

From You Flowers Writeup

Floral Arrangement Data Analysis

Introduction:

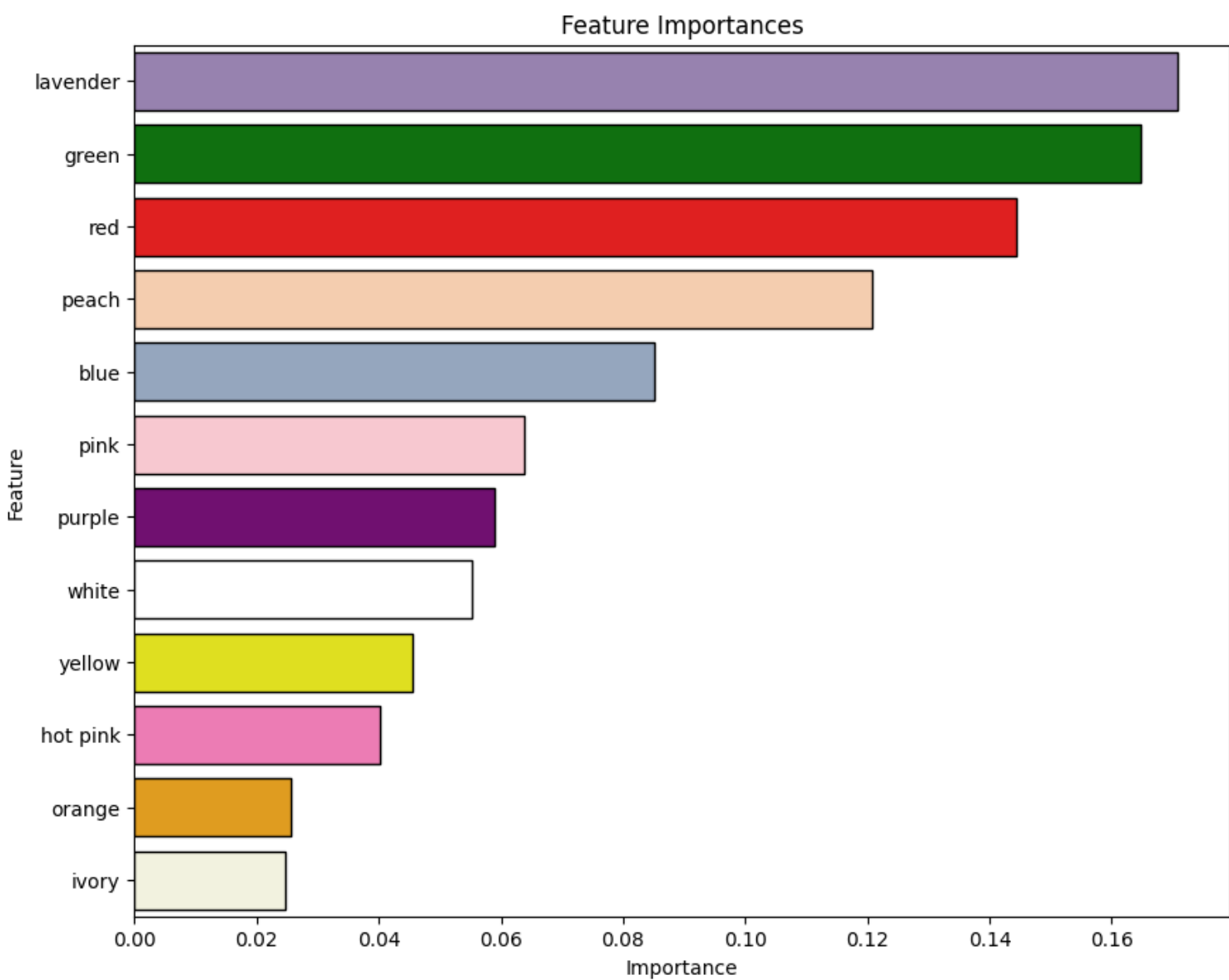
Our team embarked on a comprehensive data analysis journey to uncover insights into the preferences and trends related to floral arrangements. By diving deep into the SKU Profitability data, we've managed to ascertain key trends and preferences that can guide our future decisions.

