

FNP Sales Analysis

Problem Statement: Ferns and Petals Sales Analysis

You have been given a dataset from FNP (Ferns and Petals) that specializes in sending gifts for various occasions like Diwali, Raksha Bandhan, Holi, Valentine's Day, Birthdays, and Anniversaries. The dataset contains details about the products, orders, customers, and relevant dates. Your task is to analyse this dataset to uncover key insights related to sales trends, customer behaviour, and product performance

Create a dashboard and answer the following key business questions to help the company improve its sales strategy and optimize customer satisfaction:

1. Total Revenue: Identify the overall revenue.

Sum of Revenue
₹ 5,86,176.00

2. Average Order and Delivery Time: Evaluate the time taken for orders to be delivered

Average of Diff_order_delivery
5.722222222

3. Monthly Sales Performance: Examine how sales fluctuate across the months of 2023

Row Labels	Sum of Revenue
January	₹ 34,078.00
February	₹ 80,152.00
March	₹ 55,334.00
April	₹ 28,983.00
May	₹ 46,378.00
June	₹ 62,662.00
July	₹ 49,120.00
August	₹ 36,883.00
September	₹ 42,504.00
October	₹ 43,773.00
November	₹ 42,970.00
December	₹ 63,339.00
Grand Total	₹ 5,86,176.00

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4. Top Products by Revenue: Determine which products are the top revenue generators

Row Labels	Sum of Revenue
Exercitationen	₹ 96,701.00
Expedita Gift	₹ 88,944.00
Fugit Set	₹ 68,292.00
Magnam Set	₹ 1,21,905.00
Nihil Box	₹ 73,964.00
Grand Total	₹ 4,49,806.00

5. Customer Spending Analysis: Understand how much customers are spending on average.

Row Labels	Sum of Revenue
Colors	₹ 1,05,732.00
Mugs	₹ 11,610.00
Raksha Bandha	₹ 60,640.00
Soft Toys	₹ 2,86,898.00
Sweets	₹ 1,21,296.00
Grand Total	₹ 5,86,176.00

6. Sales Performance by Top 5 Product: Track the sales performance of top 5 products.

Row Labels	Sum of Revenue
All Occasions	₹ 5,86,176.00
Anniversary	₹ 6,74,634.00
Birthday	₹ 4,08,194.00
Diwali	₹ 3,13,783.00
Holi	₹ 5,74,682.00
Raksha Bandha	₹ 6,31,585.00
Valentine's Day	₹ 3,31,930.00
Grand Total	₹ 35,20,984.00

7. Top 10 Cities by Number of Orders: Find out which cities are placing the highest number of orders.

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Row Labels	Count of Customer_ID
Bhatpara	18
Bidhannagar	21
Bilaspur	18
Dhanbad	28
Dibrugarh	21
Guntakal	20
Haridwar	24
Imphal	29
Kavali	27
North Dumdur	19
Grand Total	225

8. Revenue Comparison Between Occasions: Compare revenue generated across different occasions.

Row Labels	Sum of Revenue
Cake	₹ 3,29,862.00
Colors	₹ 10,05,645.00
Mugs	₹ 2,01,151.00
Plants	₹ 2,12,281.00
Raksha Bandha	₹ 2,97,372.00
Soft Toys	₹ 7,40,831.00
Sweets	₹ 7,33,842.00
Grand Total	₹ 35,20,984.00

9. Product Popularity by Occasion: Identify which products are most popular during specific occasions

Row Labels	Sum of Revenue	Occasion
Cake	₹ 3,29,862.00	All Occasions
Colors	₹ 10,05,645.00	Anniversary
Mugs	₹ 2,01,151.00	Birthday
Plants	₹ 2,12,281.00	Diwali
Raksha Bandha	₹ 2,97,372.00	Holi
Soft Toys	₹ 7,40,831.00	Raksha Bandhan
Sweets	₹ 7,33,842.00	Valentine's Day
Grand Total	₹ 35,20,984.00	

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