

Project 3: Ferns and Petals (FNP) E-commerce Sales Analysis

1. Project Objective The objective of this project was to analyze transactional data for Ferns and Petals (FNP) to uncover customer purchasing behaviors across major gifting occasions (e.g., Diwali, Raksha Bandhan, Valentine's Day). The final deliverable is an interactive dashboard designed to answer key business questions regarding revenue trends, product popularity, and logistical efficiency (delivery times) to help optimize future sales strategies.

2. Technical Skills Demonstrated

- **Advanced Filtering:** Implemented specialized Timeline Slicers for Order_Date and Delivery_Date to allow stakeholders to drill down into specific sales periods easily.
- **KPI Dashboarding:** Designed top-level summary cards to immediately communicate critical business metrics: Total Revenue (₹3.52M), Total Orders (1,000), Average Customer Spending (₹3,520.98), and Average Delivery Time (5.53 Days).
- **Trend Analysis:** Utilized line charts to map revenue fluctuations across months and days of the week, identifying peak shopping periods.

3. Key Business Insights

- **Occasion-Driven Revenue:** Sales are highly seasonal. "Anniversary" and "Raksha Bandhan" are the most significant drivers of revenue. Correspondingly, the monthly revenue chart shows massive spikes in February and August.
- **Top Categories:** "Colors," "Soft Toys," and "Sweets" vastly outperform traditional gifting categories like Plants and Mugs in terms of pure revenue generation.
- **Geographic Hotspots:** Tier-2 and Tier-3 cities are driving significant order volume, with Imphal and Dhanbad placing the highest number of orders overall.
- **Purchasing Habits:** Tuesdays and Sundays are the most lucrative days of the week for revenue, while mid-week (Wednesday/Thursday) sees a noticeable dip.

4. Strategic Recommendations

- **Logistics Optimization:** The current average delivery time of 5.53 days is relatively high for an occasion-based gifting service. The business should investigate supply chain bottlenecks to bring this average down and ensure gifts arrive exactly on the target occasion date.

- **Targeted Ad Campaigns:** Shift marketing budgets to heavily target Tier-2 cities like Imphal, Dhanbad, and Kavali, which are already showing strong organic demand.
- **Mid-Week Promotions:** Introduce "flash sales" or discounted shipping options on Wednesdays and Thursdays to smooth out the weekly revenue dips.