

Ferns and Petals Sales Analysis Report

Executive Summary

This report analyzes sales data for Ferns and Petals, a company specializing in gift deliveries for various occasions. The analysis covers total revenue, customer spending, order-delivery time, sales trends by month, product and category performance, and geographic sales distribution. Key insights reveal seasonal variation in sales, top-performing products and cities, and average customer behavior, offering strategic guidance to optimize marketing and operations.

Introduction

Ferns and Petals approached this analysis to better understand its sales patterns, customer spending habits, and delivery times for key occasions such as Diwali, Raksha Bandhan, Holi, Valentine's Day, Birthdays, and Anniversaries. The goal is to uncover actionable insights that support strategic decisions to boost revenue, improve customer satisfaction, and streamline delivery operations.

Methodology and Data Sources

- **Dataset:** Sales orders, product categories, customer spends, order and delivery dates, and location data for 2023.
- **Tools:** Data was processed and analysed using Microsoft Excel. A dashboard was created for visual exploration.
- **Key metrics analysed:** Total orders, revenue, average customer spend, order-delivery time, revenue breakdowns (by occasion, category, month, hour), product revenue, and city-wise order volumes.

Key Findings and Insights

- **Total Orders and Revenue:** 126 total orders generated ₹586,176 revenue. Average customer spend was ₹4,652.19 with an average order-to-delivery time of approximately 5.72 days.
- **Revenue by Occasion:** Highest revenue was seen during Anniversary, Raksha Bandhan, and Holi occasions, indicating seasonal spikes.
- **Revenue by Category:** Soft Toys led revenue among product categories, followed by Sweets and Colors.
- **Revenue by Month:** Noticeable peaks in revenue were observed in February and December, suggesting promotional or festive boosts.
- **Top Products:** 'Magnum Set' led product revenue, followed by 'Exercitationem Pack' and 'Expedita Gift.'
- **Top Cities by Orders:** Kavali had the highest number of orders, with Machilipatnam and Bharatpur next in ranking.
- **Hourly Sales Dynamics:** Revenue spikes occurred around the 5th and 18th hour of the day, revealing peak ordering times.

Recommendations and Next Steps

- **Focus Marketing Around Key Occasions and Months:** Amplify promotions and product offerings around Anniversary, Raksha Bandhan, Holi, and February and December periods to maximize sales.
- **Expand Soft Toys and Sweets Categories:** Given their strong revenue contributions, enhancing the assortment and inventory in these categories may drive higher revenue.
- **Enhance Delivery Efficiency:** With average delivery nearing 6 days, optimizing logistics to shorten delivery times could improve customer satisfaction.
- **Target Top Cities:** Strengthen marketing and operational focus in high-order cities such as Kavali and Machilipatnam.
- **Leverage Hourly Insights:** Customize ad spending and customer engagement to coincide with peak ordering hours for better conversion.

Appendices

- Dashboard Screenshot: Summary of visualized metrics and trends
- Source Data: Sales dataset details

