

# FNP Sales Analysis

## Business Problem

Ferns N Petals experienced uneven sales performance in 2023, with revenue heavily concentrated around a few festive occasions and select cities. Mid-week and regional sales were comparatively low, and longer delivery times may have impacted customer satisfaction. To maintain consistent growth, the company needs data-driven insights to optimize marketing, operations, and regional strategies.

## Project Goals

- Identify sales trends across months, cities, and product categories.
- Analyze customer behavior to understand purchase patterns.
- Highlight top-performing products and underperforming categories.
- Discover opportunities to boost mid-week and off-season sales.
- Evaluate regional performance to target low-performing areas.
- Support data-driven decision-making for marketing and operations teams.

## Key Metrics

- **Total Orders:** 1,000
- **Total Revenue:** ₹35,20,984
- **Average Customer Spending:** ₹3,521
- **Average Order-Delivery Time:** 5.53 days

## Insights

### 1. Revenue Trends

- The **highest revenue months** were **February** and **August**, showing seasonal peaks linked to **Valentine's Day** and **Raksha Bandhan**.
- **March and November** also saw moderate revenue increases, aligning with **Holi** and **Diwali** shopping trends.

### 2. Occasion-Wise Analysis

- **Anniversary** and **Raksha Bandhan** generated the **highest revenue** in 2023.
- **Holi** and **Birthday** sales were moderate, while **Valentine's Day** and **Diwali** recorded relatively lower revenue.

### 3. Category Performance

- **Colors** contributed the **highest category revenue**, followed by **Soft Toys** and **Sweets**.
- **Cakes, Plants, and Mugs** had lower revenue share.

#### 4. Product Insights

- The **Top 5 Products by Revenue** include:
  1. Magnam Set
  2. Dolores Gift
  3. Quia Gift
  4. Harum Pack
  5. Deserunt Box

#### 5. Customer Behavior

- **Sunday** had the highest order volume, showing strong weekend purchase behavior.
- Orders dropped midweek, particularly on **Wednesday**, suggesting lower weekday engagement.

#### 6. Regional Insights

- **Top-performing cities** include **Imphal, Kavali, and Dhanbad**, each with around 25–30 orders.
- Smaller cities like **Bhatpara, Bilaspur** and **North Dumdum** showed lower order volumes.

#### Recommendations

- Boost marketing for mid-tier occasions (Holi, Valentine's Day).
- Launch mid-week offers to smooth weekday sales.
- Run targeted campaigns in underperforming regions and cities.
- Promote Anniversary & Raksha Bandhan collections early.
- Optimize delivery operations to reduce average delivery time.