Color Insights:

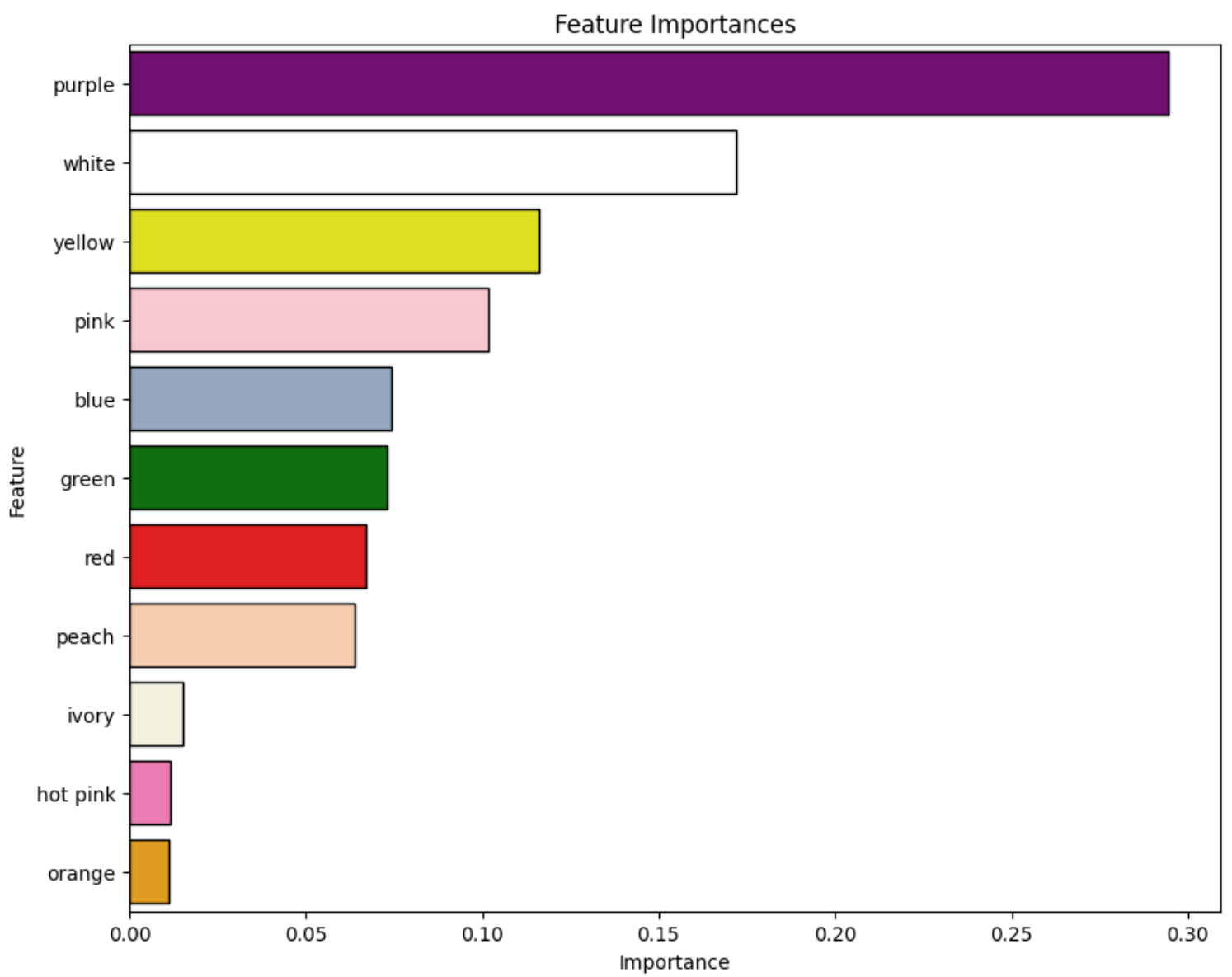
Colors play a pivotal role in evoking emotions and setting the mood of an arrangement.

- **White's Universal Appeal:** White is the most dominant color in our top arrangements, making an appearance in all of them. This could be attributed to its universal appeal, versatility in blending with other colors, or the emotion it evokes.
- **Popularity of Pink & Red:** Pink and red also enjoy high popularity, which is not surprising given their association with sentiments like love, affection, and celebration.
- **Unique Colors:** Colors like blue and ivory, though less frequent, add a unique touch to our offerings and can be leveraged for specialty arrangements.

