F&P Sales Analysis

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Business Overview

Ferns & Petals (F&P) is a renowned gifting brand, catering to a wide range of occasions like Valentine's Day, Diwali, Raksha Bandhan, Anniversaries, and Birthdays.

With a diverse product line and a vast customer base, F&P aims to deliver not just gifts, but memorable experiences.

To strengthen its sales strategy and elevate customer satisfaction, the company seeks to extract meaningful insights from its sales data.

Project Overview

To help Ferns & Petals enhance their sales strategy and improve customer satisfaction, I analyzed their sales data from 2023 to identify trends and insights.

Dataset included:

- Product information
- Customer orders
- Order and delivery timestamps

Key Objective:

- Sales performance over time
- Top-selling products and revenue drivers
- Customer purchasing behavior
- Occasion-based trends and delivery efficiency

Key Business Quetions

1. What is the total revenue in 2023?

2. What is the average order and delivery time?

3. How did monthly sales perform across the year?

4. Which are the top products by revenue?

5. How much are customers spending on average?

6. What is the sales trend for the top 5 products?

7. Which are the top 10 cities by number of orders?

8. Does order quantity affect delivery time?

9. How does revenue vary across occasions?

10. What are the peak hours for revenue generation?

1. What is the total revenue in 2023?

Total Revenue	
₹ 35,20,984	

Insight : F&P recorded a total revenue of **₹35,20,984** in **2023**, highlighting consistent demand across various gifting occasions.

2. What is the average order and delivery time?

Average of Order_Delivery_Diff	
5.53	

Insight : The average delivery time stands at **5.53 days**, indicating a moderate turnaround from order placement to fulfillment.

3. How did monthly sales perform across the year?

Month Name	Revenue
January	₹ 95,468.00
February	₹ 7,04,509.00
March	₹ 5,11,823.00
April	₹ 1,40,393.00
May	₹ 1,50,346.00
June	₹ 1,57,913.00
July	₹ 1,35,826.00
August	₹ 7,37,389.00
September	₹ 1,36,938.00
October	₹ 1,51,619.00
November	₹ 4,49,169.00
December	₹ 1,49,591.00
Grand Total	**₹ 35,20,984.00**

Monthly Sales Trend across the year 2023

Insight : Revenue peaked in **August (₹7.37L)**, **February (₹7.04L)**, and **March (₹5.11L)** — likely driven by Raksha Bandhan, Valentine's Day, and Holi.
In contrast, January and July saw the lowest sales, reflecting typical off-season trends.

4. Which are the top products by revenue?

Products ⇅	Sum of Revenue
Magnam Set	₹ 1,21,905.00
Exercitationem Pack	₹ 96,701.00
Expedita Gift	₹ 88,944.00
Nihil Box	₹ 73,964.00
Fugit Set	₹ 68,292.00
Grand Total	₹ 4,49,806.00

Top 5 Products by Revenue

- Fugit Set
- Nihil Box
- Expedita Gift
- Exercitationem Pack
- Magnam Set
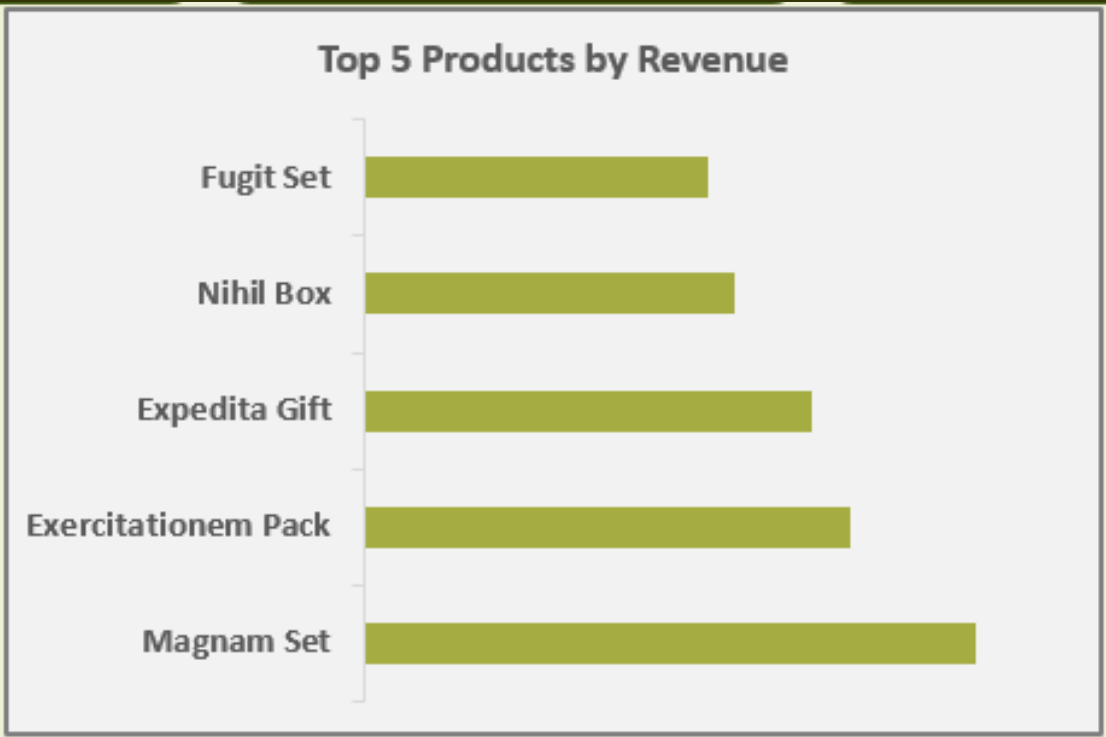
Insight : The **Magnam Set** emerged as the top revenue generator at **₹1.2L**, followed by **Exercitationem Pack** and **Expedita Gift**.
Collectively, the top 5 products contributed over ₹4.49L, highlighting a clear preference for premium offerings.

