Ferns and Petals Sales Analysis Report

Total Revenue

INR 35,20,984 total revenue was generated from the dataset period.

Average Order and Delivery Time

Average Delivery Time: 5.53 days from order to delivery.

Monthly Sales Performance (2023)

Peak Revenue Months: March (~INR 7.5 lakh) and September (~INR 7.8 lakh).

Low Revenue Months: February, October, and December (~INR 1.52 lakh each).

Sales show strong spikes during festival/occasion months.

Top Products by Revenue

1. Deserunt Box INR 1.2 lakh

2. Dolores Gift INR 1.1 lakh

3. Harum Pack INR 1 lakh

4. Magham Set INR 1.2 lakh

5. Quia Gift INR 1.1 lakh

Customer Spending Analysis

Average Customer Spend: INR 3,520.98 per order.

Sales Performance of Top 5 Products

All top 5 products generated revenue between INR 1 lakh and INR 1.2 lakh.

Marginal difference between rankings suggests evenly distributed customer preference.

Top 10 Cities by Revenue

1. Dharwad 27 orders

2. Haridwar 26 orders

3. Imphal 25 orders

Others include Bhubaneshwar, Bilaspur, Davangere, Gandhinagar, Kollam, Durg, and North Dumdum.

Order Quantity vs Delivery Time

Average delivery time remains consistent (5.53 days), suggesting quantity may not significantly delay delivery.

Revenue Comparison Between Occasions

Highest: Anniversary (~INR 7 lakh), Raksha Bandhan (~INR 6.8 lakh)

Lowest: Valentines Day (~INR 2.8 lakh)

Other high performers: Holi (~INR 5 lakh), Diwali (~INR 4.5 lakh).

Product Popularity by Occasion

Cakes (~INR 10 lakh) lead across multiple occasions.

Soft Toys and Sweets (~INR 7 lakh each) popular for Raksha Bandhan & Valentines Day.

Mugs and Plants lower in sales (~INR 23 lakh).