Problem Statement: Ferns and Petals Sales Analysis

You have been given 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.

Your 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 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 5 Product**: 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. **Product Popularity by Occasion**: Identify which products are most popular during specific occasions.