

## ■ Ferns and Petals (FNP) Sales Analysis Report

A detailed business intelligence report based on sales performance, customer behavior, and product trends.

## 1. Project Overview

Ferns and Petals (FNP) is a leading gifting brand specializing in delivering flowers, gifts, sweets, and personalized items across India. The dataset used in this project contains order-level details such as products, customers, order dates, delivery dates, categories, occasions, and cities. The objective of this analysis was to build an interactive dashboard that provides insights into sales performance, customer spending patterns, and product popularity.

## 2. Problem Statement

The company wanted to answer the following key business questions:

1. What is the total revenue generated?
2. What is the average order delivery time?
3. How do sales fluctuate monthly across 2023?
4. Which are the top 5 products by revenue?
5. What is the average customer spending per order?
6. Which are the top 10 cities by orders?
7. What is the revenue distribution across occasions?
8. What is the revenue distribution across product categories?
9. How does order time affect revenue?
10. Are there delivery delays linked with higher order volumes?

3. Key Metrics from Dashboard

Total Orders	126
Total Revenue	■5,86,176
Expected Delivery Days	5.72 days
Average Customer Spend	■4,652.19

## 4. Insights & Analysis

- Revenue by Occasion: Anniversary and Raksha Bandhan generated the highest revenue, followed by Holi and Valentine's Day.
- Revenue by Category: Soft Toys and Sweets were the top revenue generators, while Mugs and Colors contributed less.
- Revenue by Hour: Orders peak around 10–12 hrs and 17–19 hrs, indicating ideal promotion times.
- Revenue by Months: Sales peaked in February (Valentine's Day) and August (Raksha Bandhan).
- Top 5 Products by Revenue: Mangoes Set, Executive Hamper, Exquisite Gift, Exotica Flower Pack, Mini Box.
- Top 10 Cities by Orders: Delhi and Kota lead, followed by Mumbai, Kolkata, and others.
- Customer Spending: Average spend is ■4,652.19, indicating a premium customer base.

## 5. Recommendations

1. Focus marketing on peak occasions like Valentine's Day, Raksha Bandhan, Holi, and Anniversaries.
2. Target top cities (Delhi, Kota, Mumbai, Kolkata) with localized campaigns.
3. Expand categories like Soft Toys and Sweets, and improve Mugs and Colors.
4. Run promotional campaigns during morning (10–12 AM) and evening (5–7 PM).
5. Reduce delivery time (currently 5.72 days) to improve customer satisfaction.
6. Introduce loyalty programs and personalized offers for customer retention.

## 6. Conclusion

The analysis shows that FNP's sales are highly occasion-driven, with premium products and Tier-1 cities contributing most revenue. However, there is scope for improvement in delivery times and underperforming categories. By leveraging these insights, FNP can boost sales, enhance customer satisfaction, and expand across cities.