

Problem Statement

Ferns and Petals (FNP) is a gifting platform that specializes in delivering products for special occasions like Birthdays, Anniversaries, Diwali, Raksha Bandhan, Holi, and Valentine's Day. The company provided a dataset containing information on customer orders, product details, delivery timelines, and more.

The objective of this analysis is to explore the dataset and extract actionable insights to help the business optimize its sales strategy and enhance customer satisfaction. Using Excel, a comprehensive dashboard was created to visualize patterns and trends.

The key business questions addressed in this project include:

1. **Total Revenue:** What is the overall revenue generated?
2. **Order & Delivery Time:** How long does it typically take to fulfill an order?
3. **Monthly Trends:** How do sales fluctuate month-to-month in 2023?
4. **Top Products:** Which products contribute the most to revenue?
5. **Customer Spending:** What is the average amount spent per customer?
6. **Product Performance:** How do the top 5 products perform in terms of revenue?
7. **City-wise Sales:** Which 10 cities contribute the most in terms of number of orders?
8. **Order Quantity vs. Delivery Time:** Is there a correlation between the quantity ordered and delivery time?
9. **Occasion-wise Revenue:** How does revenue vary across different occasions?
10. **Product Popularity by Occasion:** Which products are most favored during specific events?