Graphs to Consult:

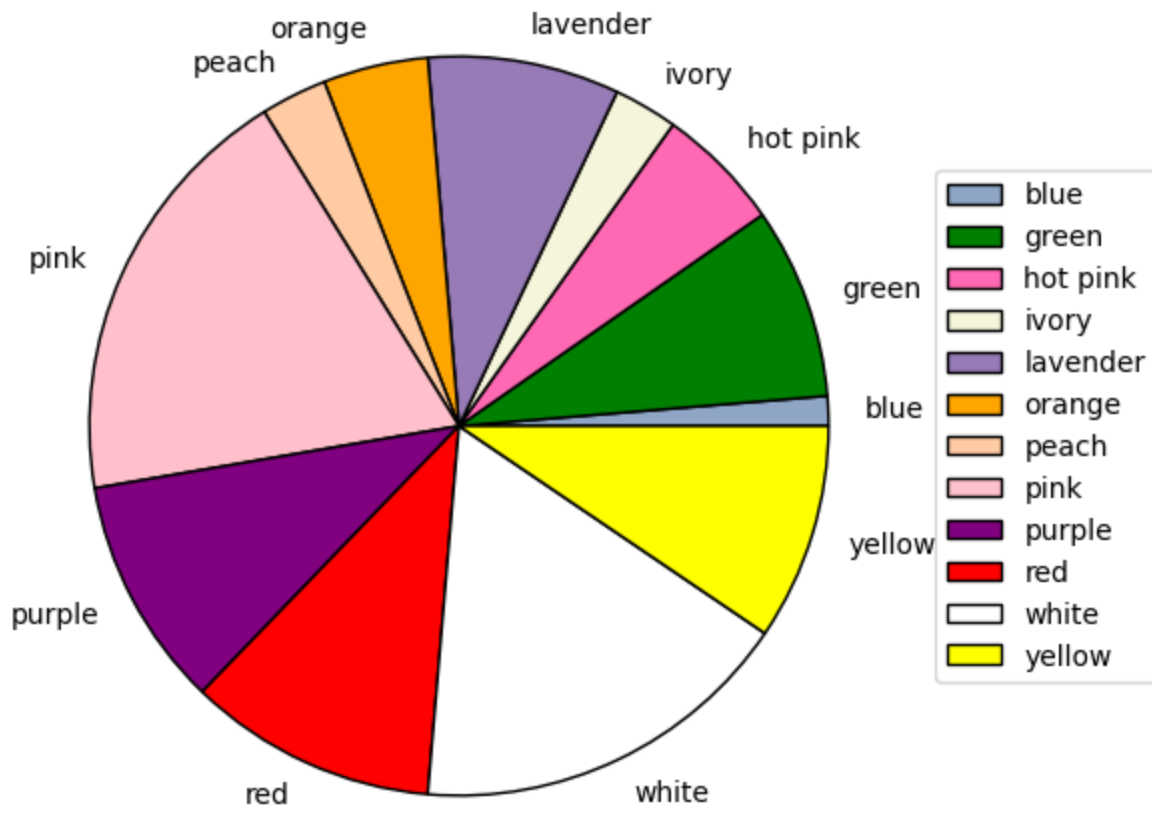


Color importance for a detailed understanding of each color's significance.



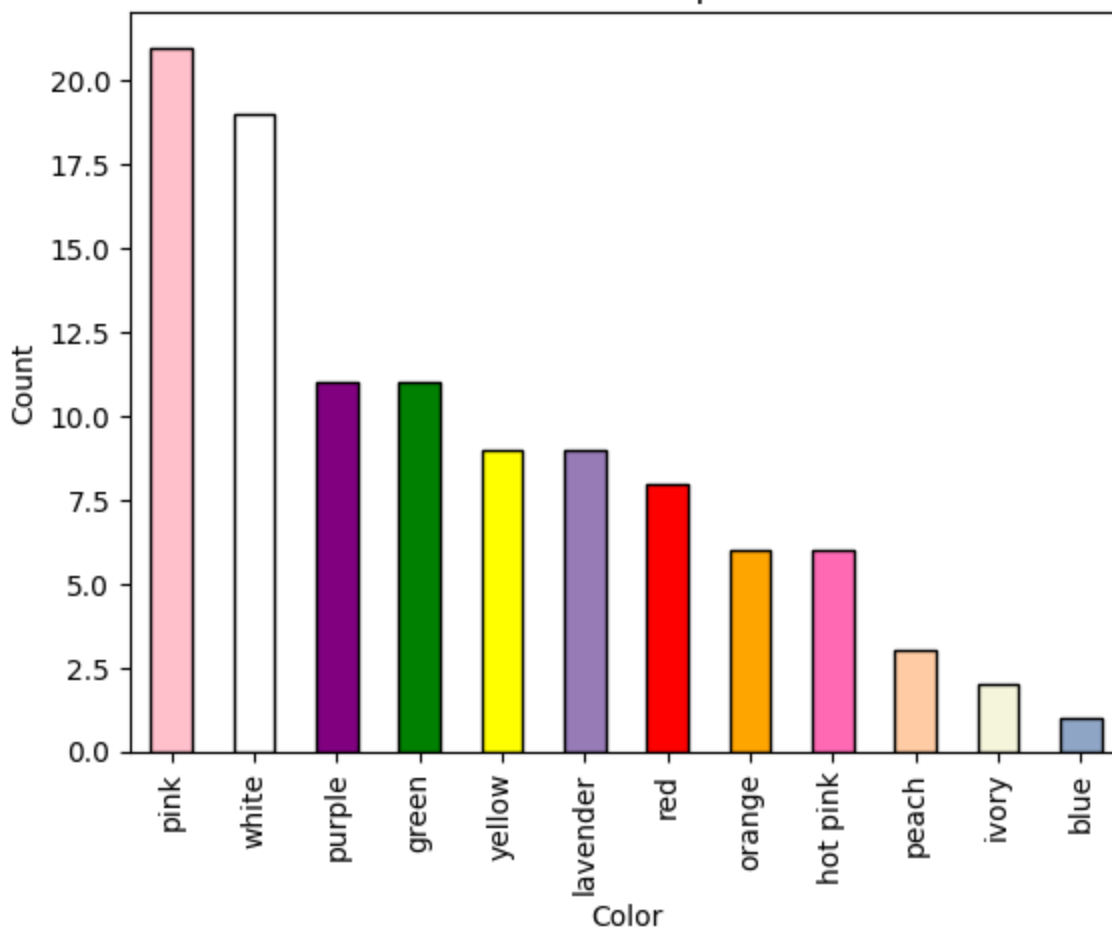
Top 10 Features to discern the importance of colors in our bestsellers.

