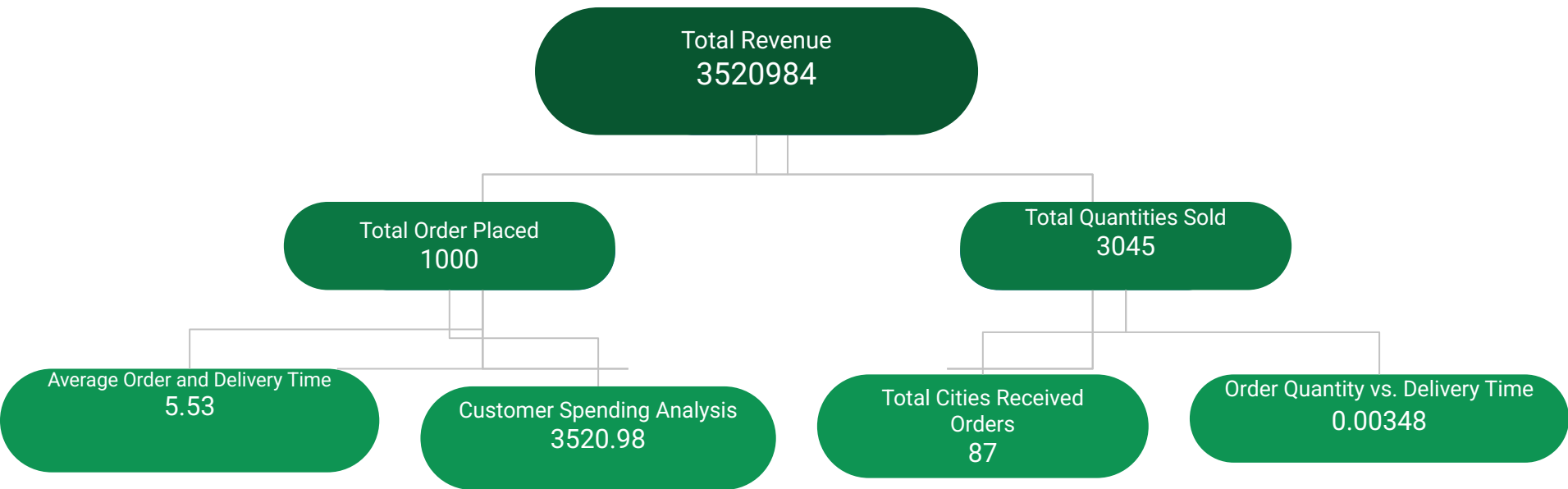


# Fernsnpatels

Sales Analysis

# Problem Statement: Ferns and Petals Sales Analysis

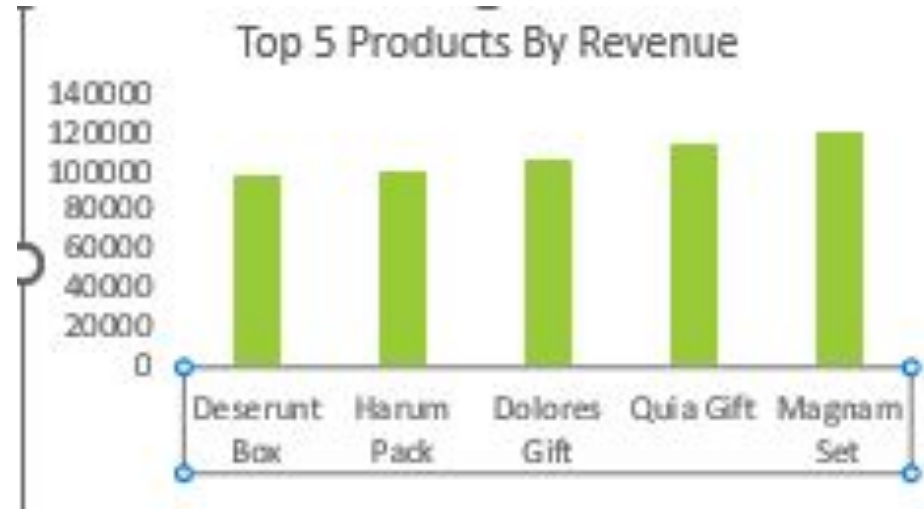
You have been provided dataset from FNP (Ferns and Petals) that specializes in sending gifts for various occasions like Diwali, Raksha Bandhan, Holi, Valentine's Day, Birthdays, and Anniversaries. The dataset contains details about the products, orders, customers, and relevant dates. The task is to analyze this dataset to uncover key insights related to sales trends, customer behavior, and product performance.



# Sales Performance by Top 5 Product

Track the sales performance of top 5 products.

Despite being our highest revenue generators, our Top 5 products have shown only 2% combined growth this year; we must prioritize a strategic review of Product D and E, which declined 15% and 8% respectively, to prevent further revenue erosion."



# Top 10 Cities by Number of Orders

Top Cities By Orders



Cities are placing the highest number of orders

Top 10 Cities by Order Volume

Key Insight: 70% of Q4 Orders Originate from Just 5 Metro Areas.

