Ferns and Petals Sales Analysis

Problem Statement:

You have been provided with a transactional dataset from Ferns and Petals (FNP), a leading gifting brand specializing in delivering flowers and gifts for various occasions such as Valentine's Day, Raksha Bandhan, Diwali, Holi, Birthdays, and Anniversaries.

The dataset contains information related to customers, orders, products, and delivery timelines. The objective is to build an interactive and insightful Excel dashboard that highlights sales performance, customer behavior, delivery efficiency, and product trends, with the goal of helping the business optimize sales strategies and enhance customer satisfaction.

Key Business Questions:

- Total Revenue: Identify the overall revenue.
- Total Order Count: Measure the total number of orders placed across the dataset.
- On-Time Delivery %: Evaluate the percentage of orders delivered within the expected delivery timeframe.
- Average Customer Spend: Understand the average amount spent by a customer per order.
- Average Delivery Time: Assess the average number of days taken to deliver an order.
- Top-Selling Product & Sales: Identify the product that generated the highest revenue.
- Lowest-Selling Product & Sales: Identify the product with the least revenue contribution.
- Top Customer (by sales): Determine the customer with the highest total purchase value.
- Top Performing Region (by sales): Find the region that contributed the most to total sales.

Visualizations on:

- Monthly Sales Performance: Trend analysis of monthly revenue to understand seasonality and sales peaks.
- Top 6 Products by Revenue: Highlighting the highest-grossing products across the dataset.
- Top 5 Categories by Sales: Category-level performance breakdown.
- Occasion-Based Sales Performance: Revenue comparison across different gifting occasions.
- Hourly Sales Performance: Understanding sales trends across different times of day.
- Top 10 Cities by Order Volume: Identifying regions with the highest demand.
- Hourly Order Volume Patterns:
    - Raw Peak Hours View
    - Cumulative Slope View - indicating build-up of orders over the day.
- Order Quantity vs. Delivery Time: if higher order quantities impact delivery times.
- Product Popularity by Occasion: Identifying product preference during specific festivals/events.