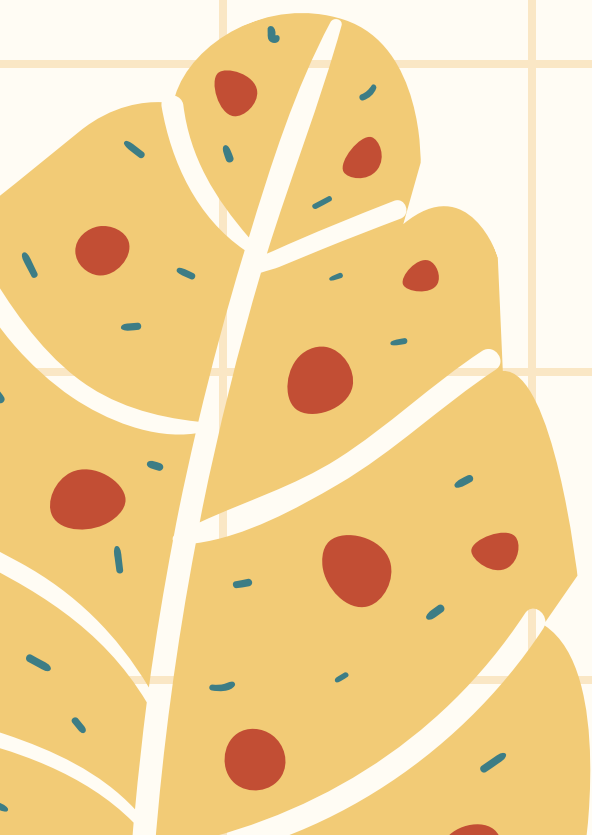
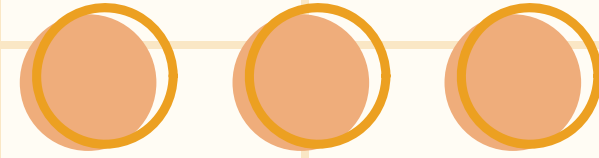