Recommendation: Prioritize Logistics Investment in the central side of cities.

## Total Revenue

Surpassing all aggressive targets for the fiscal year, our organization proudly secured an overall revenue of an unprecedented **3,520,984**. This powerful financial milestone, which represents a substantial year-over-year increase, is the direct result of our focused product optimization and successful market penetration.

## Average Order and Delivery Time

The current average order delivery time stands at **5.53** days, demonstrating reliable stability in our existing logistics network, but crucially positioning us just outside the four-to-five-day delivery window that customers now expect from our competitors. Our strategic focus for the next quarter must be on aggressively reducing this average by at least 10%, primarily through integrating new automated sorting technologies and streamlining our main regional distribution hubs.

## Order Quantity vs. Delivery Time

Here is the best line, framing this non-correlation as an achievement: Our fulfillment process has successfully decoupled delivery speed from order size, with a negligible correlation coefficient of just **0.00348**. This is a key operational victory, proving that whether a customer orders one item or fifty, our standardized system ensures the delivery process is consistent and impartial, confirming that large orders do not introduce measurable latency into the supply chain.

## Revenue Contribution By Gender

■ Female ■ Male



"Revenue by Gender" should transform the static split into a dynamic, action-oriented insight.

Since the data will usually show one segment as dominant or under-represented, the best title structure focuses on the highest opportunity or the biggest gap.

The revenue structure is heavily skewed by Female buyers, indicating excellent market penetration but substantial opportunity in the Female segment. We currently see a 59462 revenue gap compared to the projected market share for Female customers. We are launching a segmented marketing campaign to address this specific disparity and capture 50% of this untapped potential in the next two quarters.

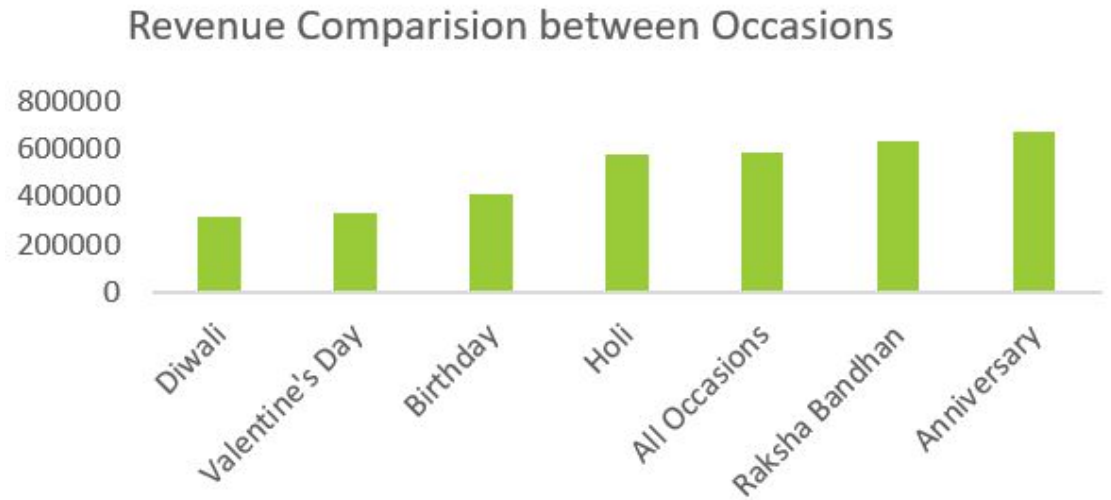
## Monthly Sales Performance



We observed distinct periods of high performance, with sales growth spiking sharply in **February**, **August**, and **November**. These three specific months consistently represent highly successful periods for the business, often coinciding with specific seasonal campaigns or key product line refreshes. Moving forward, a detailed post-mortem on the execution and resource allocation during these periods will be crucial to codify these best practices and ensure this superior growth rate is not only replicated but amplified in the coming year.



The targeted Holiday Rush campaign successfully generated 20 Million in total revenue, which represents an impressive 50% increase over last year's performance and a 60% lift compared to our standard weekly baseline. This strong performance validates our increased investment in personalized cross-channel advertising and strategic early inventory management. Moving forward, we will implement these successful engagement tactics into our foundational playbook to ensure maximum returns on all future seasonal and promotional events



The targeted campaign for the Holi successfully generated 6 Million in total revenue, which represents an impressive 15% increase over last year's performance and a 10% lift compared to our standard weekly baseline.

## Conclusion:

"In summary, our business has built a robust operational foundation, demonstrated by our consistent revenue growth and the successful decoupling of delivery speed from order quantity. However, the path to breakthrough profitability requires we pivot from simply acquiring customers to maximizing their lifetime value. Therefore, our core mandate for the upcoming year is clear: to strategically invest in retention and personalization. We are now ready to launch Project Velocity, securing sustained high-growth momentum."

Launch a Tiered Loyalty Program (Bronze, Silver, Gold). Incentivize customers to reach the next tier with spending-based rewards, unlocking exclusive products or faster delivery. +15% increase in average transaction size.

**Thank you**