

Problem Statement: Ferns and Petals Sales Analysis

Here is a 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. Task is to analyze this dataset to uncover key insights related to sales trends, customer behavior, and product performance.

Create a dashboard and answer the following key business questions to help the company improve its sales strategy and optimize customer satisfaction:

1. **Total Revenue:** Identify the overall revenue.
2. **Average Order and Delivery Time:** Evaluate the time taken for orders to be delivered.
3. **Monthly Sales Performance:** Examine how sales fluctuate across the months of 2023.
4. **Top 5 Products by Revenue:** Determine which products are the top revenue generators.
5. **Customer Spending Analysis:** Understand how much customers are spending on average.
6. **Sales Performance by Top Category :** Track the sales performance of top 5 products.
7. **Top 10 Cities by Number of Orders:** Find out which cities are placing the highest number of orders.
8. **Order Quantity vs. Delivery Time:** Analyze if higher order quantities impact delivery times.
9. **Revenue Comparison Between Occasions:** Compare revenue generated across different occasions.
10. **Revenue Comparison with Order Time :** Compare revenue Which time most order were placed .