FERNS AND PETALS

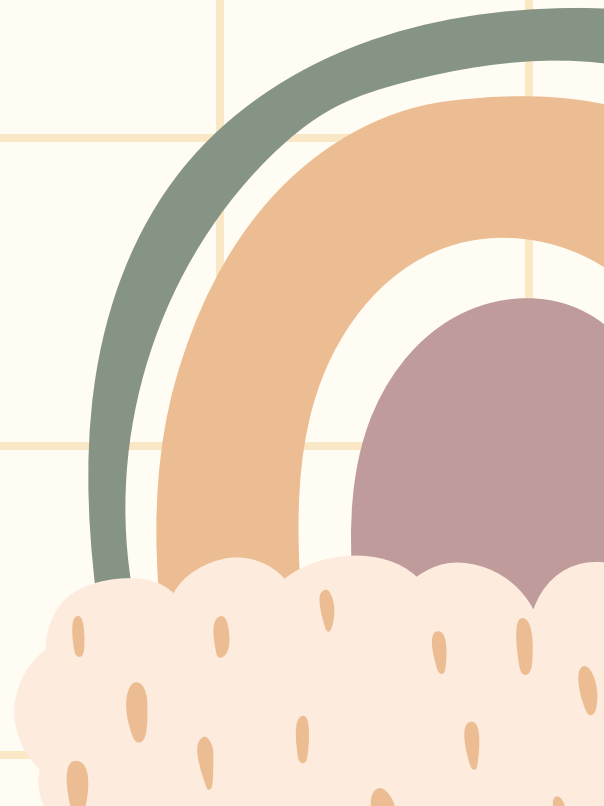
SALES ANALYSIS

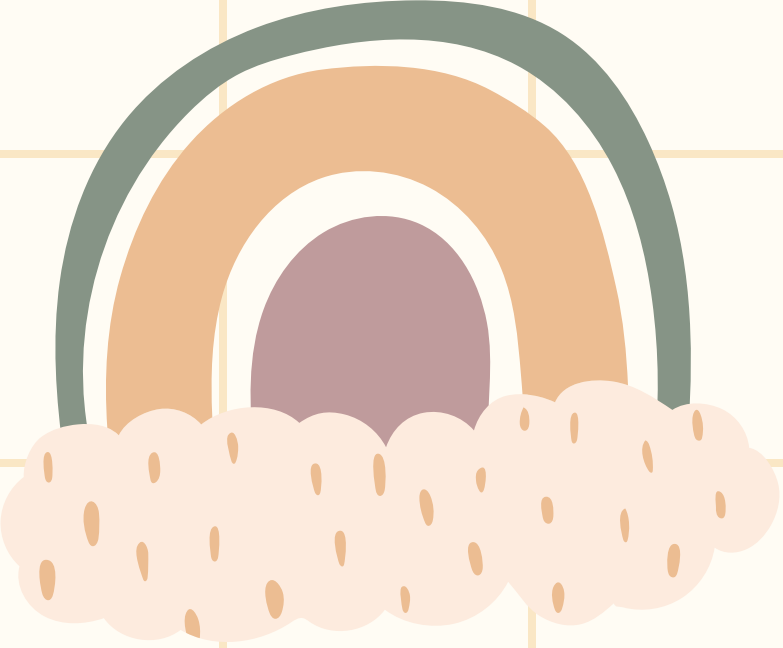




INTRODUCTION

FNP (Ferns and Petals) that specializes in sending gifts for various occasions like Diwali, Raksha Bandhan, Holi, Valentine's Day, Birthdays, and Anniversaries.



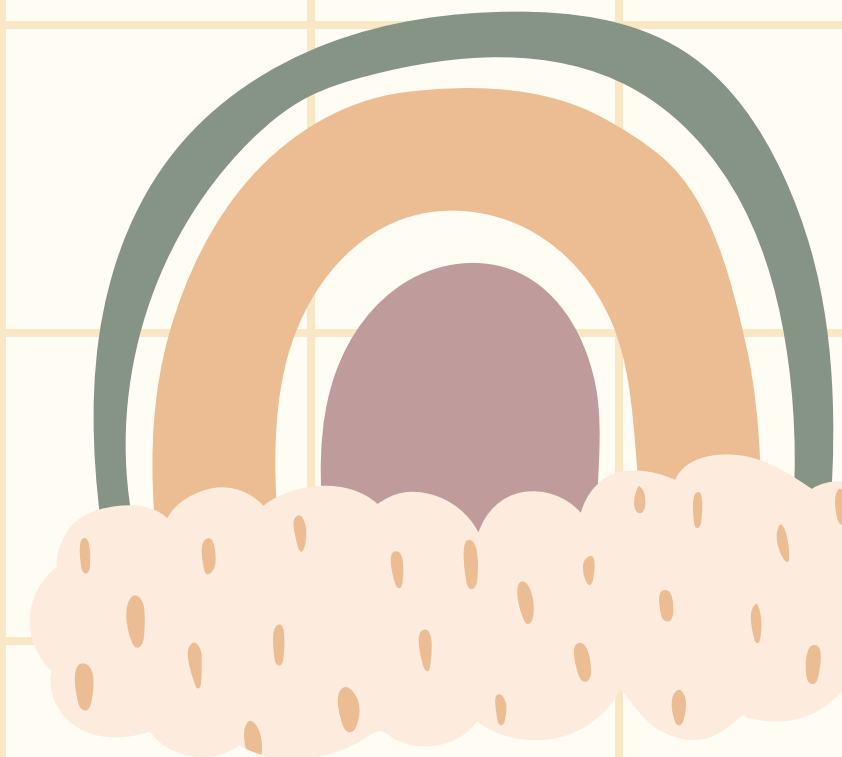


OBJECTIVES

Our task is to analyze this dataset to uncover key insights related to sales trends, customer behavior, and product performance.

