



# Unlocking Growth: FNP Sales Data Analysis 2023

This presentation delves into the 2023 sales data of Ferns N Petals (FNP).

## Agenda

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### Project Overview & Data Sources

Understanding the scope and foundation of our analysis.

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### Data Preparation & Modeling

How raw data was transformed into actionable insights.

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### Key Performance Indicators

A deep dive into essential sales and operational metrics.

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### Strategic Insights & Recommendations

Translating data into actionable strategies for future growth.



# Project Overview & Data Foundation

This project aimed to optimize FNP's sales strategies and enhance customer satisfaction by analyzing 2023 sales data. Leveraging Excel for data cleaning, modeling, and insight generation, we focused on understanding sales trends, product efficacy, and customer purchasing habits across various occasions.

## Core Data Sources:

- **customers.csv:** Customer demographics (ID, name, city).
- **orders.csv:** Transactional data (ID, customer, product, quantity, dates, occasion).
- **products.csv:** Product details (ID, name, price, category).

This robust dataset from 2023 forms the backbone of our analysis, comprising two dimension tables and one fact table for comprehensive insights.



# Data Preparation & Modeling Excellence

## Power Query for Data Cleaning:

- Imported CSVs: Consolidated `customers.csv`, `orders.csv`, and `products.csv`.
- Date Formatting: Ensured `Order_Date` and `Delivery_Date` were correctly parsed.
- Type Conversion: Standardized `Quantity` and `Price` as numerical, `Customer_ID` and `Product_ID` as text.
- Data Integrity: Removed duplicates and nulls from critical columns to ensure accuracy.

## Calculated Columns for Richer Insights:

- **Revenue:**  $\text{Price} \times \text{Quantity}$  (per order line).
- **Delivery Days:** `Delivery_Date` - `Order_Date` (in days).
- **Hour:** Extracted hour from `Order_Date` for time-based analysis.
- **Month:** Extracted month name from `Order_Date` for monthly trend tracking.

## Excel Data Model & Relationships:

- `orders.csv` linked to `customers.csv` via `Customer_ID` (one-to-many).
- `orders.csv` linked to `products.csv` via `Product_ID` (one-to-many).

# 2023 Financial Overview: Strong Performance

\$3.5M

Total Revenue

A robust financial year for FNP, highlighting market strength.

\$3,521

Average Order Value

Indicative of mid-to-high value purchases by customers.

