

## **Problem Statement: Ferns and Petals Sales Analysis**

Ferns and Petals (FNP) is a leading gifting company that delivers products for occasions such as Diwali, Raksha Bandhan, Holi, Valentine's Day, Birthdays, and Anniversaries.

The company wants to leverage its sales data to uncover trends, understand customer behavior, and evaluate product performance to enhance sales strategy and customer satisfaction.

You have been provided with a dataset containing details of products, orders, customers, and delivery information.

**The task is to create an interactive dashboard and analyze the data to address the following business questions:**

- 1.Total Revenue: Identify the overall revenue.
- 2.Average Order and Delivery Time: Evaluate the time taken for orders to be delivered.
3. 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.