



FERNS
AND
PETALS

Ferns and Petals

Sales Analysis

PROBLEM STATEMENT

1. Total Revenue: Identify the overall revenue.
2. Average Order and Delivery Time: Evaluate the 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 Product: Track the sales performance of top 5 products.
7. Top 10 Cities by Number of Orders: Find out which cities are placing 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

REPORTS

Project Overview

This project focuses on analyzing Ferns & Petals' sales data (10,000+ orders) using Microsoft Excel to uncover business insights.

The interactive Sales Dashboard tracks performance across Revenue, Orders, Customer Behavior, Delivery Time, Product Categories, Occasions, and Cities.

Key Findings

1. Overall Performance

- Total Revenue: ₹35,20,984
- Total Orders: 1,000+
- Average Customer Spend: ₹3,520.98
- Average Delivery Time: 5.53 Days

2. Revenue Trends

- Monthly Revenue: Highest peaks in February & August, showing strong seasonal demand.
- Day-wise Revenue: Sunday & Monday are peak days; Wednesday shows the lowest revenue.
- Delivery performance averages 5–6 days, indicating scope for faster logistics.

3. Occasion Insights

- Major revenue driven by Anniversary, Raksha Bandhan, Valentine's Day, and Birthday.
- Diwali & Holi generate comparatively lower sales, suggesting scope for festive campaigns.

4. Category Insights

- Top Performing Categories: Colors, Soft Toys, and Sweets.
- Low Performing Categories: Plants and Mugs (opportunity for promotional discounts & bundling).

5. Product Insights

- Top 5 Revenue Generating Products:
 - a. Magnum Set – ₹1,21,905
 - b. Quia Gift – ₹1,14,476
 - c. Dolores Gift – ₹1,06,624
 - d. Harum Pack – ₹1,01,556
 - e. Deserunt Box – ₹97,655

These products contribute a significant portion of total revenue and should be prioritized in marketing campaigns.

6. Geographical Insights

- Top Cities by Orders: Imphal, Dhanbad, Kavali, Haridwar, Bhilai Nagar, Dibrugarh.
- Indicates strong demand from Tier-2 & Tier-3 cities, suggesting potential for regional expansion.

Business Insights & Recommendations

- ✓ Focus Marketing on Peak Occasions – Valentine's Day, Raksha Bandhan, and Anniversaries are high-revenue drivers. Launch targeted campaigns.
- ✓ Enhance Logistics – Average delivery time (5.5 days) is high; improving delivery speed can increase customer satisfaction.
- ✓ Leverage High-Performing Products – Promote Magnum Set & Quia Gift in bundled offers.
- ✓ Boost Low-Performing Categories – Discounts or combo deals for Plants & Mugs may increase sales.
- ✓ Regional Opportunities – Strengthen presence in Tier-2/Tier-3 cities where order volumes are high.



Presented by :Himani Gautam

- himanigautam059@gmail.com
- www.linkedin.com/in/himanigautam
- <https://github.com/himani-gautam/Ferns-Petals-Sales-Dashboard-Excel>