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

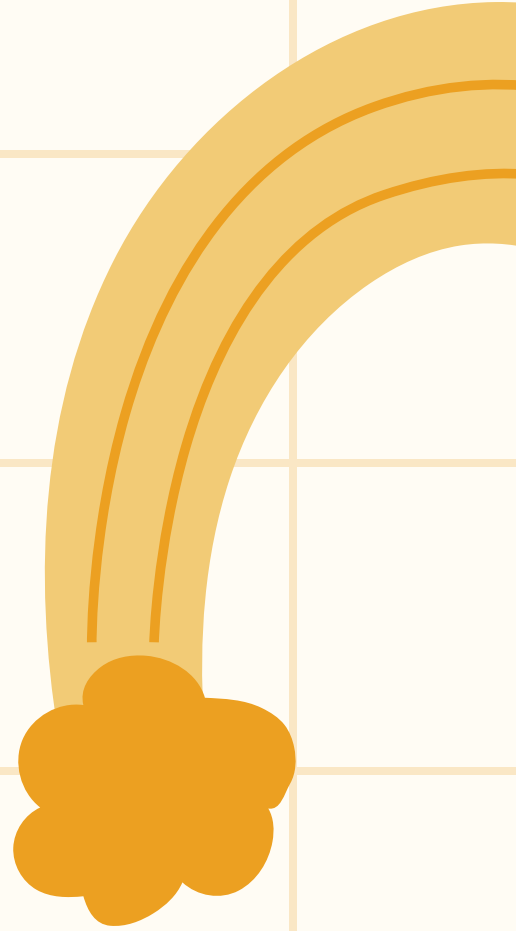


ANALYSIS

- Total Orders: 1000
- Total Revenue: ₹35,20,984.00
- Average Days Between Orders: 5.53
- Average Revenue per Customer: ₹3,520.98

Time-Based Insights:

- **Revenue by Month:** March and August recorded the highest revenues, indicating strong seasonal demand. Sales were relatively lower in February and April. This trend suggests periodic spikes, possibly influenced by specific events or campaigns.



ANALYSIS

- **Revenue by Hour (Order Time):** Order volume is fairly distributed throughout the day, with significant activity between 10 AM and 3 PM. Early morning hours see the least activity. This suggests that marketing and promotional strategies should be focused during peak mid-day hours.



ANALYSIS

Occasion-Based Sales:

- Anniversary generated the highest revenue at ₹9.42 lakh, followed by Birthday and Valentine's Day.
- Occasions like Raksha Bandhan, Diwali, and Others contributed moderate revenues.
- This indicates that personal milestones and major gifting events are key revenue drivers.



ANALYSIS

Revenue by Category:

- Cakes dominate category-wise sales with ₹13.95 lakh, accounting for a major portion of the total revenue.
- Other notable categories include Combos, Mugs, Plants, Soft Toys, and Sweets, which contributed smaller shares.
- This shows that cakes are the core product, while gift-related categories play a supporting role.



ANALYSIS

City-Wise Performance:

- Top cities by order volume include Bangalore, Mumbai, Delhi, Hyderabad, and Pune.
- These metropolitan areas show consistent demand, making them ideal targets for location-based marketing.



ANALYSIS

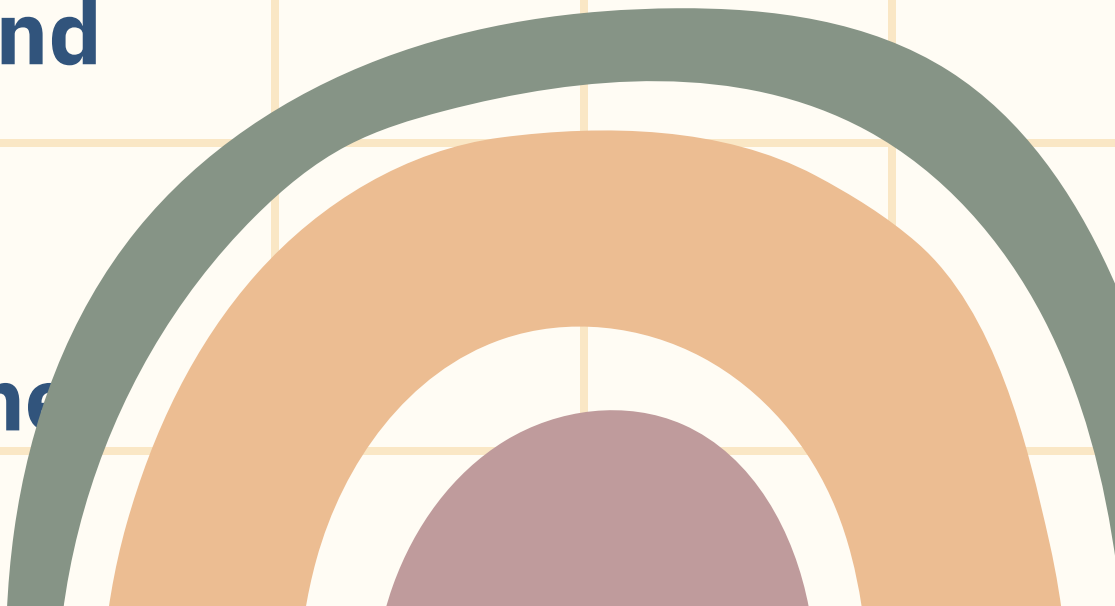
Top Products by Revenue:

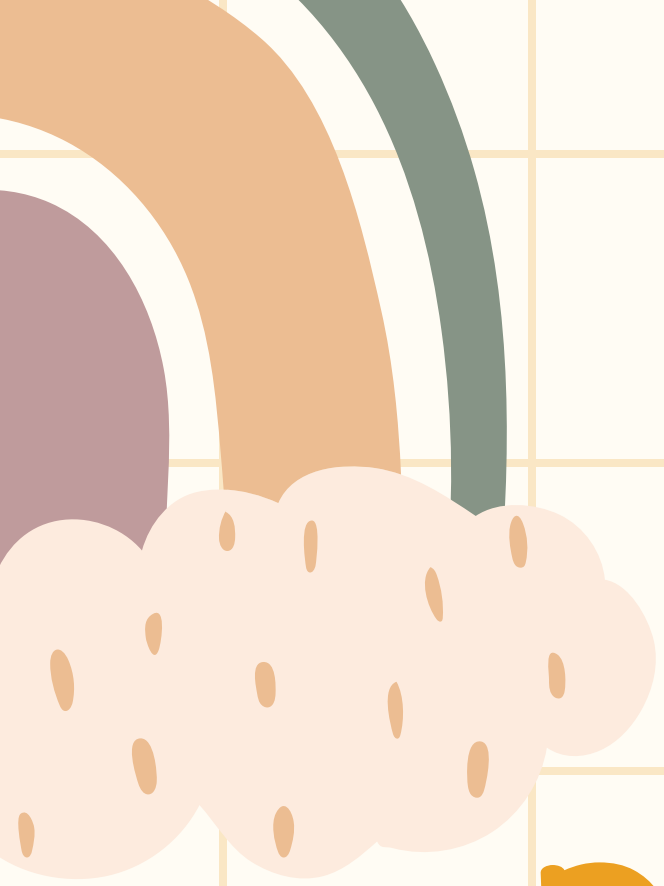
- The top 5 products are mainly cakes such as Chocolate Truffle Cake Half Kg, Chocolate Cake Half Kg, and Black Forest Cake Half Kg.
- These items show high repeat demand and could benefit from bundling or promotion.





KEY INSIGHTS

- **Cakes** are the primary revenue-generating product, both by category and individual items.
 - **Sales** are driven by special occasions like anniversaries and birthdays, indicating customer preference for gifting during personal milestones.
 - **Revenue** trends indicate opportunities for targeted promotions during peak months and high-performing time slots.
 - **Urban** markets remain crucial for order volume, suggesting a focus on metro-area marketing.
- 



