



Sales Analysis

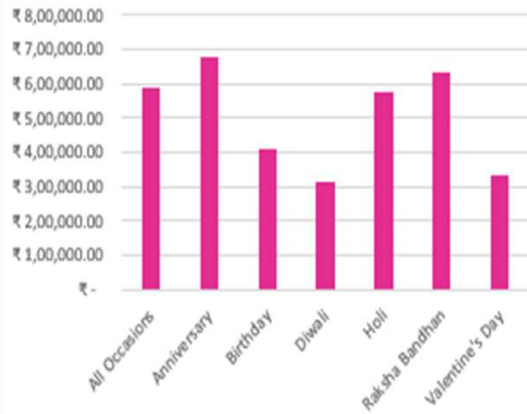
1000
Total Orders

₹ 35,20,984.00
Total Revenue

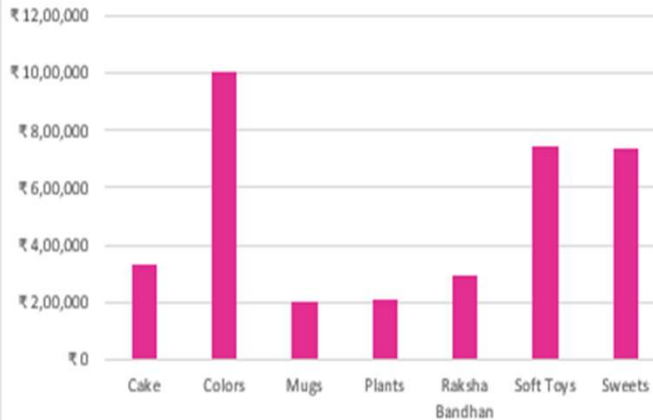
5.53
Order to delivery days

₹ 3,520.98
Avg. of customer spent

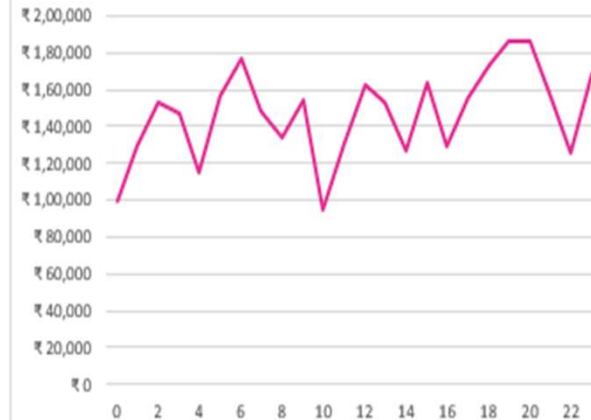
Revenue by occasions



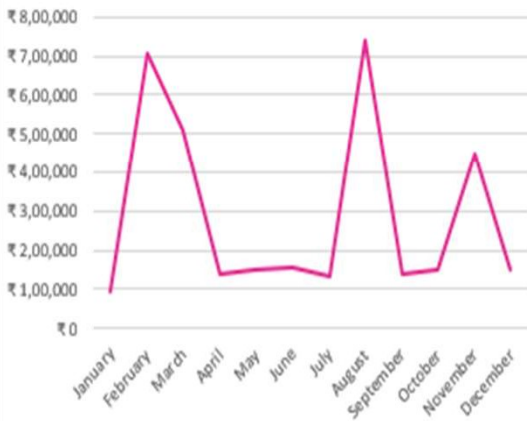
Revenue by category



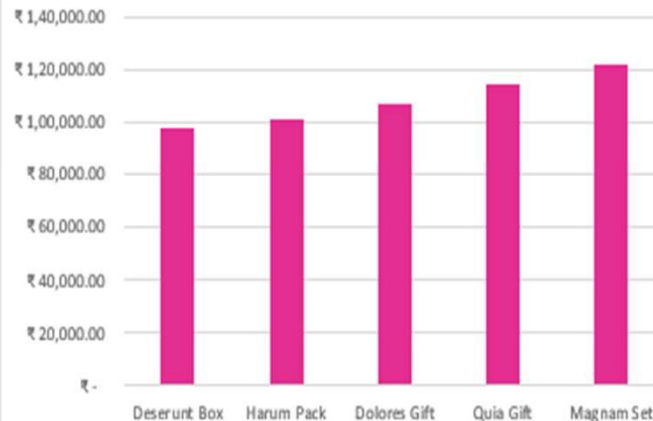
Revenue by hours(Order time)



