

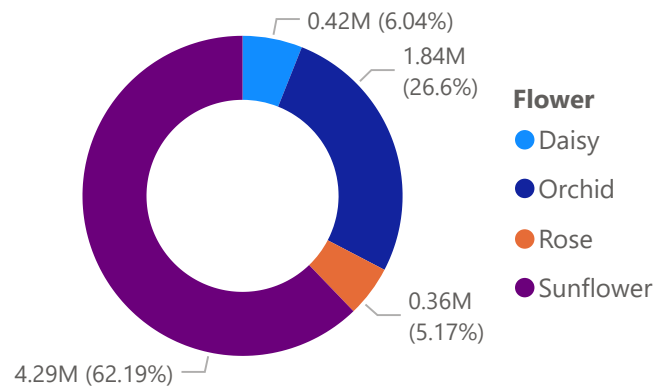
6.90M

Total Revenue

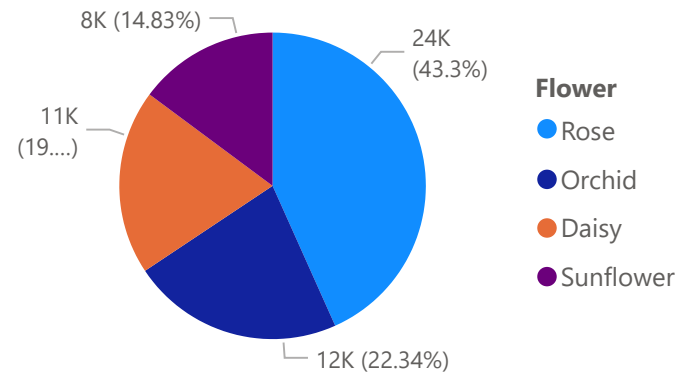
55K

Total Items Sold

Total Revenue by Flower



Volume Sold by Flower

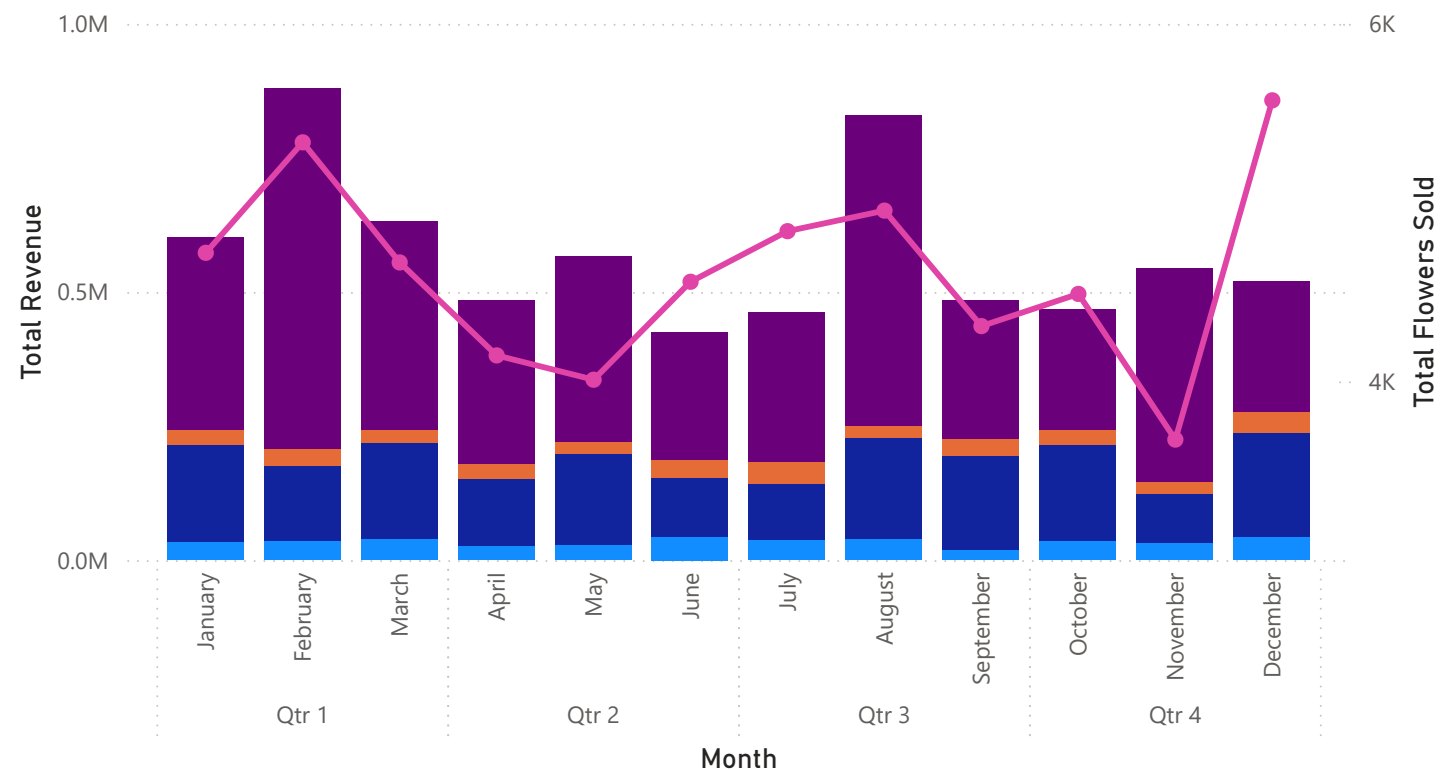


- **Total Revenue was \$6.9M, Sunflowers** with *highest revenue* over \$4.29M - 62.19% of all sales, followed by Orchids (\$1.84M), Daisies (\$0.42M), and Roses (\$0.36M).
- Roses brought in the least sales, bringing in only \$0.36M in revenue, 5.17% of all sales.

- **Total Items sold was 55k, Roses** with *highest volume* (24k), followed by Orchids (12k), Daisies (11k), Sunflowers (8.2k).
- While **Roses** sold the highest volume, it brought in the *least revenue* while **Sunflowers** sold the least but brought in the *most revenue*.

