

# Sales Analysis Dashboard for Ferns N Petals

## 1. Overview

This Sales Analysis Dashboard provides key insights into the performance of Ferns N Petals, a retail business specializing in gifts, flowers, and personalized products. The dashboard enables stakeholders to track revenue, orders, delivery performance, and customer behaviour across multiple dimensions, including occasion, category, time, and geography.

## 2. Key Performance Indicators (KPIs)

The dashboard highlights the following **KPIs** to measure business performance:

- **Total Orders:** 1,000 orders recorded.
- **Total Revenue:** ₹35,20,984 generated.
- **Average Order Delivery Time:** 5.53 days from order to delivery.
- **Average Customer Revenue:** ₹3,520.98 per customer.

## 3. Sales Insights

### a) Revenue Breakdown

- **By Occasions:**
  - **Anniversary** and **Raksha Bandhan** generate the highest revenue.
  - **Birthday** and **Valentine's Day** show moderate sales.
- **By Product Category:**
  - "Colors" contribute the highest revenue, followed by **Soft Toys** and **Sweets**.
  - **Plants and Cakes** have relatively lower revenue shares.

### b) Time-Based Revenue Trends

- **By Hour of Order Time:**
  - Peak sales occur between **6 AM - 8 AM** and **6 PM - 8 PM**, indicating high engagement during early morning and late afternoon hours.
- **By Month:**
  - Sales peak during **February and August**, suggesting seasonal demand (possibly linked to Valentine's Day, Raksha Bandhan).
  - A dip in revenue is observed in **May and June**, indicating off-season periods.

### c) Top Performing Products & Cities

- **Top 5 Products by Revenue:**
  - High sales recorded for **Deserunt Box, Dolores Gift, Harum Pack, Magnum Set, and Quia Gift**.
- **Top 10 Cities by Orders:**

- **Dhanbad, Kavali, Haridwar, and Imphal** show strong sales, while other cities contribute moderately.

## 4. Business Implications & Recommendations

### a) Optimizing Sales & Marketing Strategies

- **Leverage High-Revenue Occasions:**
  - Invest in targeted marketing campaigns for **Birthdays, Holi, and Valentine's Day** to maximize revenue.
  - Offer occasion-specific promotions to increase conversion rates.
- **Focus on Peak Sales Hours:**
  - Introduce **limited-time discounts** during high-traffic hours (6 AM - 8 AM, 6 PM – 8 PM) to further boost sales.
- **Expand High-Demand Product Lines:**
  - Since **Colors, Soft Toys** and **Sweets** are top-selling categories, stock more variety and introduce premium options.

### b) Enhancing Logistics & Delivery

- **Reduce Delivery Time:**
  - Current average delivery time (5.53 days) could be optimized by improving logistics partnerships and warehouse operations.
- **Geographical Expansion:**
  - Consider targeted advertising and faster delivery solutions in **top-performing cities** to enhance market penetration.

## 5. Conclusion

The Sales Analysis Dashboard provides a **data-driven approach** to decision-making by highlighting revenue trends, customer preferences, and operational performance. Implementing strategic actions based on these insights can **enhance customer experience, boost revenue, and streamline operations** for Ferns N Petals.