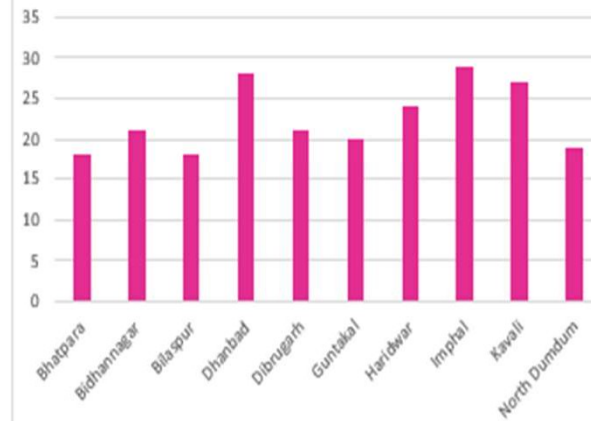
Revenue by months



Revenue by top 5 products



Top 10 cities by orders



Order_Date

All Periods MONTHS

2023

JAN FEB MAR APR

◀ ▶

Delivery_Date

All Periods MONTHS

2024

UN JUL AUG SEP

◀ ▶

Occasion

All Occasions

Anniversary

Birthday

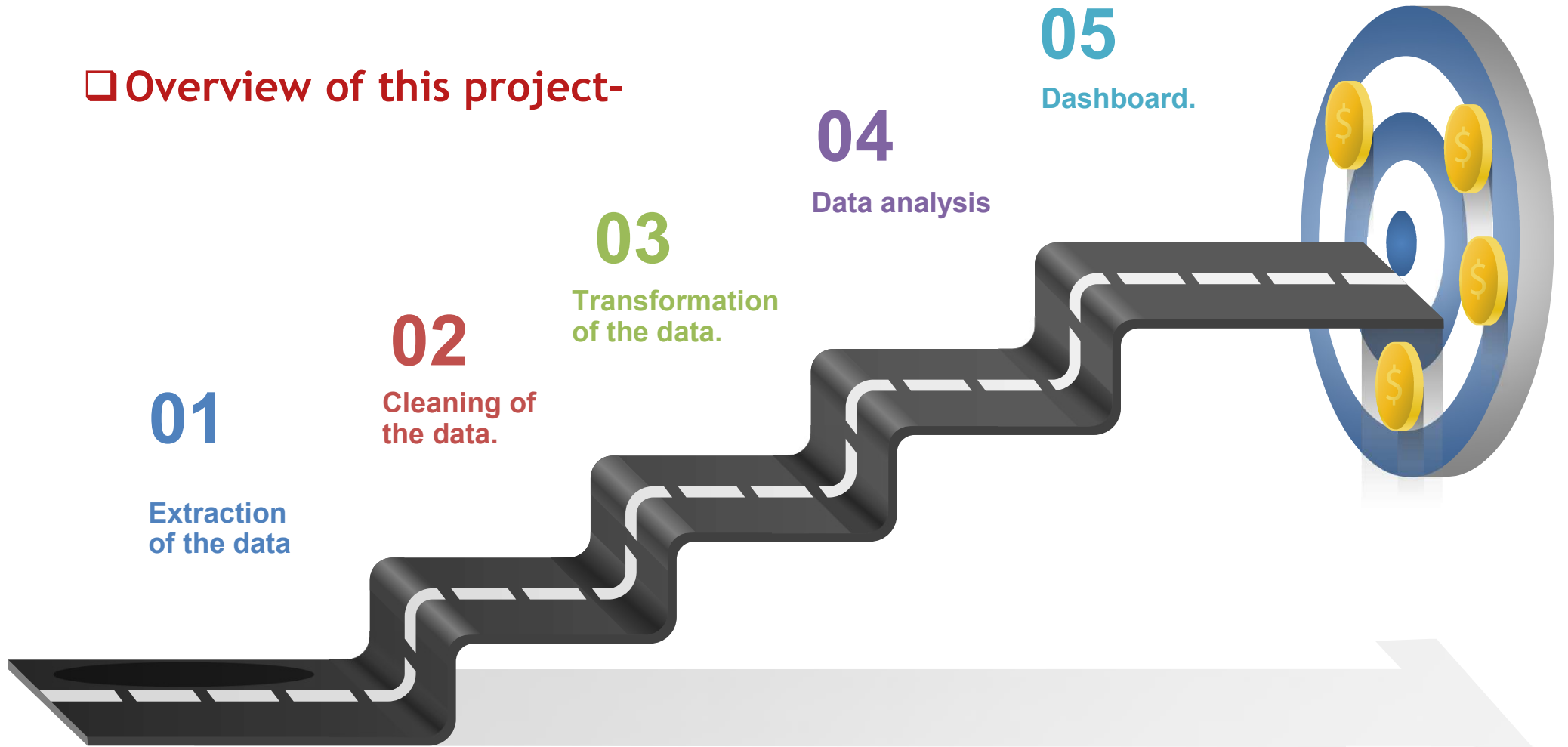
Diwali

Holi

Raksha Bandhan

Valentine's Day

□ Overview of this project-



➤ Challeges of this project -

Challenge 01

Extraction of the data-

Extraction of the data involves retrieving information from various sources.

Cleaning of the data-

Data cleaning removes errors and inconsistencies to ensure accurate analysis.

Challenge 02



Challenge 03

Data modelling-

Data modeling structures information logically to support analysis and decision-making.

Data Analysis

Data analysis examines patterns and trends to extract meaningful insights.

Dashboard

Dashboards visually present key data metrics for quick decision-making.

Challenge 04



MICROSOFT-EXCEL PROJECT

❖ Ferns and petals sales project-

Project completed by – Ganesh Jotdale
Guidance of – Ayushi jain(Ws-cube tech)
03-06-2025



PROJECT OVERVIEW

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.

❑ Business requirements : (tasks)-

1. Total Revenue: Identify the overall revenue.
2. Average Order and Delivery Time: Evaluate the time taken for orders to be delivered.
3. Monthly Sales Performance: Examine how sales fluctuate across the months of 2023.