Total Revenue and Total Flowers Sold by Quarter, Month and Flower

Flower Daisy Orchid Rose Sunflower Total Flowers Sold



2.11M 1.48M

Q1 Sales

Q2 Sales

1.78M 1.53M

Q3 Sales

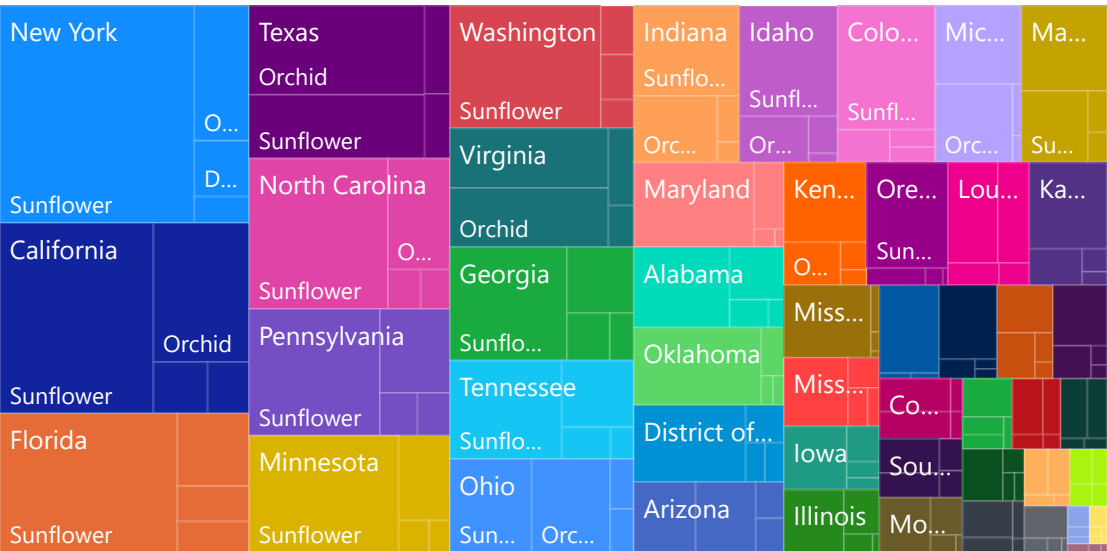
Q4 Sales

- **Sunflowers** have **outperformed** all other 3 flowers in revenue **every month**.
- **Q1** has **outperformed** other quarters and **February** brought in the **most revenue** compared to other months.
- **Q2** brought in the **least revenue**, the **worst** month being **June**.
- Interestingly, **November** sold the **least** amount of flowers while **December** sold the **most**.

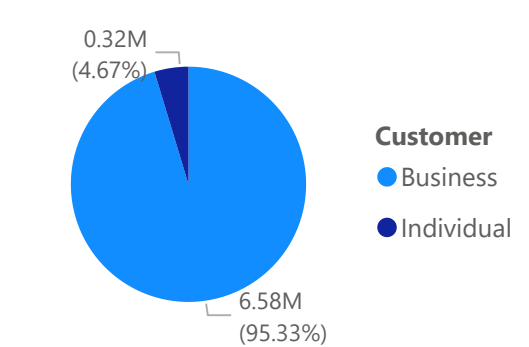
Totals Revenue by Region, Customer, Order Type, and Flower

State	Customer	Order	Flower	Total Revenue
New York	Business	Wholesale	Sunflower	394,487.60
California	Business	Wholesale	Sunflower	286,279.40
Florida	Business	Wholesale	Sunflower	259,912.60
North Carolina	Business	Wholesale	Sunflower	230,223.00
Washington	Business	Wholesale	Sunflower	203,900.80
Minnesota	Business	Wholesale	Sunflower	194,196.20
Total				6,899,234.05