DASHBOARD OF FNP SALES

ANALYSIS





SALES ANALYSIS

1000
Total Orders

₹ 35,20,984.00
Total Revenue

5.53
Average days between

₹ 3,520.98
Average customers spendings

Order_Date

All Periods

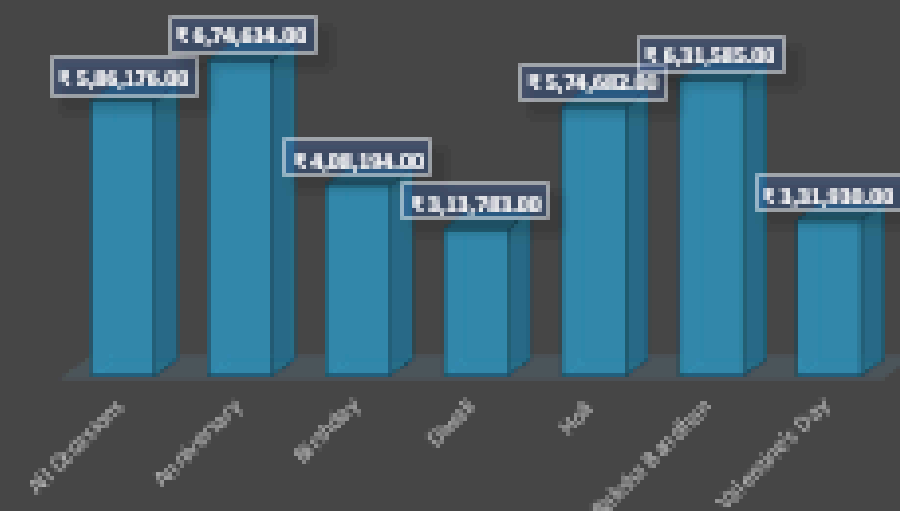
MONTHS -

2023

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT

1

REVENUE BY OCCASSIONS



Delivery_Date

All Periods

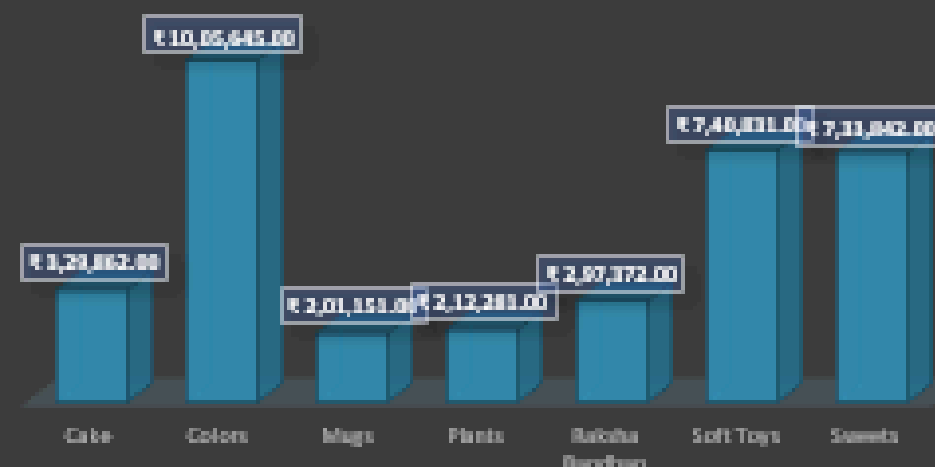
MONTHS -

2023