4. Top Products by Revenue: Determine which products are the top revenue generators.
5. Customer Spending Analysis: Understand how much customers are spending on average.
6. Sales Performance by Top 5 Product: Track the sales performance of top 5 products.
7. Top 10 Cities by Number of Orders: Find out which cities are placing the highest number of orders.
9. Revenue Comparison Between Occasions: Compare revenue generated across different
10. Product Popularity by Occasion: Identify which products are most popular during specific occasions

Ferns and petals Sales Analysis

Q.1. Total Revenue: Identify the overall revenue-

❖ The total revenue generated from all menu items is ₹ 35,20,984.00 .

❑ The top revenue-driving categories are:

Colors	₹ 10,05,645.00
Soft Toys	₹ 7,40,831.00
Sweets	₹ 7,33,842.00
Cake	₹ 3,29,862.00
Raksha Bandhan	₹ 2,97,372.00



Q.2. Average Order and Delivery Time: Evaluate the time taken for orders to be delivered :-

.Answer-(from project)-

Average Order and delivery time is 5 days.

-Once order is booked delivery will be done within a 5 days



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

Row Labels	Sum of Revenue
January	₹ 95,468.00
February	₹ 7,04,509.00
March	₹ 5,11,823.00
April	₹ 1,40,393.00
May	₹ 1,50,346.00
June	₹ 1,57,913.00
July	₹ 1,35,826.00
August	₹ 7,37,389.00
September	₹ 1,36,938.00
October	₹ 1,51,619.00
November	₹ 4,49,169.00
December	₹ 1,49,591.00
Grand Total	₹ 35,20,984.00

