

# ***Ferns and Petals (FNP) Sales Analysis Report***

## **Introduction**

This report presents an analysis of the sales performance of Ferns and Petals (FNP), a company specializing in delivering gifts for occasions such as Diwali, Raksha Bandhan, Holi, Valentine's Day, Birthdays, and Anniversaries. The dataset comprises order details, product information, delivery times, and customer spending.

The objective of this analysis is to uncover insights related to revenue trends, customer behaviour, product performance, and city-wise demand, which will help in improving sales strategies and enhancing customer satisfaction.

## **Key Findings**

### **1. Total Revenue**

- The company achieved a total revenue of ₹35,20,984 from 1,000 orders.
- The average spending per customer was approximately ₹35,209.84, indicating high-value orders.

### **2. Average Order and Delivery Time**

- The average delivery time was recorded at 5–6 days, which is reasonable but may be optimized further to increase customer satisfaction.

### **3. Monthly Sales Performance**

- Sales performance was highest in February and August, with revenues peaking at over ₹0.7M each.
- Significant drops were observed in May, June, and July, suggesting potential off-season periods.

#### 4. Top Products by Revenue

The top-performing products were:

1. Maganam Set
2. Quia Gift
3. Dolores Gift
4. Harum Pack
5. Deserunt Box

These products consistently drove revenue and should be prioritized in marketing campaigns.

#### 5. Customer Spending Analysis

- Customers spent, on average, ₹35,209 per order, reflecting a premium customer base.
- This highlights an opportunity for personalized offers and loyalty programs.

#### 6. Sales Performance by Top 5 Products

Each of the top 5 products contributed over ₹0.1M in revenue, showing strong and stable sales across product categories.

#### 7. Top 10 Cities by Orders

- Imphal, Hanbad, and Kavali recorded the highest number of orders, followed by Haridwar and Bidhananagar.
- This indicates a geographic concentration of demand, which could guide regional promotional campaigns.

#### 8. Order Quantity vs. Delivery Time

- The dashboard indicates a stable delivery time of 5–6 days, regardless of order quantity.

- This consistency is a positive factor in maintaining customer trust.

#### 9. Revenue Comparison Between Occasions

- Anniversaries and Raksha Bandhan generated the highest revenues, contributing nearly ₹0.7M each.
- Birthdays and Valentine's Day followed, while Diwali and Holi generated relatively lower revenues.
- This suggests that personal occasions drive higher sales than traditional festivals.

#### 10. Product Popularity by Occasion

- Products such as colours, soft toys, and sweets were the most popular categories, with colours contributing over ₹1M in revenue.
- Seasonal demand for these categories indicates opportunities for targeted promotions during key festivals.

### **Insights & Recommendations**

- **Improve Delivery Time:** Although the delivery time is acceptable, reducing it to 3–4 days may enhance competitiveness.
- **Leverage Top Cities:** Focus marketing efforts in Imphal, Hanbad, and Kavali, while exploring potential in underperforming regions.
- **Capitalize on Occasions:** Since Anniversaries and Raksha Bandhan yield maximum revenue, FNP should introduce bundled gift packages for these events.
- **Promote High-Revenue Categories:** Continue to emphasize colours, soft toys, and sweets, while exploring new product lines in trending gift categories.

- **Customer Loyalty Programs:** With high average spending, launching loyalty rewards or personalized discounts could further boost repeat purchases.
- **Stabilize Seasonal Sales:** Off-season months (May–July) show low sales. FNP could launch discount offers or new product campaigns during these months to balance revenue.

## **Conclusion**

The analysis highlights that FNP has a strong sales base driven by premium customers, top-performing products, and key cities. However, there is scope for improving delivery efficiency, expanding into new markets, and strengthening promotions during low-sales months. By implementing these recommendations, FNP can further optimize its sales strategy, enhance customer satisfaction, and achieve sustainable revenue growth.