Variety per Color



A pie-chart view of color distributions, emphasizing dominant shades.

Count of Flowers per Color



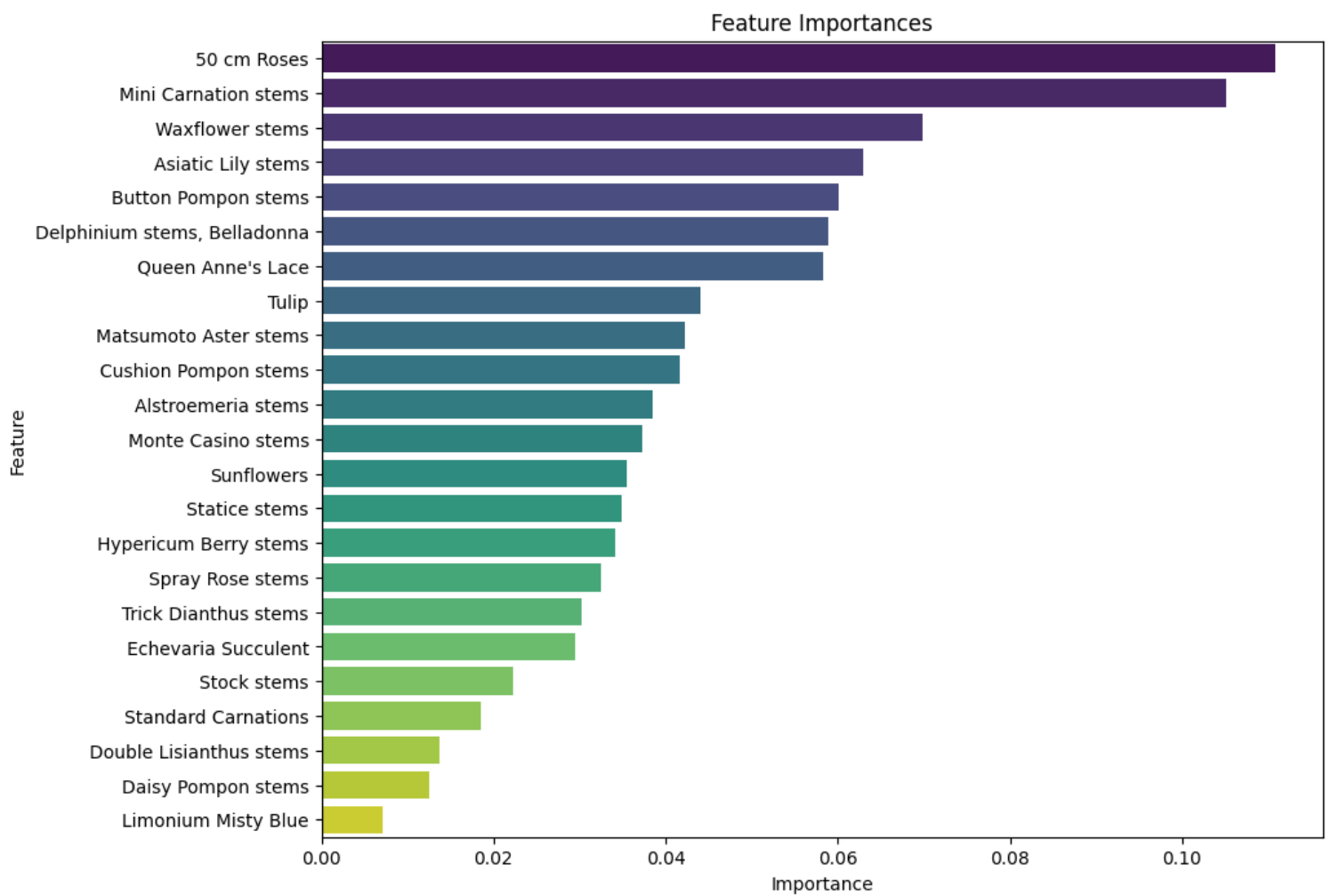
A straightforward count of each color, reinforcing our findings.

