

Executive Summary

This project analyses transactional, customer, and product data for **FNP (Ferns N Petals)** to understand **sales performance, customer behaviours, seasonal trends, and revenue drivers**. The dataset consists of **1,000s of orders**, multiple product categories, and diverse customer demographics across different cities and occasions.

The primary objective of this analysis was to identify:

- Revenue-generating occasions and months
- Customer purchasing patterns
- Product and category performance
- Delivery and order timing behaviour

The analysis reveals that **occasion-based sales**, particularly during festivals and relationship-oriented events, are the strongest contributors to overall revenue. Customer demand is highly seasonal, with clear spikes during specific months and occasions.

Key Business Insights

Overall Sales Performance

- **Total Revenue Generated: ₹ 35.2 Lakhs**
- Revenue is **not evenly distributed** across months or occasions, indicating strong seasonality.

Monthly Revenue Trends

Top-performing months:

1. **February** – ₹80k
2. **December** – ₹63k
3. **June** – ₹62k

Insight:

- February sales peak due to **Valentine's Day**.
- August performs strongly due to **Raksha Bandhan**.
- Seasonal events play a major role in driving revenue.

Occasion-Based Revenue Analysis

Top revenue-generating occasions:

- **Anniversary** – ₹6.74 Lakhs
- **Raksha Bandhan** – ₹6.31 Lakhs
- **All Occasions** – ₹5.86 Lakhs

Insight:

- Emotion-driven occasions (relationships & family) outperform generic events.
- Customers are more willing to spend on **personal milestones**.

Product & Category Performance

- Products are diversified across **Flowers, Sweets, Soft Toys, Plants, and Gifts**.
- High-priced items combined with moderate quantities contribute significantly to revenue.
- “All Occasions” products ensure **steady baseline sales** even outside peak seasons.

Customer Behaviours Insights

- Customers are spread across multiple cities, indicating **wide geographic reach**.
- Repeat purchase patterns are visible around key festivals and occasions.
- Both male and female customers actively contribute to revenue, showing **balanced engagement**.

Order & Delivery Patterns

- Most orders are placed during **specific peak hours**, aligning with convenience-based buying behaviour.
- Delivery time gaps highlight operational dependency on logistics efficiency.
- Same-day or short delivery windows are critical during festivals.

Business Recommendations

1. Occasion-Focused Marketing Strategy

- Increase ad spend and promotions during:
 - Valentine's Day
 - Raksha Bandhan
 - Anniversaries
- Create **exclusive bundles** for high-performing occasions.

2. Inventory & Demand Planning

- Pre-stock popular products ahead of **February and August**.
- Use historical data to forecast demand and avoid last-minute shortages.

3. Personalized Customer Engagement

- Use customer data to:
 - Send anniversary and festival reminders
 - Offer personalized discounts
- Introduce loyalty programs for repeat buyers.

4. Product Bundling & Upselling

- Combine high-performing categories (e.g., **Flowers + Sweets**).
- Promote premium gift sets during emotional occasions.

5. Delivery Optimization

- Strengthen logistics during peak occasions.
- Offer **priority delivery options** for urgent orders.