Sales Performance Summary – Ferns and Petals

- **Total Orders** – 1,000
- **Total Revenue** – Rs35,20,984.00
- **Average Customer spend**: Rs3,520.98
- **Order-Delivery Time**: 5.53 Days

Key Insights:

1. **Revenue Trends**:
   - **By Occasions**: high revenue from Anniversaries, birthdays and Valentines Days.
   - **By Category**: "Colors" generate the highest revenue, followed by "Soft Toys" and "Sweets".
   - **By Month**: Peaks in February and August, likely due to Valentine's Day and Raksha Bandhan.
   - **By Hour**: Sales fluctuates, with spikes at certain hours of the day.

2. **Top Selling Products:**
   - Bestseller include "Deserunt Box", "Dolores Gift", "Harum Pack", "Magnum Set" and "Quia Gift".

3. **Top Cities by Orders:**
   - High sales from cities like Bhavnagar, Bhubaneshwar, Dibrugarh and Guwahati.

Conclusion:

The business sees seasonal spikes around special occasions and festivals. Certain categories like "Colors" and "Soft Toys" perform well, indicating strong demand for gift items. The data can be used for gift items. The data can be used to optimize marketing and inventory planning for peak seasons.