value combos combining top-selling products.
4. Geographic Expansion: Strengthen logistics and marketing in Tier-2 and Tier-3 cities.
5. Customer Retention: Introduce loyalty programs and subscription models for recurring purchases.

Prepared by: Debadrito Saha

Data Analyst | Excel | Business Insights | Data Visualization

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