

Executive Summary – Ferns and Petals Sales Analysis

The sales analysis dashboard provides a comprehensive overview of Ferns and Petals' business performance across orders, revenue, customer spending, and product/occasion trends.

Key Highlights:

- **Total Orders & Revenue:** The platform processed **1,000 orders**, generating **₹35.2 lakhs** in total revenue, with an **average customer spend of ₹3,520.98**.
- **Order Fulfilment:** The average order-to-delivery time is **5.53 hours**, indicating efficient logistics and timely service.

Revenue Insights:

- **By Occasion:** Highest revenue is driven by **Anniversary** and **Raksha Bandhan** orders, followed by **Holi** and **Birthday**. Seasonal occasions like **Diwali** and **Valentine's Day** also contribute significantly.
- **By Category:** **Colours** lead as the top revenue contributor, followed by **Soft Toys** and **Sweets**, while cakes and plants generate moderate sales.
- **By Time of Day:** Sales peak in the **late morning and early evening hours**, reflecting consumer preference for placing orders before delivery windows.
- **By Month:** Significant revenue spikes are observed in **March** and **August**, aligning with festivals and gifting seasons, while April–July remain relatively low.

Product & Regional Performance:

- **Top Products:** Key revenue-driving products include **Magnam Set**, **Dolores Gift**, **Harum Pack**, **Deserunt Box**, and **Quia Gift**, each contributing above ₹1 lakh.
- **Top Cities:** Strongest order volumes are from **Dhanbad**, **Imphal**, and **Kayali**, followed by secondary cities like **Bidhannagar**, **Bhapara**, and **Dibrugarh**, indicating robust demand outside Tier-1 metros.

Strategic Insights:

- Seasonal occasions are critical drivers of revenue, suggesting the need for **focused marketing campaigns around festivals and anniversaries**.
- Product categories like **soft toys and sweets** show high demand, highlighting scope for **expansion of gift bundles and personalization**.
- Geographic insights reveal untapped potential in **Tier-2 and Tier-3 cities**, calling for targeted promotions and localized delivery partnerships.
- With steady revenue per order, opportunities exist to **upsell add-on items** to increase average customer spending.