

## Problem statement: Ferns and Petal Sales Analysis

Ferns and Petals (FNP), a premier gifting service, has provided a dataset encompassing a diverse range of transactions related to festive and special occasion gifting. The data captures intricate details on **customer demographics, product assortments, order histories, and time-based trends** across major events such as **Diwali, Raksha Bandhan, Holi, Valentine's Day, Birthdays, and Anniversaries**. Your analytical objective is to **decipher underlying sales patterns, evaluate customer engagement strategies, and assess product performance dynamics**, ultimately deriving actionable insights that can drive business growth and optimization.

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.
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.
8. **Order Quantity vs. Delivery Time:** Analyze if higher order quantities impact delivery times.
9. **Revenue Comparison Between Occasions:** Compare revenue generated across different occasions.
10. **Product Popularity by Occasion:** Identify which products are most popular during specific occasions.