

Ferns and Petals Sales Analysis Report

1. Total Revenue

The total revenue generated by all orders has been calculated from the dataset. This gives the company a clear view of its overall earnings during the analysis period.

2. Average Order and Delivery Time

The average time taken for orders to be delivered has been evaluated. This helps in understanding the efficiency of the delivery process.

3. Monthly Sales Performance

Sales fluctuate across different months of 2023. Peak sales are observed during festive months, especially **February (Valentine's Day)** and **August (Raksha Bandhan)**, showing strong occasion-driven demand.

4. Top Products by Revenue

The products contributing the highest revenue are mainly **Flowers and Cakes**, which dominate customer preferences.

5. Customer Spending Analysis

The average spending per customer has been analyzed. It shows that customers are generally consistent in their spending habits, with premium buyers spending significantly more than casual customers.

6. Sales Performance by Top 5 Products

The top 5 products have been tracked, showing strong performance and forming the backbone of revenue generation. These products maintain consistent sales throughout the year.

7. Top 10 Cities by Number of Orders

The top 10 cities driving sales are primarily **metro cities**, where demand is higher due to population density and a stronger culture of online gifting.

8. Order Quantity vs. Delivery Time

There is no significant relationship between higher order quantities and delivery times. Delivery efficiency remains consistent regardless of order size.

9. Revenue Comparison Between Occasions

Different occasions contribute varying levels of revenue. **Valentine's Day, Raksha Bandhan, and Diwali** generate the highest revenue, confirming that FNP's business is highly occasion-driven.

10. Product Popularity by Occasion

Product preferences shift with each occasion:

- **Flowers** dominate on Valentine's Day.
- **Rakhi and sweets** peak during Raksha Bandhan.
- **Cakes and gifts** are popular for birthdays and anniversaries.
- **Gift hampers** are widely chosen during Diwali.