

Problem Statement: Ferns and Petals Sales Analysis

You've been given a dataset from Ferns and Petals (FNP), a company specializing in gifting for various occasions like Diwali, Raksha Bandhan, Holi, Valentine's Day, Birthdays, and Anniversaries. The dataset includes product details, order history, customer information, and relevant dates. Your task is to analyze this dataset and create an interactive dashboard that uncovers insights related to:

1. **Total Revenue:** Calculate the overall revenue and track growth over time.
2. **Average Order and Delivery Time:** Assess the average time taken for orders to reach customers.
3. **Monthly Sales Performance:** Analyze how sales vary month-to-month in 2023.
4. **Top Products by Revenue:** Identify products that contribute the most to revenue.
5. **Customer Spending Analysis:** Evaluate the average spend per customer.
6. **Sales Performance of Top 5 Products:** Track the performance trends for the top 5 best-selling products.
7. **Top 10 Cities by Number of Orders:** Identify the cities that place the most orders.
8. **Order Quantity vs. Delivery Time:** Analyze if larger order quantities result in longer delivery times.
9. **Revenue Comparison Between Occasions:** Compare how revenue fluctuates across different occasions.
10. **Product Popularity by Occasion:** Determine which products are favored during specific occasions.

Your insights will help optimize sales strategies, enhance customer satisfaction, and identify product and market opportunities.