**Problem Statement**

**Ferns and Petals Sales Analysis**

You have been given a dataset from **FNP (Ferns and Petals)** that specializes in sending gifts for various occasions like **Diwali, Raksha Bandhan, Holi, Valentine's Day, Birthdays, and Anniversaries**. The dataset contains details about **products, orders, customers, and relevant dates**.

Your task is to analyze this dataset to uncover key insights related to **sales trends**, **customer behavior**, and **product performance**.

Create a dashboard and answer the following key business questions to help the company improve its sales strategy and optimize customer satisfaction:

1. **Total Revenue:** Identify the overall revenue.
2. **Average Order and Delivery Time:** Evaluate the average time taken for orders to be delivered.
3. **Monthly Sales Performance:** Examine how sales fluctuate across the months of 2023.
4. **Top Products by Revenue:** Determine which products are the top revenue generators.
5. **Customer Spending Analysis:** Understand how much customers are spending on average.
6. **Sales Performance by Top 5 Products:** Track the sales performance of the top 5 products.
7. **Top 10 Cities by Number of Orders:** Identify which cities place the highest number of orders.
8. **Order Quantity vs. Delivery Time:** Analyze if higher order quantities impact delivery times.
9. **Revenue Comparison Between Occasions:** Compare revenue generated across different occasions.
10. **Product Popularity by Occasion:** Identify which products are most popular during specific occasions.