5. How much are customers spending on average?

| Average of Revenue	
₹ 3,520.98	

Insight : Customers spend an average of **₹3,520.98** per order, reflecting a strong preference for mid-to-premium gifting choices.

6. What is the sales trend for the top 5 products?

| Category Name	Revenue
Cake	₹ 3,29,862.00
Colors	₹ 10,05,645.00
Mugs	₹ 2,01,151.00
Plants	₹ 2,12,281.00
Raksha Bandhan	₹ 2,97,372.00
Soft Toys	₹ 7,40,831.00
Sweets	₹ 7,33,842.00
Grand Total	**₹ 35,20,984.00**

Revenue by Categories
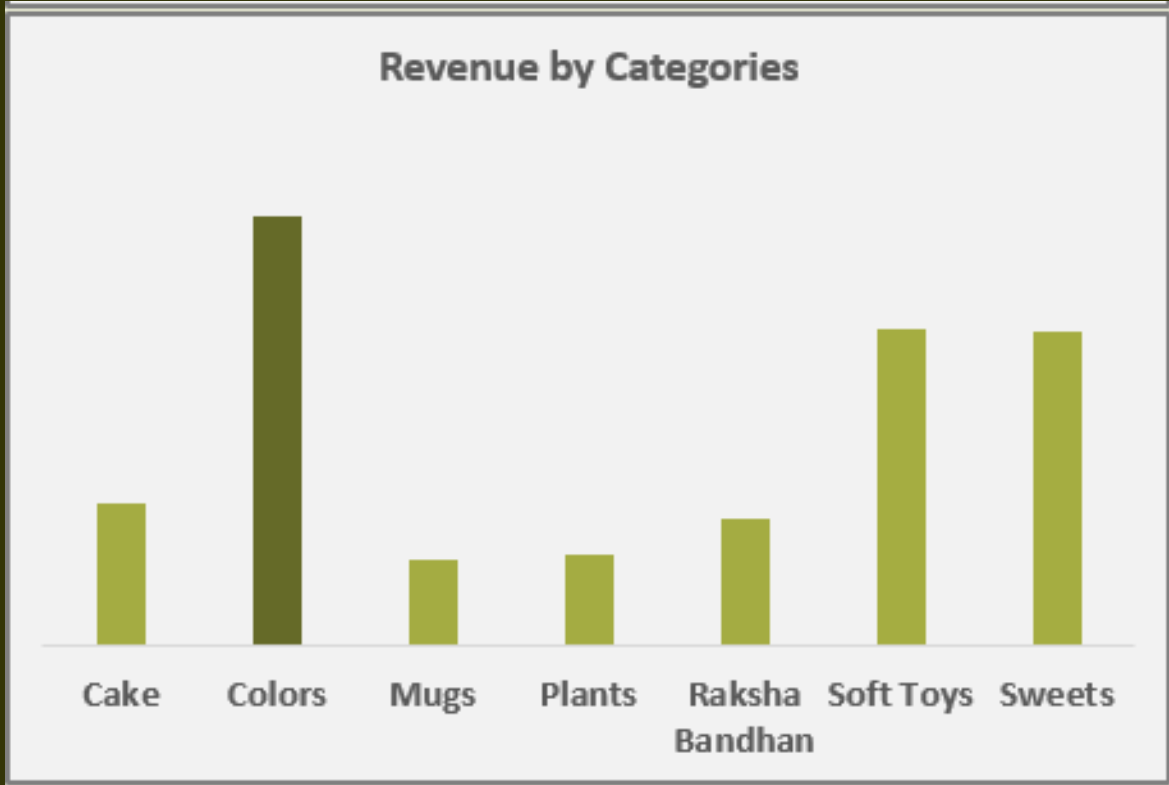
Insight : **Colors, Soft Toys,** and **Sweets** dominate sales, contributing nearly ₹24L — about **68%** of total revenue. These categories are key revenue drivers, reflecting strong festive and emotional buying patterns.