Floral Choices:

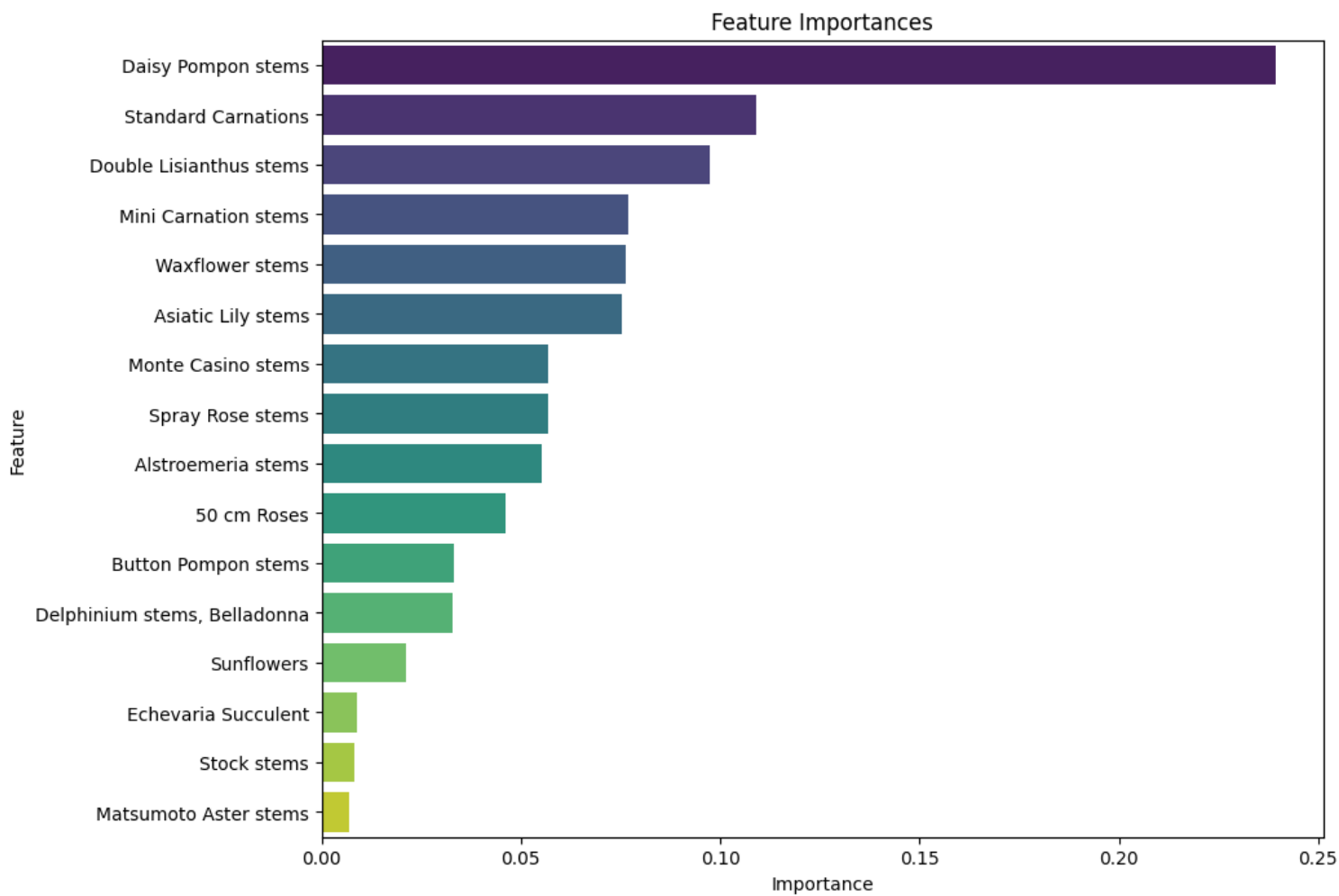
Flowers are the heart of any arrangement. Their type, freshness, and combination determine the arrangement's success.

