

## **Sales Performance Analysis for FNP (Ferns N Petals):**

This project analyzes FNP's sales data to uncover trends in revenue, customer behavior, and operational performance. The dashboard is designed to support data-driven decisions for marketing, inventory, and logistics optimization.

### **Key Insights:**

- **Total Orders:** 1,000
- **Total Revenue:** ₹35,20,984
- **Avg. Customer Spend:** ₹3,520.98
- **Avg. Delivery Time:** 5.53 days

### **Highlights:**

- **Top Occasions:** Highest revenue from **Anniversaries**, **Raksha Bandhan**, and **Holi**.
- **Top Categories:** **Flowers**, **Soft Toys**, and **Sweets** were best-sellers.
- **Peak Months:** **February** and **August** showed significant revenue spikes.
- **Top Cities:** Major orders from **Imphal**, **Kavali**, and **Durgapur**.

### **Recommendations:**

- Focus marketing on top occasions and high-performing cities.
- Optimize inventory for best-selling products.
- Enhance logistics to reduce delivery times and improve customer satisfaction.

### **Conclusion:**

This dashboard provides clear, actionable insights that can help FNP boost revenue, streamline operations, and better serve its customers during key occasions. Future strategies built on this analysis can drive stronger business growth and customer loyalty.