Total Revenue by Customer State and Flower



Total Revenue by Customer

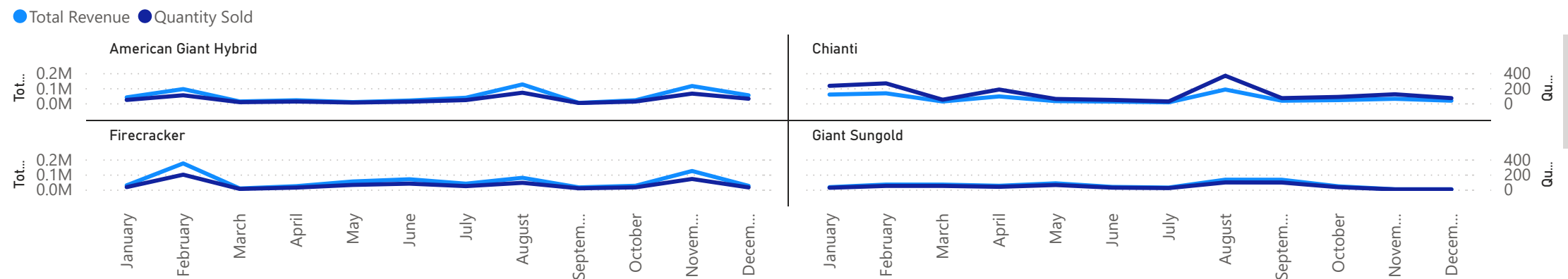


Customer Region

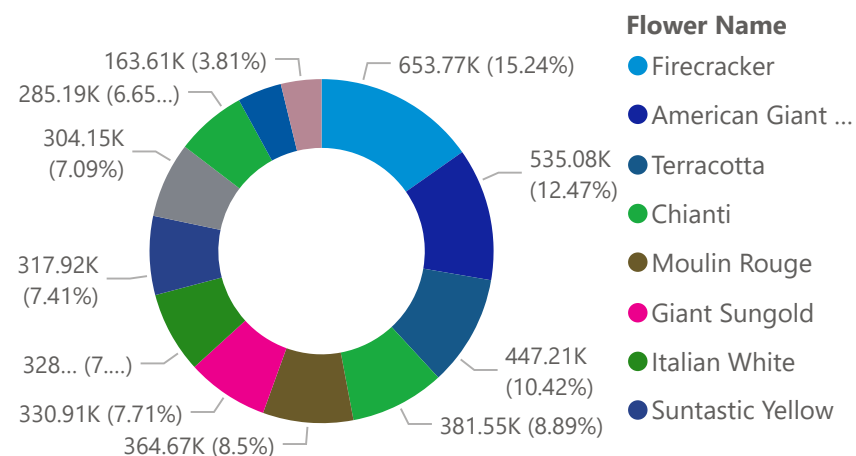


- Over **95%** of revenue came from **Business** customers
- Majority of our customers were from **New York (9% of total revenue), followed by California, Florida, and Texas**. In each of these states, our **Sunflowers** were the **most popular followed by Orchids**.
- **Texas** being the only outlier among the top 4 states where **Orchids outperformed Sunflowers**.
- **Majority** of our **Individual** customers were from **California** with total sales over **31k**, followed by Texas, Florida, and New York
- Most of our Orders were **Wholesale (6.1M)** vs Retail (<1M)