- **Roses' Everlasting Charm:** The 50 cm Roses, present in all top arrangements, remain a customer favorite.
- **Diverse Appeal:** Diversity in our offerings, like the Mini Carnation stems and Asiatic Lily stems, ensures we cater to varied tastes and occasions.
- **Unique Offerings:** Flowers like Sunflowers and Echevaria Succulent, though less frequent in our top arrangements, provide us an opportunity to market unique and specialty arrangements.

Graphs to Dive Deeper:

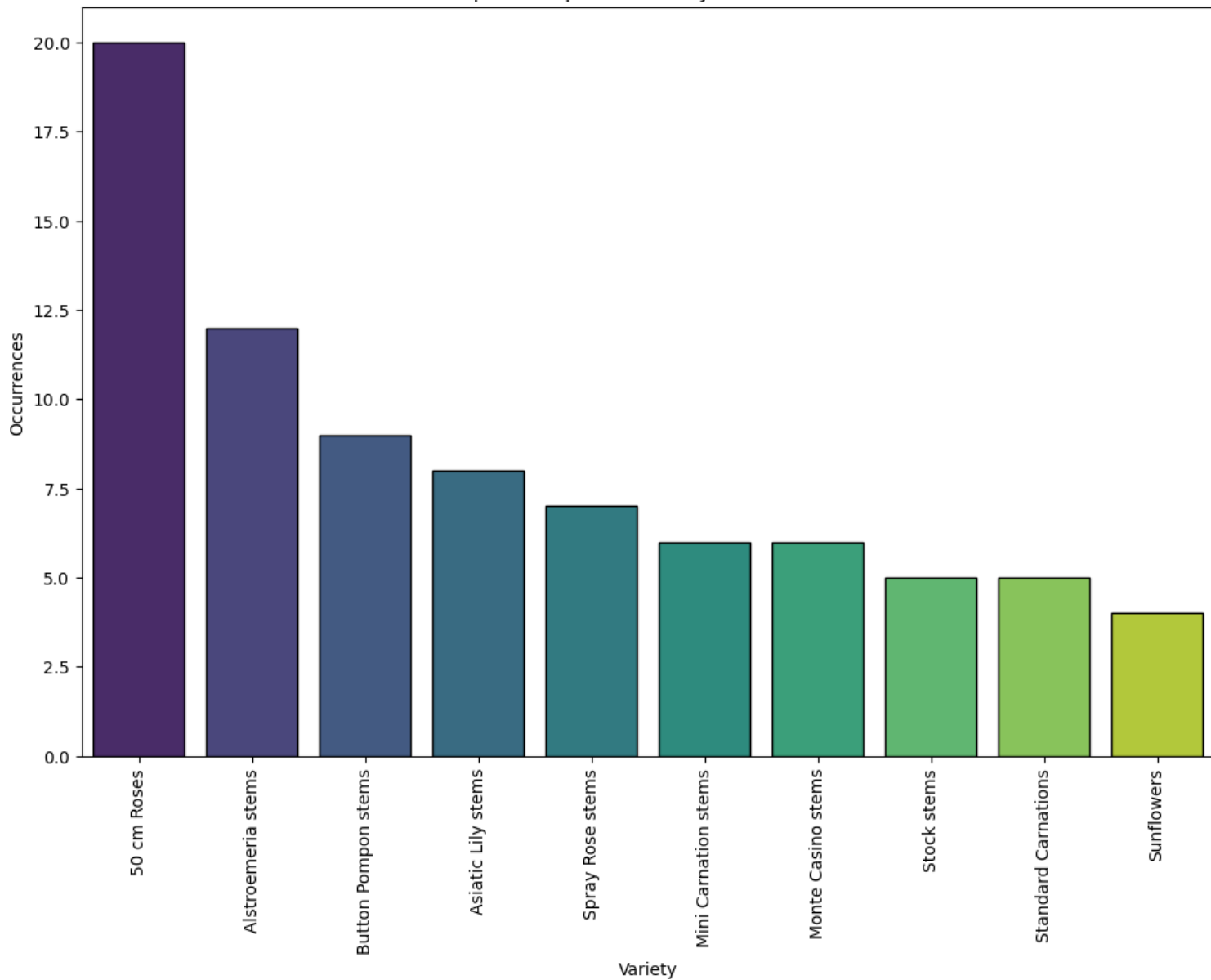


elucidates the significance of each flower.