7. Which are the top 10 cities by number of orders?

City Name	Count of Orders
Bhatpara	18
Bidhannagar	21
Bilaspur	18
Dhanbad	28
Dibrugarh	21
Guntakal	20
Haridwar	24
Imphal	29
Kavali	27
North Dumdum	19
Grand Total	**225**
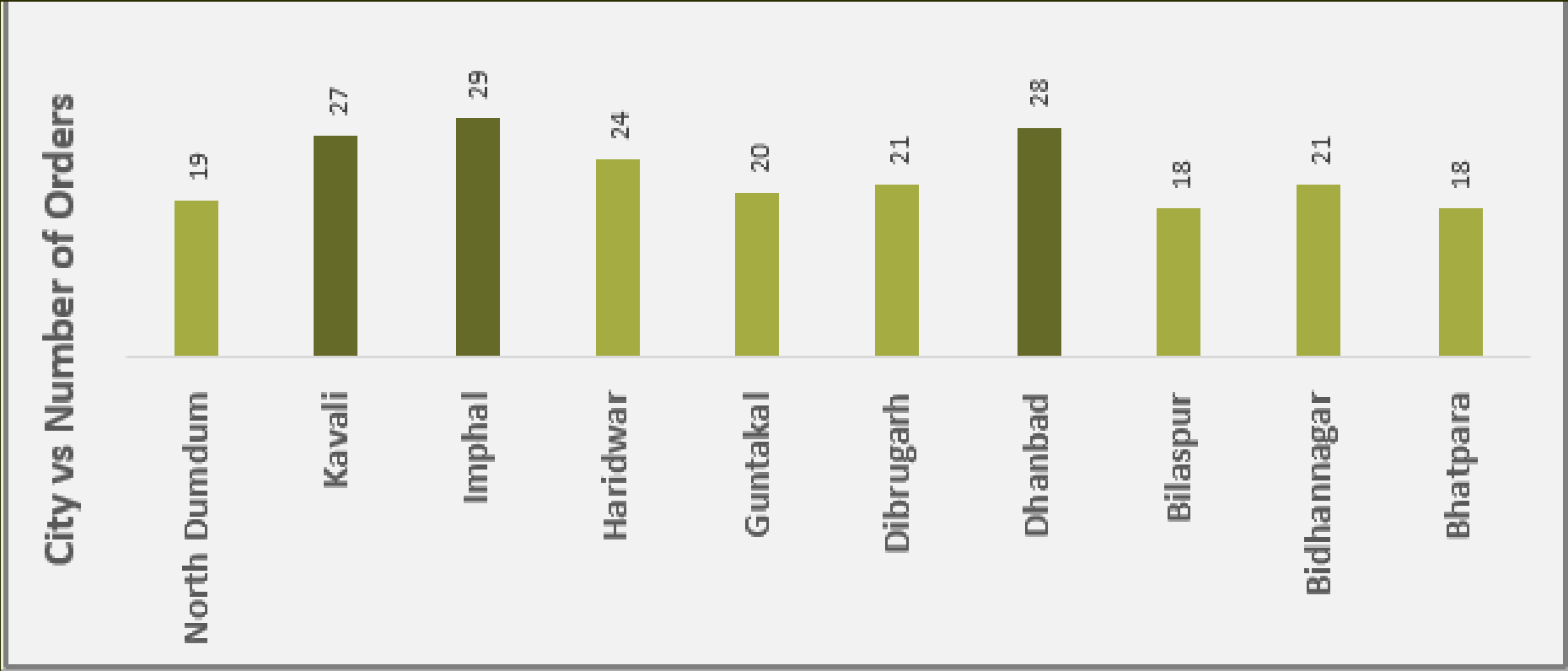
Insight : **Imphal, Dhanbad,** and **Kavali** lead in order volume, with **Imphal** at the **top (29 orders)**. This suggests strong demand in Tier-2 and Tier-3 cities, indicating potential for deeper market engagement in these regions.

