

## **Problem Statement: Ferns and Petals Sales Analysis**

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.**

→ The total revenue generated is ₹35,20,984 from 1000 orders.

**2. Average Order and Delivery Time: Evaluate the time taken for orders to be delivered.** → The average delivery time is 5.53 days.

**3. Monthly Sales Performance: Examine how sales fluctuate across the months of 2023.**

→ Sales peaked in February (₹7,04,509) and August (₹7,37,389), while other months remained below ₹2,00,000.

**4. Top Products by Revenue: Determine which products are the top revenue generators.**

→ The top products are Magnum Set, Quia Gift, Dolores Gift, Harum Pack, and Deserunt Box, each generating close to ₹1 lakh or more.

**5. Customer Spending Analysis: Understand how much customers are spending on average.** → On average, each customer spends ₹3,520.98.

**6. Sales Performance by Top 5 Products: Track the sales performance of top 5 products.**

→ The top 5 products contributed nearly equally, each earning between ₹97K and ₹1.22L.

**7. Top 10 Cities by Number of Orders: Find out which cities are placing the highest number of orders.**

→ The top cities include Bilaspur, Kavali, Haridwar, Dibrugarh, and Imphal, with order volumes ranging from 19–28 orders.

**8. Order Quantity vs. Delivery Time: Analyze if higher order quantities impact delivery times.**

→ There is almost no correlation (0.0034), meaning larger order quantities do not affect delivery time.

**9. Revenue Comparison Between Occasions: Compare revenue generated across different occasions.** →

Anniversaries (₹6.7L), Raksha Bandhan (₹6.3L), and Holi (₹5.7L) generated the highest revenues, while Diwali (₹3.1L) and Valentine's Day (₹3.3L) were lower.

**10. Product Popularity by Occasion: Identify which products are most popular during specific occasions.** →

Colors dominated Holi sales, Sweets and Soft Toys were popular for Raksha Bandhan and Anniversaries, while Cakes were most preferred for Birthdays.