

Ferns and Petals Sales Analysis

I got 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. My 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.
2. Average Order and Delivery Time: Evaluate the time taken for orders to be delivered.
3. Monthly Sales Performance: Examine how sales fluctuate across the months of 2023.
4. Top Products by Revenue: Determine which products are the top revenue generators.
5. Customer Spending Analysis: Understand how much customers are spending on average.
6. Sales Performance by Top 5 Product: Track the sales performance of top 5 products.
7. Top 10 Cities by Number of Orders: Find out which cities are placing the highest number of orders.
8. Order Quantity vs. Delivery Time: Analyze if higher order quantities impact delivery times.
9. Revenue Comparison Between Occasions: Compare revenue generated across different occasions.

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

My summary Sales Analysis

In this project, I completed my tasks using Microsoft Excel. I utilized tools such as Power Query, Power Pivot, Pivot Tables and Charts, calculated columns, and Power Query measures for data cleaning. I also created cardinality relationships among data tables to enable easy and efficient pivots and charts, ensuring faster performance.

My tasks

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
Grand Total	₹ 35,20,984.00

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

Products	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
Grand Total	₹ 5,42,226.00

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

Customers spent Avg Amount
₹ 3,520.98

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

Ans: using Category slicer on products pivot table.

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

City	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
Grand Total	225

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

I had used this task correlation function on checking relations to the both column's

0.00347817371930182.

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

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

All Occasions	Anniversary	Birthday	Diwali	Holi	Raksha Bandhan	Valentine's Day
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Exercitation Pack	Delectus Gift Dignissimos Pack	Ad Box Deserunt Box	Accusantium Set Aut Box	Et Set Harum Pack	Aperiam Box Dolores Gift	Eius Gift Iure Gift Maxime Set
Expedita Gift		Error Gift	Ea Set	Nam Gift	Ipsam Set Nostrum Box	Sed Pack Voluptate Pack
Fugit Set	Maiores Box Provident Pack	Fuga Set	Officiis Pack Quisquam Pack	Quos Box	Sed Set	
Magnam Set	Qui Gift	Voluptatem Box				
Nihil Box						

This sales dashboard presents a comprehensive overview of business performance across orders, revenue, customer behavior, product categories, occasions, time periods, and geographies.

During the analyzed period, the business generated ₹35.21 lakh in total revenue from 1,000 orders, with an average customer spend of ₹3,520.98 per order. The average order-to-delivery cycle of 5.53 days reflects a reasonably efficient fulfillment process.

Revenue Insights

Sales are strongly influenced by occasions, with Anniversary, Raksha Bandhan, and Valentine's Day emerging as the highest revenue-generating events. This highlights the importance of occasion-based marketing and inventory planning.

From a category perspective, Colors, Soft Toys, and Sweets contribute the largest share of revenue, indicating strong customer preference for gifting and celebratory items.

Time-Based Trends

Revenue by hour of the day shows higher order values during midday to evening hours, suggesting peak customer engagement during these time

slots.

Monthly analysis reveals significant sales spikes in February and August–September, aligning with major festive and celebratory seasons.

Product & Regional Performance

Among individual products, Manglam Set, Quira Gift, and Dolores Gift rank among the top revenue contributors, making them key products for promotions and bundling strategies.

Geographically, Imphal, Kavali, and Dhanbad lead in order volume, indicating strong regional demand and potential focus areas for targeted campaigns.



Overall Conclusion

Overall, the analysis indicates a healthy sales performance driven by occasion-based demand, popular gifting categories, and seasonal peaks. By strengthening festive campaigns, optimizing delivery timelines, and focusing on high-performing products and cities, the business can further enhance revenue growth and customer satisfaction.