8. Does order quantity affect delivery time?

|	Correlation b/w Order qty and
0.003478174	delivery time

Insight : A negligible correlation of 0.003 between order quantity and delivery time indicates that larger orders do not delay deliveries. F&P's logistics appear efficient and well-optimized across varying order sizes.

9. How does revenue vary across occasions?

Occasion	Revenue
All Occasions	₹ 5,86,176.00
Anniversary	₹ 6,74,634.00
Birthday	₹ 4,08,194.00
Diwali	₹ 3,13,783.00
Holi	₹ 5,74,682.00
Raksha Bandh	₹ 6,31,585.00
Valentine's D:	₹ 3,31,930.00
Grand Total	**₹ 35,20,984.00**
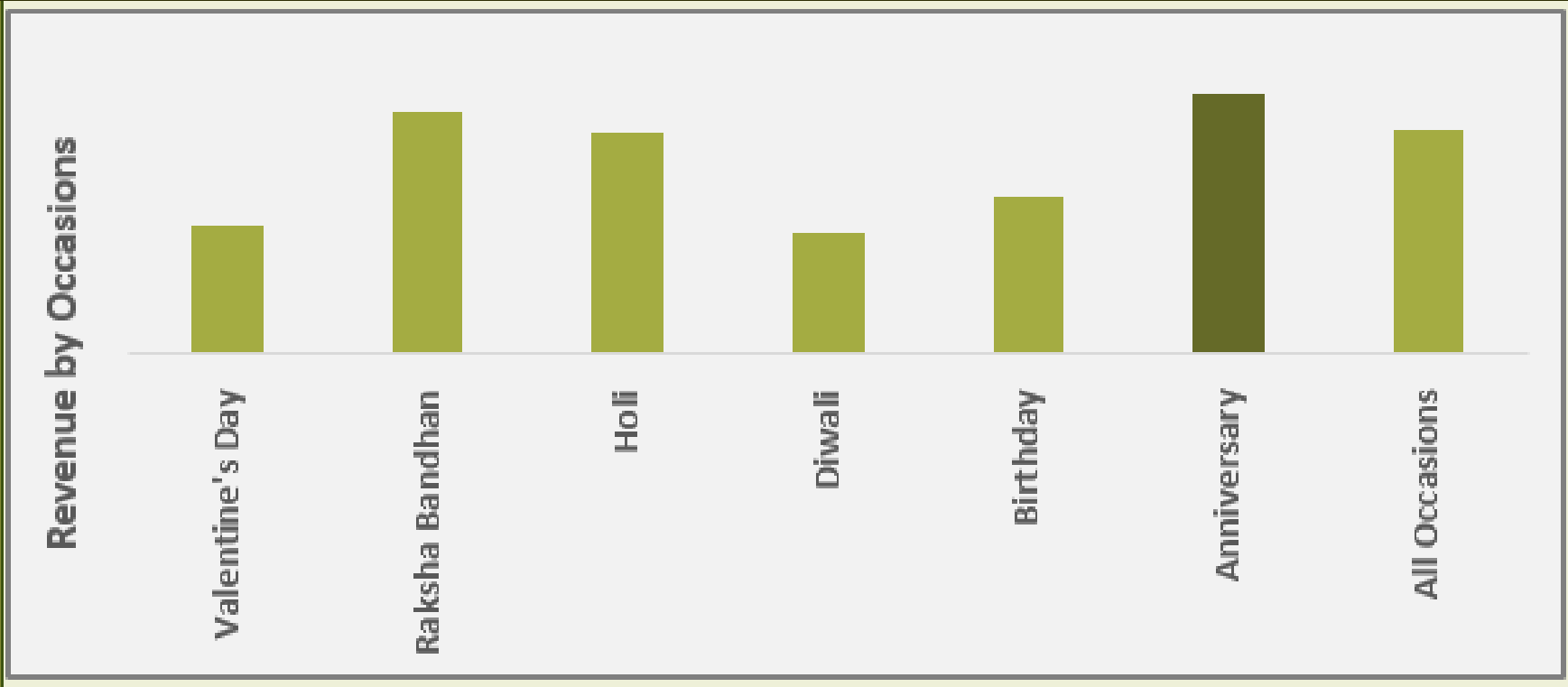
Insight : **Anniversary (₹6.7L), Raksha Bandhan (₹6.3L), and Holi (₹5.7L)** lead in revenue, making them core revenue-driving occasions. These peaks suggest strong customer engagement, ideal for targeted promotions and exclusive product launches.

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10. What are the peak hours for revenue generation?

