

# Ferns and Petals Sales Analysis

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## Project Overview

This project presents a comprehensive sales analysis for FNP (Ferns N Petals), focusing on understanding key business metrics, seasonality, category performance, and geographic insights. With data visualized from 1,000 orders and a total revenue of \$3,520,984, the objective is to guide decision-makers on sales patterns, growth drivers, and areas for optimization.

## Key Highlights

### Overall Performance Metrics

- **Total Orders:** 1,000
- **Total Revenue:** \$3,520,984
- **Average Revenue per Customer:** \$3,520.98
- **Average Orders per Delivery:** 5.53

### Revenue Breakdown

#### Revenue by Occasion

- Highest revenue observed for **Anniversary** and **Holi** occasions.
- Other significant occasions: Raksha Bandhan, Birthday, and Valentine's Day.
- Occasions like Diwali show notably lower revenues compared to others.

#### Revenue by Category

- **Cake** and **Colors** categories generated the highest revenues.
- Other strong categories: Soft Toys and Sweets.
- **Mugs**, **Plants**, and the **Raksha Bandhan** category reflect lower revenue streams.

Top Products by Revenue

Product	Revenue (approximate)
Magnum Set	Highest
Quia Gift	High
Dolores Gift	High
Deserunt Box	Moderate
Harum Pack	Moderate

Monthly Revenue Trends

- **Peaks:** February and August show pronounced revenue spikes.
- **Valleys:** Revenue drops sharply in March–June, indicating potential low-demand periods.
- **End-of-year uptick:** Revenues increase again from October to December.

Time & Order Insights

- Revenue is distributed fairly consistently across order hours, with slightly higher activity around midday and late evening.

Top Geographies by Orders

City	Order Volume
Imphal	Highest
Kaval	High
Durgath	High
Bhilai	Moderate
Bharatpur	Moderate
Several others show steady order volumes but do not surpass the above cities.	

## Key Business Insights

- **Occasion-Driven Sales:** Marketing efforts around Anniversaries and Holi drive significant revenue. Increasing promotional activities for Diwali could boost sales during that period.
- **Category Focus:** Cakes and Colors are primary revenue drivers; leveraging bundled sales or cross-selling within these could further increase revenue.
- **Seasonal Patterns:** Focus sales strategies and inventory planning around high-performing months—especially February and August.
- **Geographic Opportunities:** Targeted campaigns in top-order cities, along with penetration strategies for underperforming regions, can improve order distribution.

## Recommendations

- Invest in occasion-specific campaigns for both peak and underperforming periods to balance annual revenue.
- Analyze pricing and promotion effectiveness for lower-performing categories, especially Mugs and Plants.
- Expand high-revenue product lines, with particular attention toward the Magnum Set and Quia Gift.
- Enhance regional marketing in cities with consistent order volumes but untapped growth potential.

## Conclusion

This analysis provides actionable insights into sales behaviors and market opportunities. Focusing on occasion-based campaigns, optimizing category performance, and leveraging geographic data will be crucial for sustaining growth, improving customer engagement, and maximizing profit in the coming fiscal period.