Executive Summary

Project Title: Sales Analysis for Online Gift Delivery Platform (F&P)
Tool Used: Microsoft Excel
Guided By: Ayushi Jain (WS Cube Tech YouTube Project)

Objective:

This project focuses on analyzing customer orders and sales trends for Ferns N Petals (F&P)—a leading Indian online gift delivery platform. The aim was to identify high-performing categories, peak order timings, revenue-driving occasions, and delivery efficiency using Excel-based data analysis.

Key Insights:

• **Total Revenue Analyzed:** ₹35,20,984
• **Top Months:** August, February, and March emerged as peak revenue-generating months.
• **Best-Performing Categories:**
  - Colors led with over ₹10 Lakhs in revenue.
  - Soft Toys and Sweets also showed strong sales.
• **Top Revenue Occasions:**
  - Anniversary, Raksha Bandhan, and All Occasions collectively drove ~50% of revenue.
• **Order Hour Trends:**
  - Customer purchases peaked during 6 PM to 9 PM, suggesting prime engagement in evening hours.
• **Delivery Efficiency:**
  - Average delivery time was 5.53 days—reasonable but with potential for improvement.
• **Correlation Between Order Quantity and Delivery Time:**
  - Nearly zero correlation (0.003), indicating delivery delays aren't dependent on order quantity.

Skills Applied:

• Pivot Table Analysis
• Slicers & Filtering for Interactive Dashboard
• Revenue Trend by Month, Category, and Occasion
• Hourly Sales Performance
• Conditional Formatting for Visual Insights
• Insight-Driven Storytelling & Presentation Design in Canva

Outcomes:

• Created a clean, insight-rich Excel dashboard & PowerPoint presentation (designed in Canva).

• Enhanced data storytelling and visualization skills.

• Gained practical exposure to real-world retail sales analysis using Excel.

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