**Executive Summary: Sales Analysis of Ferns N Petals (FNP)**

**1. Overview**

This report provides an in-depth analysis of FNP's sales performance over a given period. The data visualization offers insights into total orders, revenue, customer spending behaviour, and trends based on occasions, product categories, and geographic distribution.

**2. Key Metrics & Performance Highlights**

* **Total Orders:** 1,000
* **Total Revenue:** ₹35,20,984.00
* **Average Customer Spending:** ₹3,520.98
* **Order-Delivery Time:** 5.53 days

**3. Revenue Analysis**

**3.1 Revenue by Occasions**

* The highest revenue was recorded for **Raksha Bandhan** and **Anniversaries**.
* **Birthdays and Valentine's Day** also contributed significantly to total revenue.
* **Diwali and Holi** showed moderate sales, indicating room for promotional growth.

**3.2 Revenue by Product Categories**

* **Colors category** generated the highest revenue.
* **Soft Toys and Sweets** were among the top-selling categories.
* **Cakes, Mugs, and Plants** saw moderate revenue generation, presenting opportunities for strategic marketing.

**3.3 Revenue by Months**

* Peaks were observed in **February (Valentine's Day) and August (Raksha Bandhan)**.
* **September and December** also showed strong revenue, possibly due to festive and holiday season sales.
* A notable dip occurred during **May-July**, indicating an off-season for sales.

**3.4 Revenue by Hour (Order Time)**

* Orders peaked between **6 AM - 8 AM and 4 PM - 8 PM**, aligning with customer shopping behaviour.
* The early morning surge may be due to last-minute gifting, while the evening peak suggests higher engagement after work hours.

**4. Product Performance**

**Top 5 Products by Revenue:**

* 1. Deserunt Box
  2. Dolores Gift
  3. Harum Pack
  4. Magnam Set
  5. Quia Gift
* These products were likely top-performing due to high demand, premium pricing, or effective promotions.

**5. Geographic Sales Performance**

**Top 10 Cities by Orders:**

* + Cities such as **Imphal, Haridwar, and Karaili** recorded the highest orders.
  + **Bhopara, Bathinagar, and Dhanbad** also showed strong order volumes.
  + The data suggests that demand for FNP's products is widely distributed across both metro and non-metro cities.

**6. Business Insights & Recommendations**

**6.1 Sales & Marketing Opportunities**

* **Target High-Performing Occasions:** Further capitalize on **Raksha Bandhan, Anniversaries, and Valentine's Day** by offering exclusive bundles and promotions.
* **Boost Low-Sale Periods:** Introduce discounts, limited-time offers, or subscription models during low-revenue months (May-July).
* **Category Expansion:** Leverage the success of the **Colors, Soft Toys, and Sweets** categories to introduce new product variations or combos.
* **Time-Based Promotions:** Schedule targeted ads and flash sales during peak order hours (6 AM-8 AM and 4 PM-8 PM).

**6.2 Customer Experience & Logistics**

* **Optimize Order-Delivery Time:** The average delivery time of **5.53 days** can be improved through better supply chain and inventory management.
* **Regional Expansion:** Since smaller cities like **Imphal and Haridwar** show strong demand, expanding logistics and localized promotions in Tier 2 & Tier 3 cities could drive growth.

**6.3 Data-Driven Future Strategies**

* **Customer Segmentation:** Analyzing customer demographics and purchase patterns can help personalize marketing strategies.
* **Product Innovation:** Introduce more premium and occasion-based gift packages to enhance revenue.
* **Performance Tracking:** Implement AI-driven forecasting models to predict seasonal demand fluctuations and optimize stock levels.

**7. Conclusion**

FNP’s sales performance shows strong revenue trends during major festive occasions, with opportunities to enhance growth during low-performing months. By refining its logistics, targeted marketing, and product strategies, FNP can maximize customer engagement and revenue.

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