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



Row Labels	Sum of Revenue
Magnum Set	₹ 1,21,905.00
Quia Gift	₹ 1,14,476.00
Dolores Gift	₹ 1,06,624.00
Harum Pack	₹ 1,01,556.00
Deserunt Box	₹ 97,665.00
Nostrum Box	₹ 97,656.00
Error Gift	₹ 97,012.00
Exercitationem Pack	₹ 96,701.00
Nam Gift	₹ 91,385.00

Q.5. Customer Spending Analysis: Understand how much customers are spending on average-



Average of diff_order_delievery	Average of Revenue
5 Days	₹ 3,520.98

❖ Customer spending analysis:

- Once customers placed an order we deliver the product within a 5 days.
- Customers are spending ₹3,520.98 on average.

Q. 6. Sales Performance by Top 5 Product: Track the sales performance of top 5 products-



Row Labels	Sum of Revenue
Colors	1005645
Soft Toys	740831
Sweets	733842
Cake	329862
Raksha Bandhan	297372
Plants	212281
Mugs	201151
Grand Total	3520984

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

City	Count of Order_ID
Imphal	29
Dhanbad	28
Kavali	27
Haridwar	24
Bidhannagar	21
Dibrugarh	21
Guntakal	20
North Dumdum	19
Bilaspur	18
Bhatpara	18
Grand Total	225

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



City	Sum of Revenue
All Occasions	₹ 5,86,176.00
Anniversary	₹ 6,74,634.00
Birthday	₹ 4,08,194.00
Diwali	₹ 3,13,783.00
Holi	₹ 5,74,682.00
Raksha Bandhan	₹ 6,31,585.00
Valentine's Day	₹ 3,31,930.00
Grand Total	₹ 35,20,984.00

Q.10. Product Popularity by Occasion: Identify which products are most popular during specific occasions- (using pivot table & slicer)



City	Sum of Revenue
Accusantium Gift	₹ 10,619.00
Accusantium Set	₹ 61,149.00
Ad Box	₹ 38,520.00
Adipisci Set	₹ 32,352.00
Aliquam Box	₹ 18,785.00
Aperiam Box	₹ 89,880.00
Architecto Gift	₹ 26,852.00
Aut Box	₹ 81,057.00
Cum Gift	₹ 7,714.00
Delectus Gift	₹ 75,960.00
Deserunt Box	₹ 97,665.00
Dignissimos Pack	₹ 90,036.00
Dolores Gift	₹ 1,06,624.00
Dolorum Box	₹ 8,024.00
Dolorum Set	₹ 34,936.00
Ea Set	₹ 36,388.00

Occasion
All Occasions
Anniversary
Birthday
Diwali
Holi
Raksha Bandhan
Valentine's Day

❖ Key Takeaways:

1. Strong Performance on Occasions like Anniversary and Holi

- **Anniversary** and **Holi** drive the highest revenue among all occasions.
- Special occasions play a significant role in boosting sales.

2. Top Product Category: Colors

- Among all categories, **"Colors"** generate the highest revenue, surpassing cakes, sweets, and soft toys.
- Suggests high demand likely around Holi or related festivals.

3. Revenue Peaks in March and September

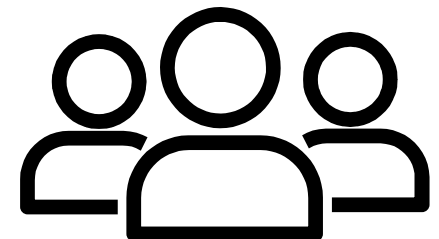
- Revenue by month shows **sharp spikes in March and September**, indicating seasonal trends.
- These months could align with festivals or major promotional events.

4. Customers Mostly Order in the Afternoon to Evening

- The **order time graph peaks between 12 PM and 6 PM**, which could inform marketing and ad scheduling.

5. Magman Set is the Top Revenue-Generating Product

- Among the top 5 products, **"Magman Set"** leads in revenue.
- This product can be further promoted or bundled in future campaigns.



THANK YOU

You can check my github link for the detailed project:

<https://github.com/Ganesh-Jodtale/Funs-and-petals-sales-analysis>



Ganesh Jodtale



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