

# Revenue Analysis Dashboard for Ferns and Petals

## Project Overview

The **Revenue Analysis Dashboard for Ferns and Petals (FNP)** provides an insightful representation of business performance, tracking key metrics such as **total revenue, order count, average customer spending, and sales trends across multiple dimensions**. This project aims to **optimize decision-making** by identifying patterns in customer behavior, popular products, and revenue drivers across locations, time periods, and occasions.

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## Key Metrics and KPIs

### 1. Total Orders & Revenue

- Total Orders:** ₹35,20,984 generated from **1000** transactions.
  - Sum of Revenue:** ₹35,20,984.
  - Order-Delivery Time: 1000** (This metric may indicate total delivery instances or an index-based time tracking).
  - Average Customer Spending: ₹5.53** per order.
  - Average Quantity per Order: 3 units** per transaction.
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## Revenue Insights & Trends

### 2. Revenue by Category

- The revenue is distributed across various product categories, with **Sweets, Colors, and Soft Toys** showing **higher revenue contributions**.
- Cake, Mugs, Plants, and Raksha Bandhan gifts** have **lower revenue** but still contribute to overall sales.

### 3. Revenue by Occasion

- Diwali, Raksha Bandhan, and Valentine's Day** drive significant revenue, with **Birthday and Anniversary gifts** also **contributing significantly**.
- General occasions** contribute a moderate share, indicating a balanced demand throughout the year.

### 4. Revenue by Hour (Order Time)

- The **sales trend fluctuates throughout the day**, peaking at certain hours.

- Higher order placements are observed between **7 AM - 11 PM**, with noticeable **drops** in early morning hours (**1 AM - 6 AM**).

## 5. Revenue by Month

- **March, July, and December** exhibit the **highest sales**, likely due to seasonal and festival-related purchases.
  - **June and September** see lower revenues, suggesting possible off-season months for gifts and celebrations.
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# Geographical Performance

## 6. Revenue by Location

- The **top-performing locations** include:
  - **Bareilly (22%)**
  - **Bhilai (21%)**
  - **Ghaziabad (20%)**
  - **Hazaribagh (19%)**
  - **Vijayanagaram (18%)**
- The **even distribution of revenue across these cities** suggests strong regional demand and engagement.

## 7. Top 10 Cities by Orders

- Cities such as **Bhatpara, Bithanagar, Bilaspur, Dhanbad, Dibrugarh, Gurmatkal, Haridwar, Imphal, Kavali, and North Dumdum** have the **highest order counts**.
  - **Higher order frequency in these cities indicates a strong customer base and brand presence.**
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# Product Performance

## 8. Top 5 Products by Revenue

- The **best-performing products** in terms of revenue include:
    - **Dessert Box**
    - **Dolores Gift**
    - **Harum Pack**
    - **Magnum Set**
    - **Quia Gift**
  - These items **contribute the most revenue**, making them key focus products for promotions and inventory management.
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# Demographics & Customer Behavior

## 9. Gender-Based Order Count

- **Male and Female customers have nearly equal order distribution:**
    - **Male: 51%**
    - **Female: 49%**
  - **This even split suggests balanced marketing strategies catering to both genders effectively.**
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## Filters & Interactivity

The dashboard includes interactive **filters for deeper analysis**, such as:

- **Delivery Date:** Filtering by months in **2024**
  - **Order Date:** Filtering by months in **2023**
  - **Occasions Filter:** Selecting orders based on specific celebrations
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## Business Implications & Recommendations

### 1. Strengthen High-Revenue Product Strategies

- Promote **high-performing categories** like **Sweets and Soft Toys** using discounts, personalized bundles, and seasonal campaigns.
- Optimize inventory for **top-selling products** to prevent stockouts.

### 2. Seasonal & Festival-Based Promotions

- Leverage **Diwali, Raksha Bandhan, and Valentine's Day** as key revenue periods.
- Offer **early-bird discounts** and **bundle deals** for major celebrations.

### 3. City-Specific Marketing Campaigns

- **Increase digital ad spending** in top-performing cities (**Bhatpara, Bilaspur, Dhanbad, etc.**) to sustain and expand customer reach.
- Implement **localized promotions and offline activations** in emerging markets.

### 4. Optimize Time-Based Promotions

- Run **limited-time discounts** and **flash sales** during peak order hours to capitalize on customer buying habits.
- Introduce **late-night or early-morning special offers** to increase engagement in off-peak hours.

## 5. Gender-Based Marketing

- Since both **males and females contribute equally** to sales, ensure **balanced targeting** through ads, product recommendations, and gifting suggestions.
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## Conclusion

This **Revenue Analysis Dashboard** provides **key insights into customer purchasing behavior, revenue trends, product performance, and geographical sales distribution**. By leveraging these insights, **Ferns and Petals (FNP)** can **optimize marketing, sales, and inventory strategies to maximize revenue growth and enhance customer experience**.