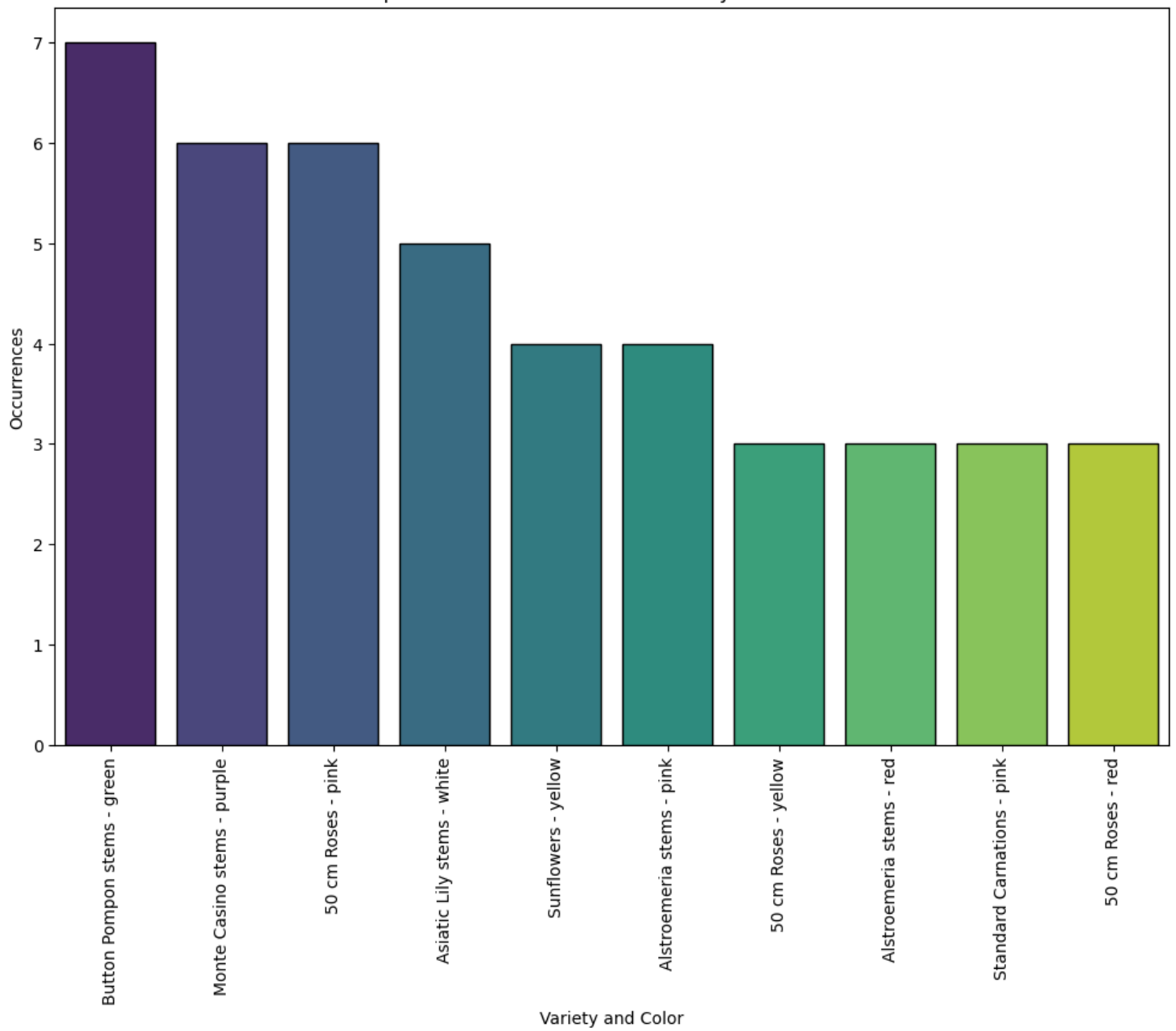
highlights the most influential flowers in our top arrangements.