Revenue Trend by Hour(Order Time)
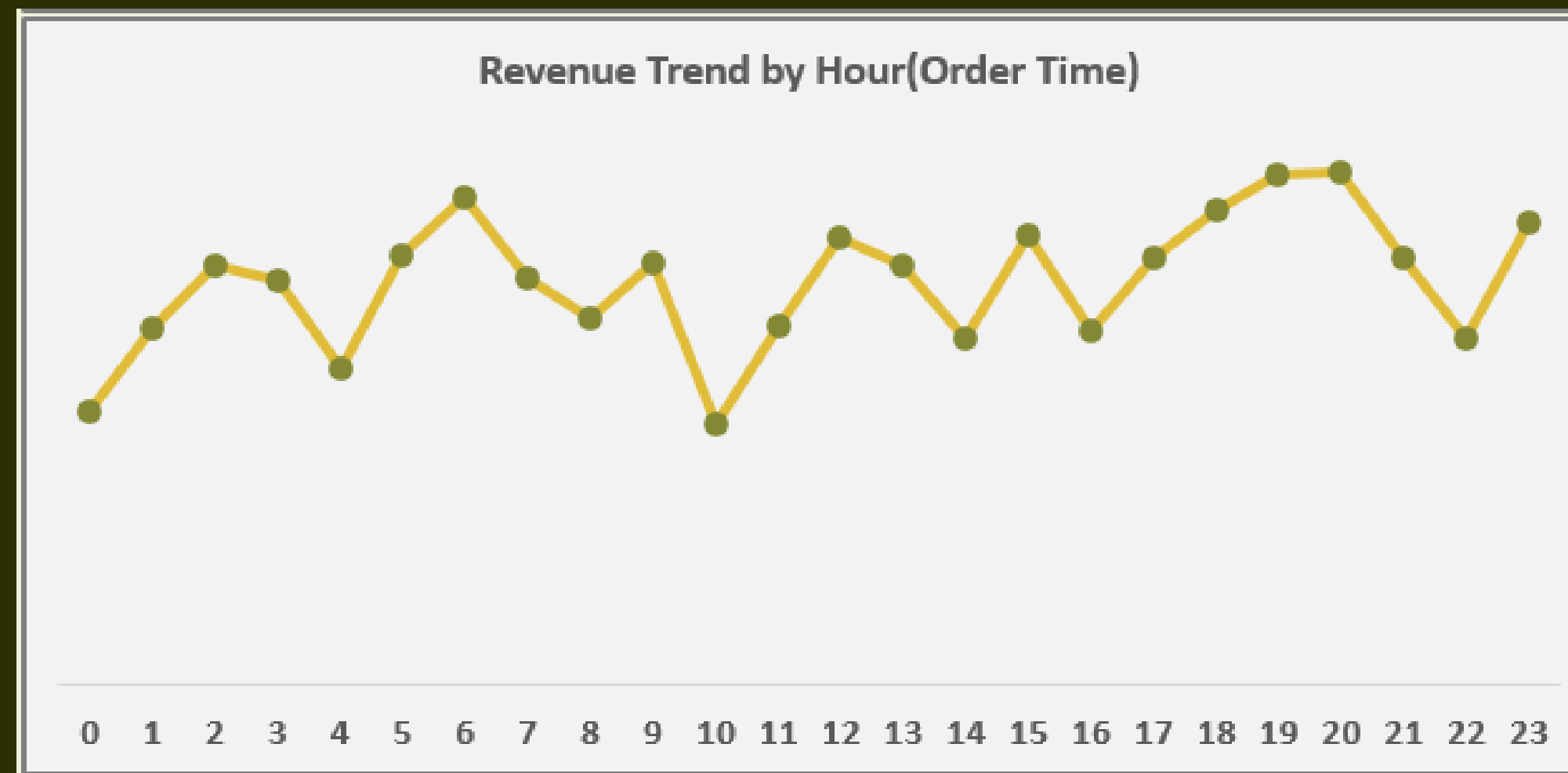
Insight : Evening hours **between 6 PM and 9 PM** generate the highest revenue, peaking at **8 PM (₹1.86L).** This suggests a strong customer preference for evening purchases—ideal for targeting ads, offers, and delivery planning during these hours to boost conversions and efficiency.

Actionable Recommmandations

Area	Recommendation
Peak Revenue Hours	Focus marketing and delivery during 6 PM–9 PM, the most profitable time slot.
High Demand Categories	Ensure stock availability and visibility for Soft Toys and Colors categories.
Delivery Efficiency	Streamline logistics to reduce average delivery time from 5.5 days to under 4 days.
Occasion Strategy	Leverage Raksha Bandhan and Anniversary periods for high-impact promotions.