Total Revenue and Quantity Sold by Month and Flower Name



Revenue Total by Flower Name



4.29M

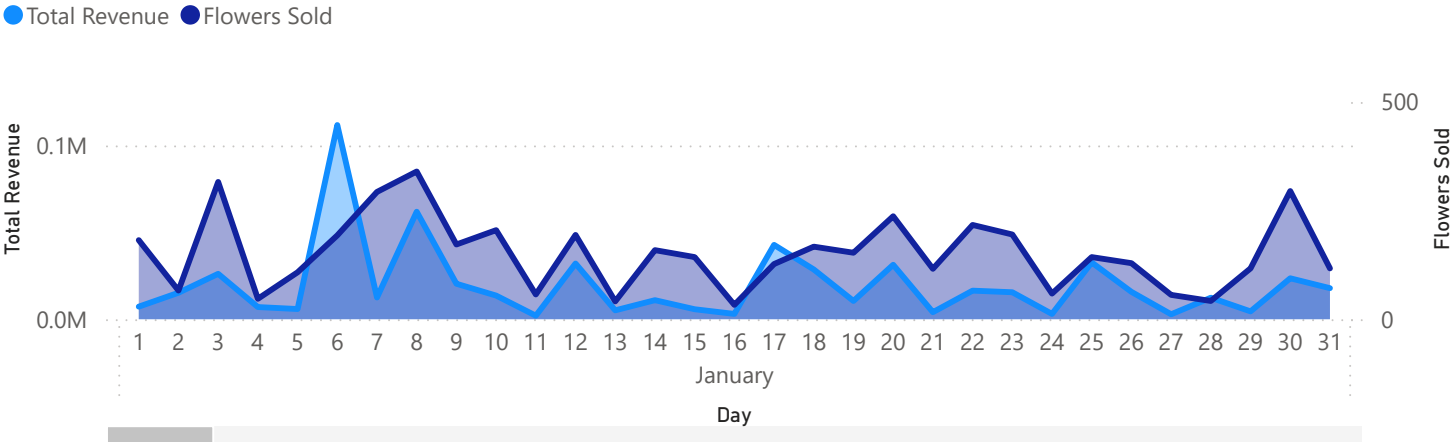
Sunflower Total Sales

653.77K

Firecracker Total Sales

- Sunflower - **Firecracker**, has sold the most compared to other Flower Names. It brought over **653.77k** in revenue, that's over **15%** of all other Sunflowers. Firecracker is followed by **American Giant Hybrid (>12%)** and **Terracotta (>10%)**. **Sunny Smile** was the **least popular Sunflower (3.81%)**
- Firecrackers best month was **February**, bringing in over 173k revenue that month alone with over **197 sold**. **November** followed to be the 2nd best performing month for Firecracker. **Winter** seems to be the best time to sell **Firecrackers**, specifically the month of **February**.

