

Executive Summary: Ferns and Petals Sales Analysis Dashboard

Objective

The project analyzes **Ferns & Petals' 2023 sales data** with the goal of uncovering insights on **revenue, customer behavior, product performance, and seasonal demand patterns**. The dashboard addresses ten key business questions outlined in the problem statement to guide strategic decisions on product promotion, customer engagement, and operational efficiency.

Key Insights

1. Overall Revenue & Performance

- **Total Revenue** exceeded expectations with strong order volumes during festival seasons and Valentine's week.
- **Customer Spending:** The **average order value** is around ₹3,500, highlighting customers' willingness to spend for special occasions.
- **Delivery Efficiency:** Average delivery time is ~5–6 days, but larger orders tend to experience delays, indicating scope for **logistics optimization**.

2. Monthly Sales Trends

- Sales peaked in **February (Valentine's Day)**, contributing the highest monthly revenue.
- Other strong months: **August (Raksha Bandhan)**, **October–November (Diwali)**, and **December (Christmas/New Year gifting)**.
- Slower months such as **April–June** suggest opportunities for off-season promotional campaigns.

3. Product Performance

- **Top Revenue Generators** include premium items such as **cakes, flower bouquets, and gift hampers**.
- Product categories like **plants and soft toys** performed moderately but show growth potential during personalized gifting occasions.
- **Top 5 Products** consistently contributed a significant share of revenue, justifying focused marketing on these items.

4. Customer & City Analysis

- **Top 10 Cities** (e.g., Delhi, Mumbai, Bangalore, Hyderabad, Pune) accounted for the majority of orders, reflecting strong metro demand.
- **Tier-2 cities** like Indore, Lucknow, and Chandigarh also showed rising adoption, suggesting a growing market outside metros.
- High-value customers (spending above average) are largely concentrated in urban centers.

5. Occasion-Based Insights

- **Valentine's Day** generated the highest revenue, dominated by flowers, cakes, and personalized gifts.
- **Diwali & Raksha Bandhan** drove strong demand for sweets, hampers, and home décor items.
- **Birthdays & Anniversaries** contributed steady year-round revenue, ensuring business stability beyond festival peaks.

6. Operational Insights

- **Order Quantity vs. Delivery Time:** Larger orders correlated with slightly delayed deliveries, stressing the need for **supply chain improvements**.
- Delivery timelines during festive rush periods were longer, suggesting a need for **seasonal staffing and better logistics partnerships**.

Strategic Recommendations

1. **Boost Seasonal Campaigns:** Double down on marketing around Valentine's, Diwali, and Raksha Bandhan while creating attractive offers for lean months.
2. **Product Mix Optimization:** Continue promoting best-sellers (cakes, flowers, hampers) while expanding personalization in categories like plants and soft toys.
3. **Customer Segmentation:** Focus loyalty programs on high-value urban customers while tailoring discounts for Tier-2 growth cities.
4. **Logistics Efficiency:** Reduce delivery delays by partnering with additional couriers and implementing demand forecasting for festive surges.
5. **Cross-Selling & Upselling:** Encourage higher spending by bundling products (e.g., flowers + chocolates, plants + personalized notes).
6. **Occasion-Specific Marketing:** Curate collections for each major festival/occasion to match product popularity trends.

Business Impact

By implementing the insights from this dashboard:

- FNP can **increase customer retention** through better delivery and personalized offers.
- Strategic targeting of **high-revenue occasions** can boost annual revenue significantly.
- Expanding into **Tier-2 and Tier-3 cities** can unlock untapped growth markets.
- Operational improvements in **logistics and inventory planning** will ensure higher customer satisfaction and repeat purchases.