

Executive Summary

Project - Sales Analysis of Fern & Petal

Project Overview:

This sales analysis dashboard offers a comprehensive view of FNP's sales performance for January 2023. The objective is to identify revenue trends, customer behavior, and sales drivers to inform business decisions and enhance growth strategies in the highly competitive gifting industry.

Key Performance Indicators (KPIs):

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

1. Revenue by Occasion:

- **Anniversary** is the top-performing occasion, followed by **Holi** and **Raksha Bandhan**, indicating a strong demand for celebration-based gifting.
- **Valentine's Day** and **Diwali** generate relatively lower revenues, signaling potential areas for campaign improvement or product repositioning.

2. Revenue by Category:

- The **'Colors'** category leads in revenue, suggesting strong demand for festive or personalized items.
- **Soft Toys** and **Mugs** are other strong performers, while **Plants** and **Raksha Bandhan-themed** products have lower revenue shares.

3. Top 5 Products by Revenue:

- **Magnum Set** is the highest revenue-generating product, followed by **Dolores Gift** and **Harum Pack**.
 - These products should be prioritized for promotions, bundling, and inventory restocking due to their strong market pull.
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Customer & Market Analysis:

4. Revenue by City:

- Top contributing cities include **Kavali**, **Imphal**, and **Dhanbad**—showcasing promising Tier 2/3 market traction.
- This insight offers expansion opportunities in under-penetrated but high-performing regional markets.

5. Revenue by Month:

- Revenue peaks in **August** and **February**, likely linked to Raksha Bandhan and Valentine's Day.
- Low-performing months (like June and September) could benefit from strategic campaigns, influencer tie-ups, or discount initiatives.

6. Revenue by Hour:

- Sales activity is highest between **16:00 and 22:00**, indicating that most purchases occur in the evening.
 - This pattern should inform ad scheduling, customer service staffing, and campaign timings to maximize conversions.
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Recommendations:

1. Occasion-Focused Marketing:

- Scale up promotions for occasions like Diwali and Valentine's Day where the revenue potential is currently underutilized.
- Leverage data to create targeted bundles for top-grossing occasions like Anniversaries and Holi.

2. Category Optimization:

- Expand inventory and marketing efforts around high-performing categories like Colors and Soft Toys.
- Reevaluate underperforming segments such as Plants and introduce new variants or bundled offerings.

3. Geographic Targeting:

- Double down on emerging markets like Imphal, Kavali, and Dhanbad with hyper-localized campaigns.
- Explore influencer and festive campaigns tailored to these cities' preferences.

4. Product Development:

- Use data from top 5 products to inspire new product design and bundling ideas.
- Test similar product lines and introduce limited edition variants during peak sales months.

5. Customer Behavior Strategy:

- Increase marketing spend and campaign push between 4 PM to 10 PM to align with peak order times.
- Introduce features like time-sensitive discounts, evening flash sales, or WhatsApp reminders.

Conclusion:

This sales dashboard offers critical insights into customer behavior, revenue drivers, and geographic performance. With data-backed decisions, FNP can streamline operations, optimize inventory, enhance occasion-specific marketing, and ultimately drive higher profitability.