Total Revenue and Flowers Sold by Month and Day



- The **best** performing day has been **February 4, 2020** with a total revenue of **over 124k** (1.81% total rev.), 310 flowers sold.
- The **worst** performing day was **October 6** with a total revenue of **less than ~\$360** (0.01% total rev.), 20 flowers sold.

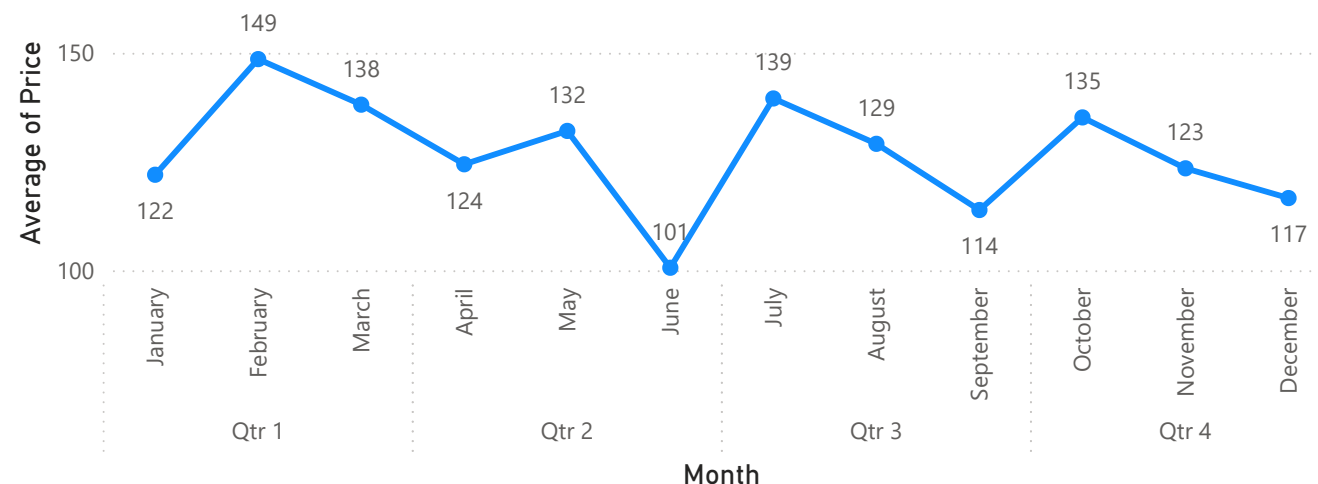
Total Revenue by Day

Month	Day	Total Revenue	% of Total Revenue
February	4	124,658.05	1.81%
January	6	111,744.61	1.62%
August	26	110,877.74	1.61%
May	8	99,872.46	1.45%
November	27	94,191.28	1.37%
February	2	91,223.14	1.32%
March	14	90,590.35	1.31%
February	26	87,253.16	1.26%
August	16	86,079.05	1.25%
Total		6,899,234.05	100.00%

