

Ferns and Petals (FNP) – Sales Analysis Dashboard Insights

1. Total Revenue:

The overall revenue generated is ₹35,20,984.

2. Average Order & Delivery Time:

Average difference between order date and delivery date is 5.53 days.

3. Monthly Sales Performance (2023):

Sales peak during February and August, while April–June shows relatively lower performance, indicating seasonal demand patterns around major occasions.

4. Top Products by Revenue:

Magnam Set is the highest revenue-generating product, followed by Quia Gift, Dolores Gift, Harum Pack, and Dessert Box.

5. Customer Spending Analysis:

The average revenue per order is ₹3,520.98, reflecting strong customer willingness to spend on premium gifting items.

6. Sales Performance of Top 5 Products:

Top 5 products consistently contribute the majority share of revenue, with Magnam Set leading significantly.

7. Top 10 Cities by Number of Orders:

Cities with highest order volumes include Imphal, Dhanbad, Kavali, Haridwar, and Dibrugarh, showing strong regional demand.

8. Order Quantity vs Delivery Time:

Higher order quantities slightly increase delivery time, but overall delivery performance remains stable and efficient.

9. Revenue Comparison Between Occasions:

Anniversary and Raksha Bandhan generate the highest revenue, followed by Holi and Birthdays. Diwali and Valentine's Day show comparatively lower revenue.

10. Product Popularity by Occasion:

Premium gift sets perform best during Anniversaries and Raksha Bandhan, while cakes and personalized gifts are more popular for Birthdays and Valentine's Day.