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REVENUE BY CATEGORY



Occasions

All Occasions

Anniversary

Birthday

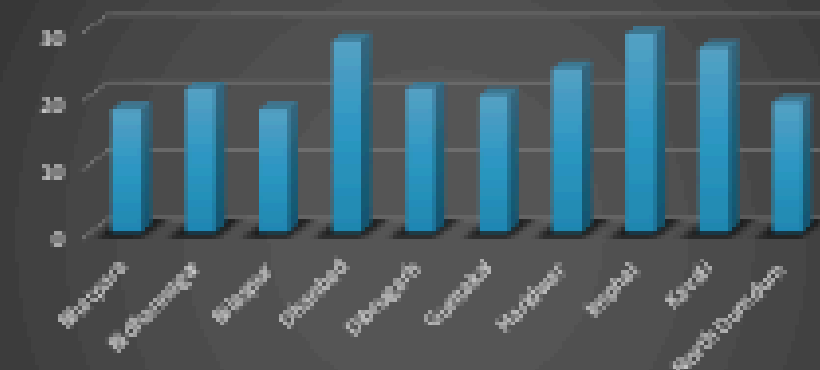
Diwali

Holi

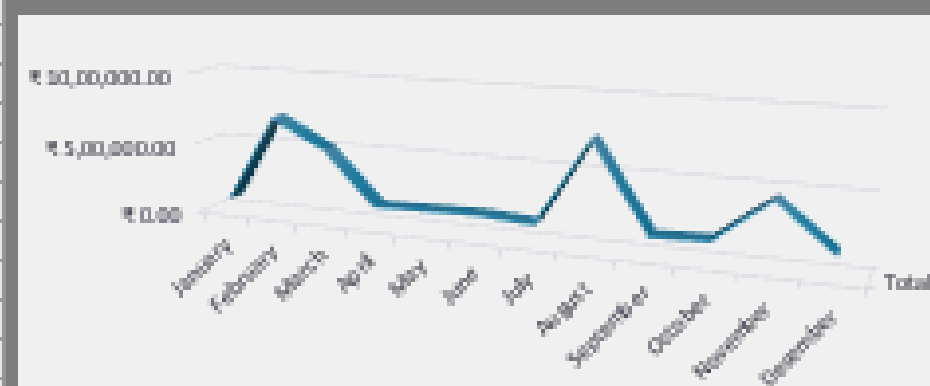
Raksha Bandhan

Valentine's Day

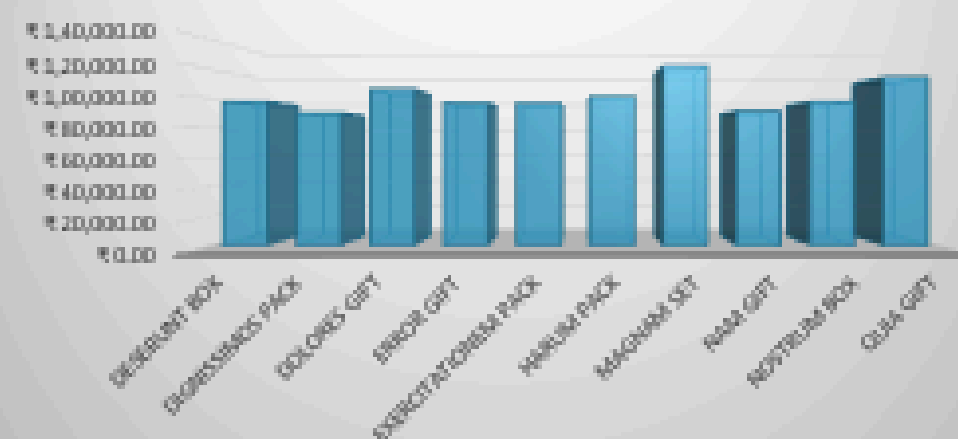
Top 10 cities by orders



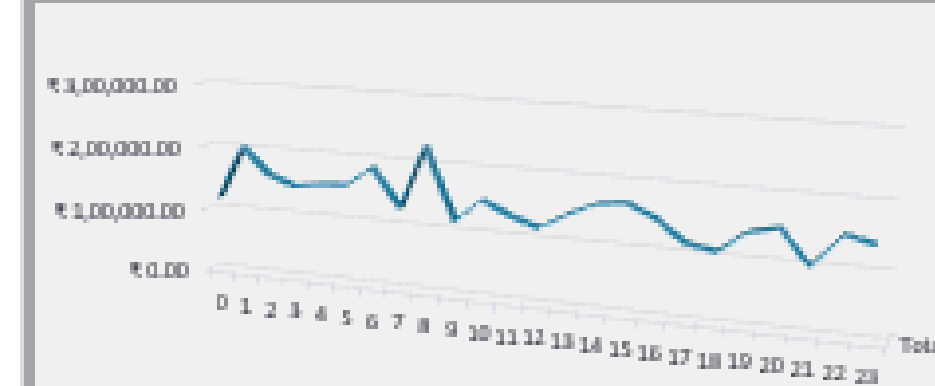
Revenue by Month

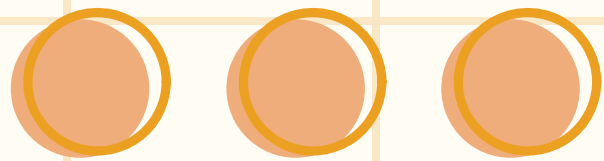


Top 5 products by Revenue



Revenue by HOUR(ORDER TIME)





THANK
YOU