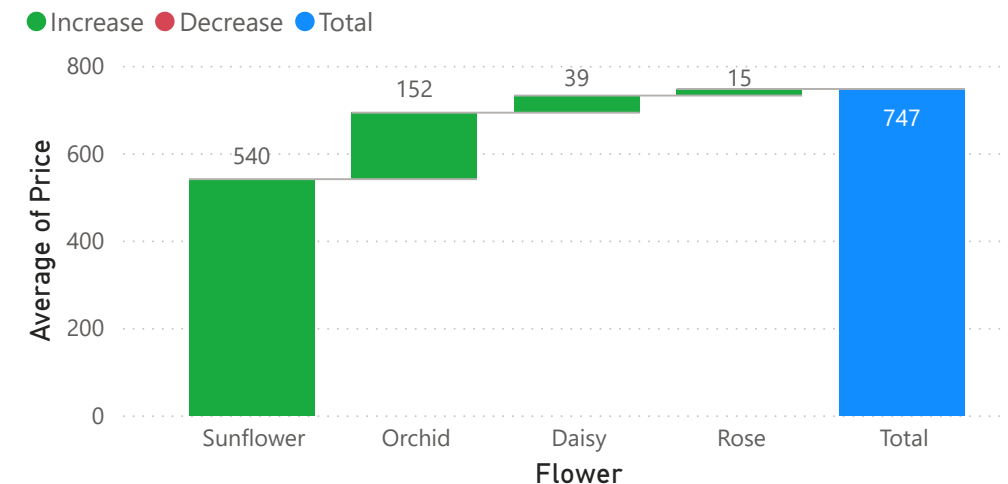
Total Revenue By Day

January			
1	7,229.08	0.10%	
Day	Total Revenue	Total Percentage	
January			
2	15,225.64	0.22%	
Day	Total Revenue	Total Percentage	

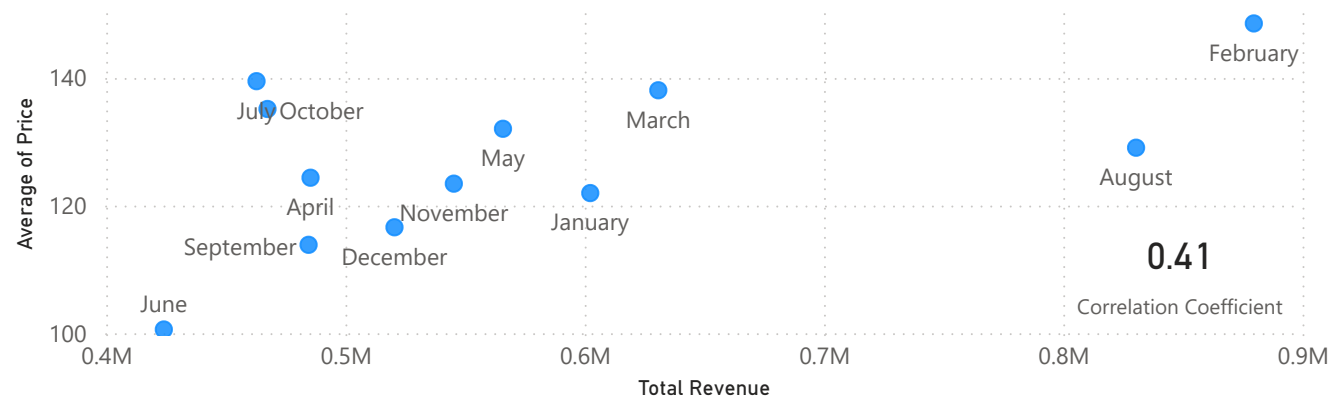
Average of Price by Quarter and Month



Average of Price by Flower



Total Revenue and Average of Price by Month



- **Total Average Product Price by Flower was 746.72**, mostly comprising of Sunflowers.
- Average Product Price by Flowers was **highest** in **Sunflowers** (~\$540), followed by Orchids (~\$152), Daisies (~\$39), and Roses (~\$15).
- By Month, the **highest** average product price was in **February** at **121.96** and **lowest** average price was in **June** at **100.58**. February also brought in the **highest** revenue, **\$880K**. **Q1** had the highest Average Price.
- There seems to be a **moderate positive correlation** ($r = 0.41$) between Total Revenue and Average Price by Month