

FERNS AND PETALS – EXECUTIVE SUMMARY REPORT

Executive Summary: Sales Analysis Report

Overview

This report provides a comprehensive analysis of the sales performance of fnp, with key insights into revenue generation, order trends, and customer purchasing behaviour. The data highlights revenue distribution across months, product categories, occasions, and geographic regions to identify growth opportunities and optimize sales strategies.

Key Findings

1. Overall Sales Performance

- **Total Orders:** 1,000
- **Total Revenue:** ₹35,20,984.00
- **Average Customer Spend:** ₹3,520.98
- **Average Order-to-Delivery Time:** 5.53 days

The above metrics indicate a healthy revenue generation with a significant average order value, suggesting strong customer engagement.

2. Revenue Trends & Seasonal Impact

- Revenue fluctuates significantly across months, with **March, July, and September** being the highest-performing months.
- A noticeable dip is seen in **April, May, June, and October**, which may indicate seasonal demand variations.
- Sales spikes correlate with major festivals and occasions, signifying the impact of seasonal demand on revenue generation.

Recommendation:

- Enhance marketing campaigns and promotional offers during off-peak months.
 - Leverage high-performing months with targeted advertising and inventory management.
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3. Revenue by Occasion

- **Top-performing occasions:** Anniversary, Holi, and Raksha Bandhan.

- **Lower sales on Diwali** may indicate competition or different spending patterns.
- Valentine's Day and Birthday sales are moderate but have room for growth.

Recommendation:

- Special promotions and customized product bundles for low-performing occasions.
 - Targeted campaigns around Diwali to increase engagement.
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4. Product Category Performance

- **Best-selling categories:**
 - Soft Toys and Sweets generate high revenue.
 - Colors category outperforms other segments, suggesting a niche demand.
- **Lower-performing categories:** Mugs and Plants.

Recommendation:

- Focus on high-revenue categories for inventory planning.
 - Consider bundling low-performing categories with best-selling items for better sales conversion.
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5. Product-Level Insights

- **Top-selling products:** Deserunt Box, Dolores Gift, Harum Pack, and Quia Gift.
- All top products have similar revenue performance, indicating a well-distributed demand.

Recommendation:

- Identify top-selling product attributes to replicate success in new product development.
 - Promote best-performing products through featured listings and discounts.
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6. Order Trends by Days of the Week

- Sales are highest on **Sunday and Tuesday**.
- A drop in sales is observed on **Thursday and Wednesday**, potentially due to mid-week consumer behaviour.

Recommendation:

- Schedule promotional campaigns and flash sales on low-performing days.
- Leverage weekend traffic for premium-priced offerings.

7. Geographic Performance (Top 10 Cities by Order Quantity)

- The cities of **Imphal, Kavali, and Haridwar** show the highest number of orders.
- Guntakal, Dibrugarh, and Bidhannagar have moderate order volumes.
- Opportunity exists to grow in lower-performing cities through localized marketing efforts.

Recommendation:

- Implement geo-targeted advertising to increase penetration in underperforming cities.
- Strengthen logistics partnerships to improve delivery efficiency in high-order locations.

Conclusion & Strategic Recommendations

- **Seasonal & Occasion-Based Growth Strategy:** Increase promotions for underperforming months and occasions.
- **Product Optimization:** Focus on expanding high-performing product categories and bundling slow-moving products.
- **Regional Expansion:** Enhance marketing efforts in underperforming cities to drive higher sales.
- **Customer Engagement:** Introduce loyalty programs to increase repeat purchases and boost revenue.

This analysis provides actionable insights to optimize revenue generation, improve customer engagement, and strategically plan for business growth.