Top 10 Unique Flowers by Occurrences



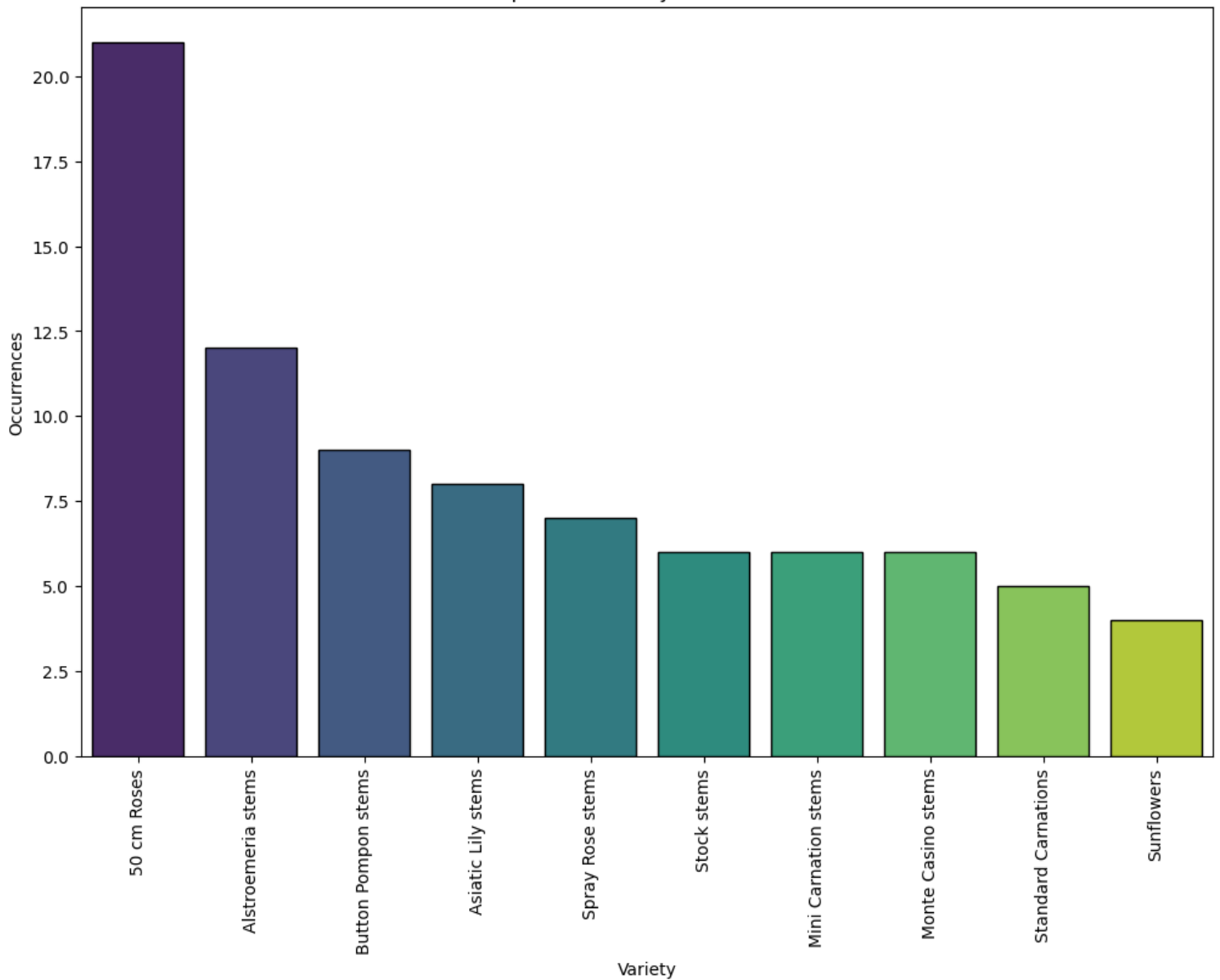
provides SKU-wise granularity.

Top 10 Flower-Color Combinations by Occurrences



showcases the allure of unique flower combinations.

Top 10 Flowers by Occurrences



offers a cumulative view of our top floral choices.

Holistic View:

When colors and flowers come together, magic happens. It's the combination that often determines the success of an arrangement.

- **Flowers Over Colors:** When determining the success of an arrangement, the type of flower used holds more weight (importance value: 0.608) than its color (importance value: 0.392). This insight is crucial for our procurement and design teams.
- "Top10ArrangementColorFlower.png" provides a holistic view of our top arrangements, emphasizing the perfect blends that resonate most with our customers.

Conclusions & Recommendations:

Our data-driven approach has illuminated the path forward:

- **Procurement Priorities:** Emphasize 50 cm Roses, Daisy Pompon stems, and other influential flowers.
- **Design Innovations:** While popular choices should guide our mainstream offerings, integrating unique colors and flowers can cater to niche markets.
- **Marketing Focus:** Highlighting the significance of our top flowers and colors can make our marketing campaigns more resonant.

Periodic reviews and data analyses will ensure we remain attuned to our customers' evolving preferences, ensuring our offerings remain fresh and appealing.