Executive Summary: Fern and Pettels Sales Analysis

1. Overview

The **Fern and Pettels Sales Analysis Dashboard** provides key insights into sales performance, customer behavior, and revenue trends. By analyzing total orders, revenue distribution across occasions and categories, and order trends by time and location, this dashboard enables data-driven decision-making for optimizing sales strategies.

2. Key Highlights

- **Total Orders: 1,000**

- **Total Revenue: ₹35,20,984.00**

- **Average Order-Delivery Time: 5.53 days**

- **Average Customer Revenue: ₹3,520.98**

3. Sales Performance Insights

3.1 Revenue by Occasion

- The highest revenue-generating occasions include **Anniversary, Birthday, and Raksha Bandhan**.

- **Diwali and Valentine's Day** contribute moderately to revenue.

- **Holi and All Occasions category** have relatively lower revenue.

3.2 Revenue by Category

- **Colors category** generates the highest revenue, significantly outperforming other categories.

- **Soft Toys and Sweets** also contribute considerably to overall revenue.

- **Cakes, Plants, and Mugs** have a smaller revenue share.

3.3 Top 5 Products by Revenue

- The best-selling products include:

  - **Harum Pack Magnam Set**

  - **Dolores Gift**

  - **Deserunt Box**

  - **Quia Gift**

These products are major revenue drivers and should be prioritized for promotions and inventory management.

4. Sales Trends

4.1 Revenue by Month

- **March, August, and December** show peak sales months, likely due to seasonal and festival demand.

- **April to June** experience a sales dip, indicating a potential off-season.

- **Revenue spikes correlate with major occasions such as Raksha Bandhan, Diwali, and New Year.**

4.2 Revenue by Time of Day

- Sales are highest between **6 AM - 10 AM** and **6 PM - 10 PM**, indicating strong customer engagement during these hours.

- **Midday (12 PM - 4 PM) sees lower revenue**, suggesting less demand during working hours.

4.3 Top 10 Cities by Orders

- Major order volumes come from **Dibrugarh, Haridwar, Imphal, and Kavali**.

- Cities like **Bhagara, Bidhannagar, and Bilaspur** have moderate sales but offer potential for further market expansion.

5. Business Recommendations

1. **Focus on High-Performing Occasions:**

   o Strengthen marketing campaigns around **Anniversaries, Birthdays, and Raksha Bandhan** to boost sales.

   o Introduce discounts and combo offers for lower-performing occasions like **Holi and Diwali**.

2. **Product Optimization:**

   o Increase inventory for **top-selling products** (Harum Pack Magnam Set, Dolores Gift).

   o Assess demand for low-performing categories like **Plants and Mugs** and re-evaluate product offerings.

3. **Time-Based Promotions:**

   o Leverage peak revenue hours (**6 AM - 10 AM, 6 PM - 10 PM**) for flash sales and discounts.

   o Implement targeted advertising for off-peak hours to balance order distribution.

4. **Seasonal and Regional Expansion:**

   o Scale up promotions in top revenue-generating cities (**Dibrugarh, Haridwar, Imphal**).

   o Identify and tap into emerging markets in **Bilaspur, Bidhannagar, and Bhagara**.

5. **Improve Order-Delivery Time:**

   o With an average delivery time of **5.53 days**, reducing logistics delays can enhance customer satisfaction.

   o Implement local warehousing and third-party logistics support to speed up deliveries.

6. Conclusion

The **Fern and Pettels Sales Analysis Dashboard** provides valuable insights into sales performance, customer preferences, and revenue trends. By leveraging these insights, the business can optimize its product strategy, enhance marketing efforts, and improve operational efficiency to drive further growth.