**Executive Summary**

**Overview**

The **Ferns and Petals Sales Analysis** dashboard provides a comprehensive overview of sales performance, customer behaviour, and revenue trends. This report analyses key metrics such as total revenue, total orders, delivery time, top-performing products, cities with the highest orders, and revenue distribution across occasions, months, and days.

**Key Highlights**

1. **Overall Performance**:
   * **Total Revenue**: ₹35,20,984.
   * **Total Orders**: 149.
   * **Average Delivery Time**: ~5.46 days.
2. **Top Performing Products**:
   * **Colors** generated the highest revenue (~₹2,00,000), followed by **Soft Toys**.
   * Other notable products include **Mugs**, **Sweets**, and **Plants**.
3. **Geographical Insights**:
   * **Cities with the Highest Orders**:
     + **Srikakulam** and **Sri Ganganagar** lead in order count, followed closely by **Aizawl** and **Dibrugarh**.
     + Consistent demand is observed in tier-2 and tier-3 cities.
4. **Monthly Sales Trends**:
   * Revenue peaked in **April**, followed by steady performance in **November**.
   * Seasonal dips are noticeable during mid-year months such as **August** and **September**.
5. **Revenue by Occasion**:
   * **Anniversaries** and **Raksha Bandhan** contributed significantly to revenue, with **Holi** and **All Occasions** being other notable contributors.
   * **Diwali** and **Valentine's Day** show moderate performance, indicating potential for growth through targeted campaigns.
6. **Daily Revenue Patterns**:
   * Revenue is highest on **Sunday**, suggesting customers tend to purchase gifts over the weekend.
   * Midweek days like **Tuesday** and **Wednesday** see relatively lower sales.

**Insights for Action**

1. **Product Optimization**:
   * Invest in promoting **Colors** and **Soft Toys**, as they drive the most revenue.
   * Consider bundling slower-moving products like **Plants** with top-sellers to boost sales.
2. **Geographical Strategy**:
   * Focus marketing efforts on high-order cities like **Srikakulam**, **Sri Ganganagar**, and **Aizawl**.
   * Explore untapped cities with growing potential.
3. **Seasonal Promotions**:
   * Launch seasonal campaigns during high-demand months like **April** and festive occasions like **Raksha Bandhan** and **Holi**.
   * Address dips in months like **August** with discounts or promotions.
4. **Occasion-Based Targeting**:
   * Develop specialized campaigns for **Anniversaries**, **Raksha Bandhan**, and **Holi** to maximize revenue.
   * Enhance visibility for **Valentine's Day** and **Diwali** to capture more market share.
5. **Delivery Optimization**:
   * With an average delivery time of ~5.46 days, focus on optimizing logistics to reduce delivery time, especially for high-demand periods.
6. **Weekday Sales**:
   * Leverage weekend sales spikes by offering promotions on **Saturdays** and **Sundays**.
   * Introduce midweek discounts to boost sales on slower days like **Tuesday** and **Wednesday**.

**Conclusion**

This dashboard reveals that Ferns and Petals performs well in specific product categories, cities, and occasions. By focusing on seasonal trends, enhancing product bundles, and optimizing delivery efficiency, the company can further enhance revenue and customer satisfaction.