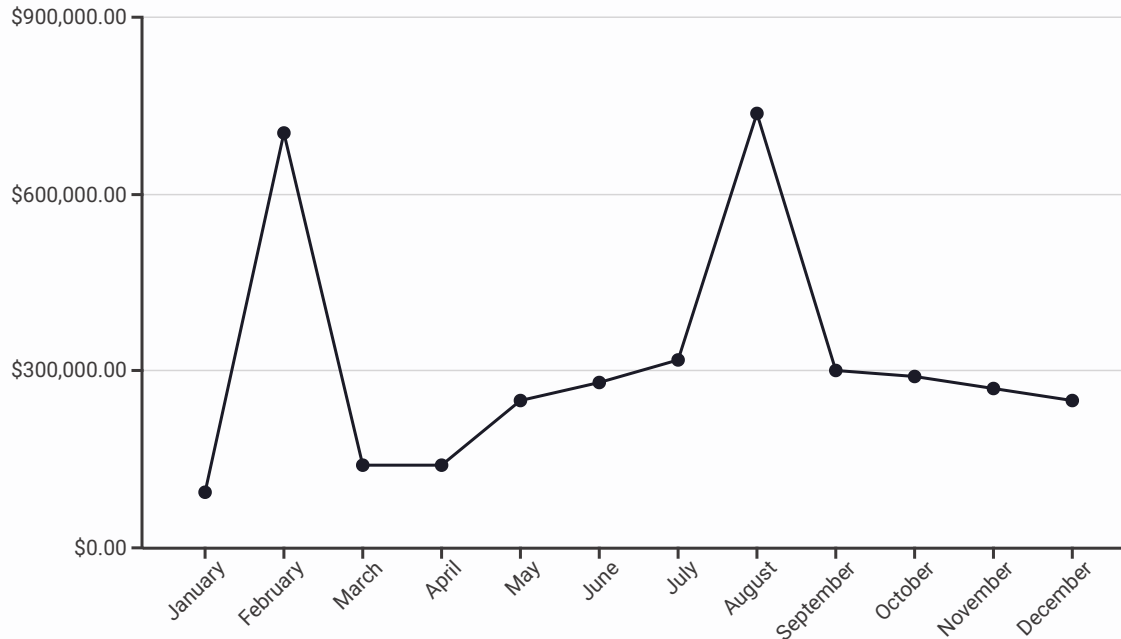
1,000

Total Orders Placed

A solid foundation for trend analysis and strategic planning.

FNP achieved significant financial success in 2023, with total revenue exceeding **\$3.5 million** across 1,000 orders. The average order value of **\$3,521** underscores a customer base willing to invest in quality gifting solutions.

# Delivery Efficiency & Seasonal Peaks



## Average Delivery Time:

Orders are delivered in **5.53 days** on average. While reasonable, optimizing this for time-sensitive occasions like Valentine's Day could significantly boost customer satisfaction and repeat business.

## Monthly Sales Trends:

Revenue peaks in **February (\$704,509)** and **August (\$737,389)**, directly correlating with Valentine's Day and Raksha Bandhan. Lowest sales occur in January (\$95,468) and April (\$140,393), indicating opportunities for off-peak promotions.

# Top Performers: Products, Categories & Cities

## Top 5 Products by Revenue:

- **Magnam Set:** \$121,905
- **Quia Gift:** \$114,476
- **Dolores Gift:** \$106,624
- **Harum Pack:** \$101,556
- **Deserunt Box:** \$97,665

These top 5 products collectively contributed **\$542,226 (15% of total revenue)**, indicating strong demand for specific gifting items.

## Top Categories by Revenue:

- **Colors:** \$1,005,645
- **Soft Toys:** \$740,831
- **Sweets:** \$733,842

Colors, Soft Toys, and Sweets are the dominant categories, signaling areas for focused marketing and product development.

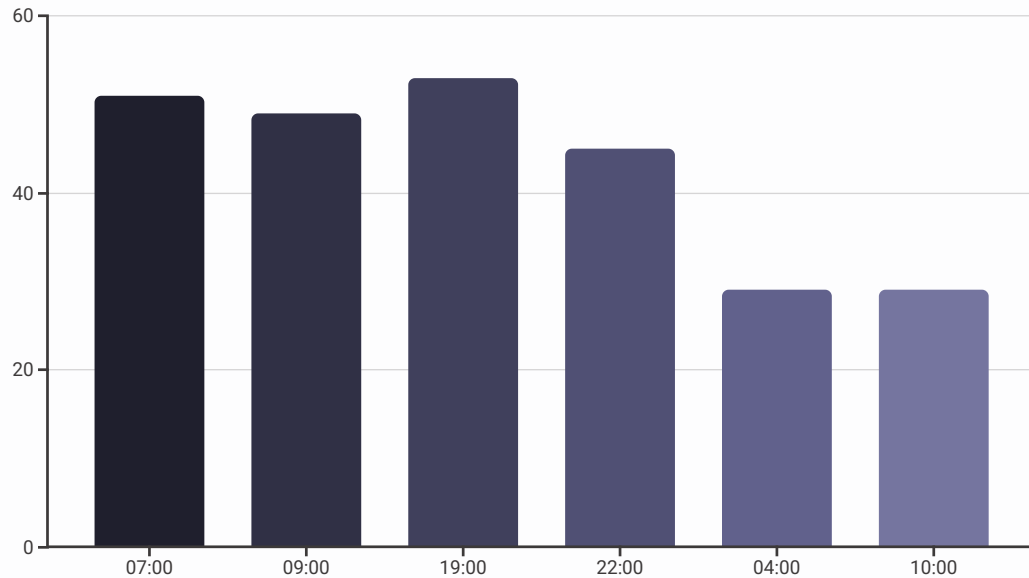
## Top 10 Cities by Orders:

- **Bareilly & Ghaziabad:** 9 orders each
- **Bhilai:** 8 orders
- **Others:** 7 orders each (Khammam, Hazaribagh, Muzaffarnagar, Lucknow, Bulandshahr, Alwar, Darbhanga)

These 10 cities account for **7.5% of total orders**, suggesting concentrated urban markets for targeted campaigns.

