

## Problem Statement: Ferns and Petals (Jumia Demo) Sales Analysis

You have been provided with a sample dataset from Jumia, a platform that specializes in delivering gifts for various occasions such as Diwali, Raksha Bandhan, Holi, Valentine's Day, Birthdays, and Anniversaries. The dataset includes detailed information on products, customer orders, delivery timelines, and transaction dates. The objective of this project is to analyze the dataset and extract meaningful insights related to sales trends, customer purchasing behavior, and product performance. These insights will help the business enhance its sales strategy, improve operational efficiency, and increase overall customer satisfaction. As part of the analysis, you are required to design an interactive dashboard and address the following key business questions:

1. **Total Revenue:** Calculate the overall revenue generated during the analysis period.
2. **Average Order and Delivery Time:** Evaluate the average time taken to process and deliver orders.
3. **Monthly Sales Performance:** Analyze sales trends and fluctuations across different months of 2023.
4. **Top Products by Revenue:** Identify the products contributing the highest revenue.
5. **Customer Spending Analysis:** Determine the average spending per customer.
6. **Sales Performance of Top 5 Products:** Track and compare revenue generated by the top five products.
7. **Top 10 Cities by Number of Orders:** Identify cities with the highest order volumes.
8. **Order Quantity vs. Delivery Time:** Assess whether larger order quantities affect delivery timelines.
9. **Revenue Comparison by Occasion:** Compare revenue generated across different occasions.
10. **Product Popularity by Occasion:** Analyze which products are most popular during specific occasions.