

## 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 analyze this dataset to uncover key insights related to sales trends, customer behavior, 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
₹ 35,20,984.00

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

Average of diff_order_delivery
5.53

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

Row Labels	Sum of Revenue
January	₹ 95,468.00
February	₹ 7,04,509.00
March	₹ 5,11,823.00
April	₹ 1,40,393.00
May	₹ 1,50,346.00
June	₹ 1,57,913.00
July	₹ 1,35,826.00
August	₹ 7,37,389.00
September	₹ 1,36,938.00
October	₹ 1,51,619.00
November	₹ 4,49,169.00
December	₹ 1,49,591.00
<b>Grand Total</b>	<b>₹ 35,20,984.00</b>

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

Row Labels	Sum of Revenue
Deserunt Box	₹ 97,665.00
Dolores Gift	₹ 1,06,624.00
Harum Pack	₹ 1,01,556.00
Magnam Set	₹ 1,21,905.00
Quia Gift	₹ 1,14,476.00
<b>Grand Total</b>	<b>₹ 5,42,226.00</b>

5. Customer Spending Analysis: Understand how much customers are spending on average.(Average of total Revenue)

Average of Customer Spending
₹ 3,520.98

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

Row Labels	Sum of Revenue
Deserunt Box	₹ 97,665.00
Dolores Gift	₹ 1,06,624.00
Harum Pack	₹ 1,01,556.00
Magnum Set	₹ 1,21,905.00
Quia Gift	₹ 1,14,476.00
<b>Grand Total</b>	<b>₹ 5,42,226.00</b>

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

Row Labels	Count of Order_ID
Bhatpara	18
Bidhannagar	21
Bilaspur	18
Dhanbad	28
Dibrugarh	21
Guntakal	20
Haridwar	24
Imphal	29
Kavali	27
North Dumdum	19
<b>Grand Total</b>	<b>225</b>

8. Order Quantity vs. Delivery Time: Analyze if higher order quantities impact delivery times.

Ans. Since the correlation between them is coming out to be **0.003478174**, there is neutral relationship between them. It means that order quantities do not impact delivery times.

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

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 Bandhan	₹ 6,31,585.00
Valentine's Day	₹ 3,31,930.00
<b>Grand Total</b>	<b>₹ 35,20,984.00</b>

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

Row Labels	Sum of Revenue	Occasion
Deserunt Box	₹ 97,665.00	All Occasions
Dolores Gift	₹ 1,06,624.00	Anniversary
Harum Pack	₹ 1,01,556.00	Birthday
Magnam Set	₹ 1,21,905.00	Diwali
Quia Gift	₹ 1,14,476.00	Holi
<b>Grand Total</b>	<b>₹ 5,42,226.00</b>	Raksha Bandhan
		Valentine's Day