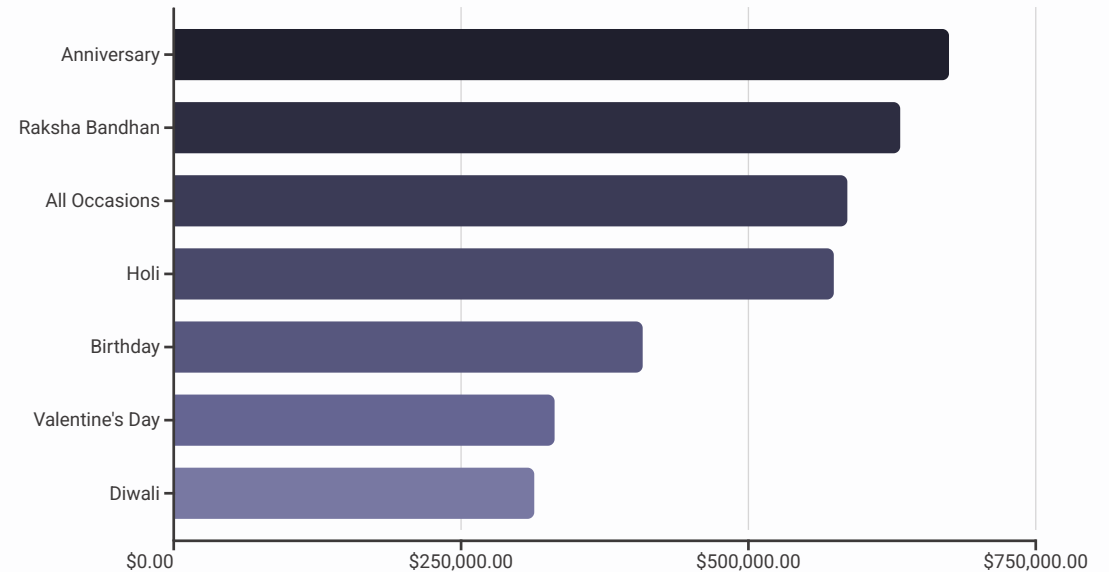
# Behavioral Insights: Hour & Occasion Trends

Orders by Hour:



Order placement peaks at **7 AM, 9 AM, and 7 PM**, indicating optimal times for promotional pushes. Lowest activity is observed at 4 AM and 10 AM.

Revenue by Occasions:



**Anniversaries** and **Raksha Bandhan** are top revenue drivers. Tailoring marketing efforts to these high-value occasions can maximize returns.



# Strategic Recommendations for FNP Growth

## Optimize Delivery:

Focus on reducing delivery times, especially for peak seasons like Valentine's Day, to enhance customer satisfaction and secure repeat business.

## Targeted Promotions:

Leverage peak order hours (7 AM, 9 AM, 7 PM) and high-revenue occasions (Anniversaries, Raksha Bandhan) for targeted advertising campaigns.

## Product & Category Focus:

Prioritize inventory and marketing for top-performing products (e.g., Magnam Set) and categories (Colors, Soft Toys, Sweets).

## Geographic Expansion:

Deepen market penetration in leading cities like Bareilly, Ghaziabad, and Bhilai with localized marketing strategies.

# Key Takeaways & Next Steps

## Key Takeaways:

- **Strong 2023 Performance:** FNP achieved impressive revenue, validating its market position.
- **Actionable Insights:** Data reveals clear opportunities for optimizing operations and marketing.
- **Customer-Centric Growth:** Improving delivery and tailoring offers will drive satisfaction and loyalty.

## Next Steps:

- **Implement Delivery Enhancements:** Pilot faster delivery options for critical occasions.
- **Develop Seasonal Campaigns:** Create bespoke campaigns for peak revenue occasions and times.
- **Product Portfolio Review:** Analyze lower-performing products and categories for optimization or discontinuation.
- **Regional Marketing Deep Dive:** Investigate the specific dynamics of top-performing cities for expansion.

# Thank You!