Executive Summary

The *Ferns and Petals (FNP) Sales Analysis* project was conducted to gain actionable insights into the company's sales performance, customer behavior, and product trends. Using the provided dataset, a comprehensive dashboard was developed to visualize sales across various occasions, categories, and time periods. The analysis focuses on identifying growth opportunities and improving overall sales strategy and customer satisfaction.

Key Insights

1. **Overall Performance**

   o **Total Orders Placed:** 1,000

   o **Total Revenue:** ₹35,20,984

   o **Average Customer Spending:** ₹3,520.98 per order

   o **Average Order to Delivery Time:** 5.53 days

These figures indicate consistent customer engagement and moderate spending patterns, highlighting a potential to improve delivery efficiency and encourage repeat purchases.

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2. **Revenue by Occasion**

   o The highest revenues were generated during **Anniversary**, **Holi**, and **Valentine's Day** campaigns.

   o **Birthday** and **Diwali** also showed strong sales, though lower in comparison.

   o The seasonal spikes indicate that customers are more active around emotional or relationship-based occasions.

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3. **Revenue by Category**

   o **Colors**, **Sweets**, and **Soft Toys** emerged as top-performing categories.

   o **Cakes** and **Plants** contributed comparatively less, suggesting the need for promotional efforts in these segments.

   o These insights can help in adjusting product mix and marketing focus.

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4. **Top 5 Products by Revenue**

   o The leading products were **Deserunt Box**, **Dolores Gift**, **Harum Pack**, **Magaram Set**, and **Quia Gift**.

   o Each product recorded revenues close to ₹1,00,000, indicating a balanced performance across the top offerings.

   o These products can be prioritized in marketing campaigns to drive faster conversions.

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5. **Monthly Revenue Trends**

   o Sales peaked during **February** (likely due to Valentine's Day) and showed another surge in **August** and **April**.

   o Periods between March–July and after August showed moderate to low sales activity.

   o This pattern highlights opportunities to introduce mid-year promotions to maintain consistent revenue flow.

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6. **Revenue by Days**

   o The highest sales occurred on **Thursday** and **Sunday**, indicating strong weekend shopping behavior.

   o This insight can guide digital ad placements and offer timing for better engagement.

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7. **Top 10 Cities by Orders**

   o Major cities like **Hyderabad**, **Delhi**, **Mumbai**, and **Kolkata** placed the most orders.

   o The consistent order volume from these metropolitan regions suggests a strong urban customer base, ideal for targeted delivery and same-day services.

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8. **Customer Behavior and Delivery**

   o With an average delivery time of **5.53 days**, there's room to optimize logistics and warehouse operations.

   o Reducing delivery time can enhance customer satisfaction and retention.

Business Recommendations

- **Promotional Focus:** Leverage top-performing occasions (Anniversary, Valentine's Day, Holi) with special discounts and early-bird offers.

- **Product Strategy:** Highlight high-revenue products like *Deserunt Box* and *Magaram Set* in campaigns; introduce bundle offers for low-performing items.

- **Delivery Optimization:** Aim to reduce average delivery time from 5.53 days to under 4 days through improved logistics planning.

- **Customer Retention:** Introduce loyalty programs or personalized gift recommendations to increase repeat orders.

- **Regional Targeting:** Strengthen marketing in high-order cities while expanding to tier-2 cities with growing demand potential.

Conclusion

The FNP Sales Analysis dashboard provides a clear overview of the company's sales performance, key revenue drivers, and customer purchasing patterns. By using these insights, FNP can enhance its promotional strategies, streamline operations, and ultimately improve customer satisfaction and profitability.