

Ferns and Petals Sales Analysis Report

Executive Summary

This report presents a comprehensive sales analysis for *Ferns and Petals*, a leading online gifting platform. The study explores total revenue, customer spending behaviour, product and category performance, geographic sales distribution, seasonal trends and delivery operations. Insights highlight peak occasions, top-performing products and cities, as well as operational risks such as delivery delays. Strategic recommendations are provided to help the business optimise marketing, improve delivery efficiency, refresh product offerings, and expand geographically.

Introduction

Ferns and Petals commissioned this analysis to gain a clearer understanding of sales patterns, customer spend and delivery performance across occasions such as Anniversaries, Raksha Bandhan, Holi, Valentine's Day, Birthdays and more. The objective was to identify actionable insights that could support data-driven decision making, boost revenue, enhance customer satisfaction and strengthen market positioning.

Methodology and Data Sources

- **Dataset:** 1,000 sales orders from 2023, including customer demographics, product catalogue data and detailed order transactions (dates, products, categories and locations).
- **Tools:** Microsoft Excel (Power Query, Pivot Tables, DAX) for data cleaning, modelling, analysis and dashboarding.
- **Process:**
 - Data cleaning and transformation in Power Query to handle missing values and unify formats.
 - Data modelling to establish relationships between fact and dimension tables.

- Data analysis through Pivot Tables and DAX to uncover trends across revenue, customer spend, orders and delivery times.
 - Dashboard design for interactive data exploration and stakeholder reporting.
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Key Findings and Insights

Revenue and Customer Spend

- Total revenue for 2023: **₹35,20,984**.
- Average customer spend: **₹3,520.98 per order**.
- Average order-to-delivery time: **5.53 days**.

Revenue by Occasion

- Highest revenue generated during **Anniversary, Raksha Bandhan and Holi**.

Revenue by Category

- **Soft Toys and Sweets** emerged as the leading product categories.

Revenue by Month

- Revenue peaked in **February (+39% vs January)** and **December (+33% vs November)**, reflecting strong festive and seasonal demand.
- Noticeable dips in **April and September** highlighted potential seasonal weaknesses or gaps in marketing.

Top Products

- **Magnam Set** generated approximately ₹120,000 (≈20% of total revenue).
- Other high performers: **Exercitationem Pack** and **Expedita Gift**.

Geographic Insights

- **Kavali** recorded the highest order volume with 7 orders.
- Several other cities had only 3–4 orders, suggesting opportunities for regional expansion.

Delivery Performance

- Average delivery time of **5.7 days** poses a risk for time-sensitive and perishable products.

Recommendations and Next Steps

- **Enhance Marketing for Peak Occasions:** Allocate greater marketing spend and campaigns around Anniversaries, Raksha Bandhan and Holi.
- **Leverage Seasonal Spikes:** Prepare inventory and promotional strategies ahead of February and December.
- **Expand High-Performing Categories:** Focus on Soft Toys and Sweets with bundles and targeted promotions.
- **Optimise Delivery Operations:** Shorten delivery times to improve customer satisfaction.
- **Address Seasonal Dips:** Investigate causes for April and September sales declines and refine marketing accordingly.
- **Refresh Product Portfolio:** Phase out slow-moving products and introduce new offerings to attract customers.
- **Geographical Expansion:** Target underperforming cities with localised campaigns and partnerships.
- **Monitor Top Product Performance:** Maintain stock levels of high-demand products like Magnam Set to prevent stockouts.

Appendices

- **Dashboard Screenshot:** Interactive Excel dashboard visualising sales performance and trends.
- **Source Data:** 2023 dataset (customers, products, orders).

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Sales Analysis

2000

Total Orders

₹ 3,520,984.00

Total Revenue

5.53

Order-Delivery Time

₹ 3,520.98

Avg. Customer Spend

Revenue by Occasion

Occasion	Revenue (₹)
Anniversary	6,80,00,000
Raksha Bandhan	6,50,00,000
All Occasions	5,80,00,000
Holi	5,80,00,000
Birthday	4,20,00,000
Valentine's Day	2,20,00,000
Diwali	2,80,00,000

Revenue by Category

Category	Revenue (₹)
Cake	2,80,00,000
Colors	9,80,00,000
Magg	1,80,00,000
Plants	1,80,00,000
Raksha Bandhan	2,80,00,000
Soft Toys	7,20,00,000
Sweets	7,20,00,000

Revenue by Hour (Order Time)

Order_Date

2023 MONTHS

FEB MAR APR MAY JU

Revenue by Occasion

Delivery_Date

2023 MONTHS

JAN FEB MAR APR MAY

Revenue by Occasion

Revenue by Months

Month	Revenue (₹)
December	1,50,00,000
November	4,50,00,000
October	1,50,00,000
September	1,50,00,000
August	7,20,00,000
July	1,50,00,000
June	1,50,00,000
May	1,50,00,000
April	1,50,00,000
March	5,00,00,000
February	6,80,00,000
January	1,50,00,000

Top 5 Products by Revenue

Product	Revenue (₹)
Magnam Set	1,20,00,000
Quia Gift	1,10,00,000
Dolores Gift	1,05,00,000
Harum Pack	1,00,00,000
Deserunt Box	98,00,000

Top 10 Cities by Orders