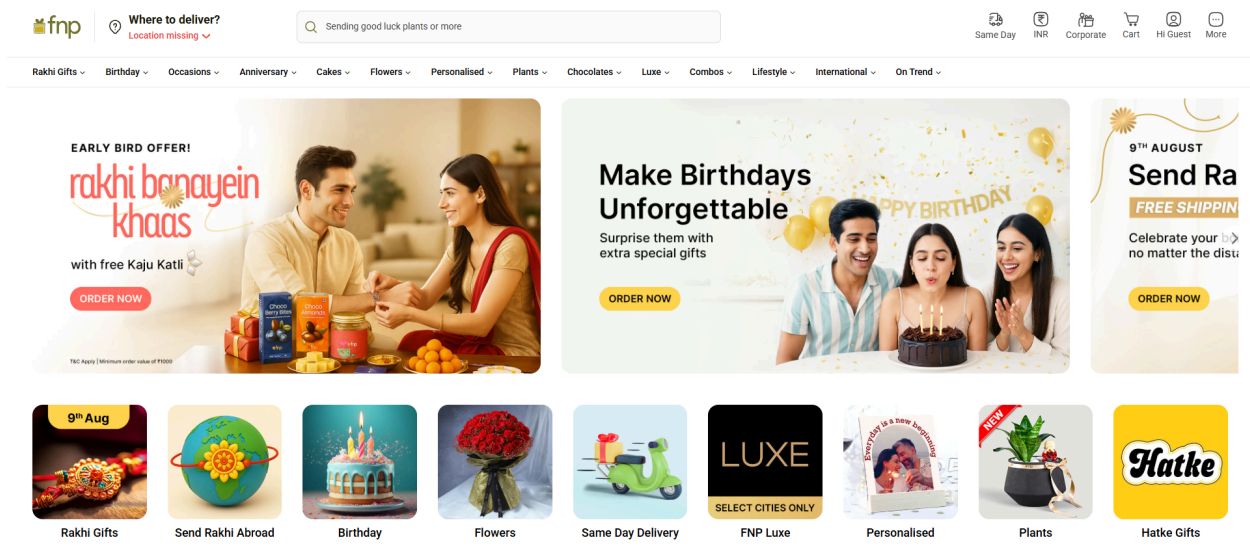# Ferns and Petals - Gift Store Sales Analysis

📊 Project Overview: Ferns and Petals Sales Analysis

This analysis project focuses on understanding the sales performance and customer behavior of **Ferns and Petals (FNP)** — a leading gifting platform specializing in delivering products for occasions like Diwali, Raksha Bandhan, Holi, Valentine's Day, Birthdays, and Anniversaries. The goal of this project is to uncover actionable insights that can help optimize sales strategies, enhance product offerings, and improve customer satisfaction.

Using Microsoft Excel, the dataset was systematically:

- **Loaded, cleaned, and transformed** to ensure data integrity,

- **Modeled** to establish relationships between orders, products, customers, and occasions,

- **Analyzed** using Pivot Tables, DAX measures, and other Excel tools,

- And finally visualized with an **interactive dashboard** featuring charts, slicers, and KPIs.

The dashboard provides clear answers to ten key business questions, covering areas such as:

- Total revenue generation

- Average order and delivery time

- Monthly and occasion-based sales trends

- Top-performing products and customer segments

- Geographic insights on order distribution

- Product popularity across different occasions

This analysis serves as a foundation for data-driven decision-making and helps Ferns and Petals refine their marketing and logistics strategies moving forward.
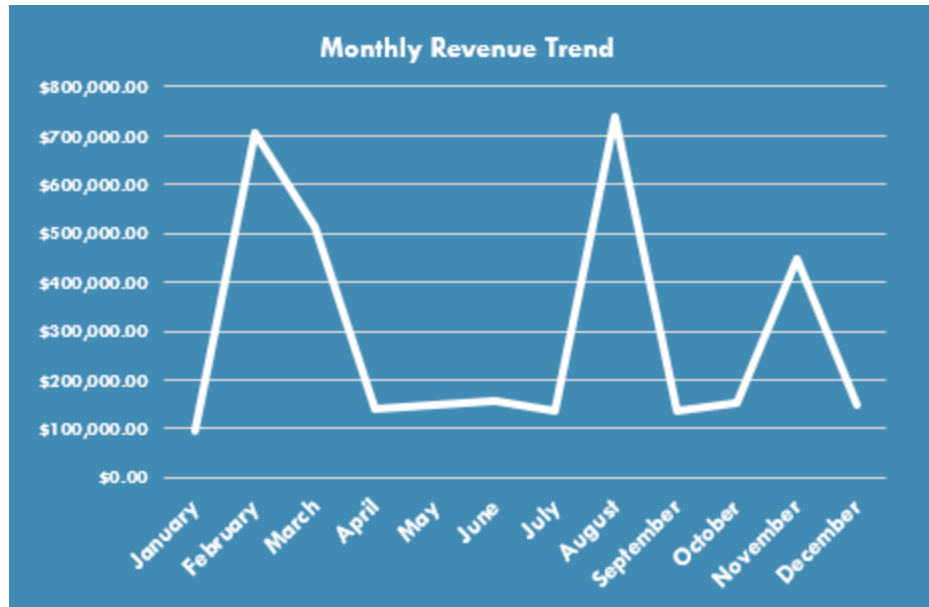
Problem Statements:

1. T**otal Revenue: Identify the overall revenue.**

$3,520,984.00

2. A**verage Order and Delivery Time: Evaluate the time taken for orders to be delivered.**

5.53

3. **Monthly Sales Performance: Examine how sales fluctuate across the months of 2023**

📅 Monthly Sales Performance – A 2023 Sales Story

As we journey through the months of 2023, the sales trend at Ferns and Petals reveals a story filled with festive spikes and seasonal slowdowns.

The year began on a quieter note, with **January** bringing in just under **$100K** in revenue—likely the calm after the holiday season. But then came **February**, and with it, the season of love. **Valentine's Day** proved to be a massive driver, catapulting revenue to a peak of over **$700K**, making it the strongest sales month of the year.

March followed with another strong performance at **$511K**, possibly boosted by Holi and early wedding season orders. However, as spring rolled in, sales dipped considerably. From **April through July**, revenues hovered between **$135K to $157K**, showing a more stable but lower period of customer activity.

Then came **August**, bringing a surprise spike in revenue, reaching another high at **$737K**. This could be linked to **Raksha Bandhan** and pre-festive season gifting, showing the strong emotional and cultural connection customers have with gifting traditions.

September through December saw moderate fluctuations, with **November** standing out at **$449K**, possibly driven by **Diwali** celebrations. **October** and **December**, despite being festive months, brought in steady but not peak-level revenue, around the **$150K** mark.

Overall, the sales trend clearly aligns with key occasions and festivals, highlighting the importance of seasonal planning and targeted campaigns. Peaks in **February, March, August, and November** indicate moments when customers are most engaged and willing to spend, offering valuable cues for future promotional strategies.

4. **Top Products by Revenue: Determine which products are the top revenue generators**
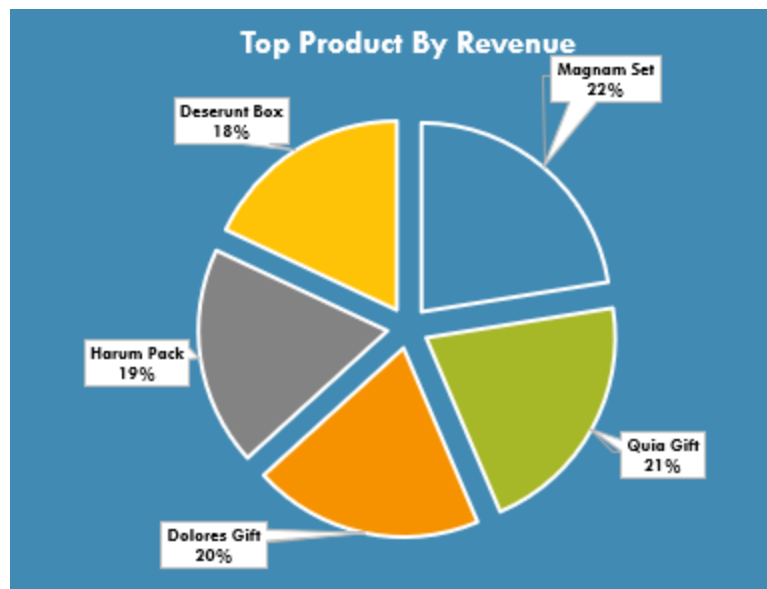
🏆 Top Revenue-Generating Products – A Quick Look

When we dug into the sales data, a clear group of star performers emerged. **Magnam Set** led the pack, bringing in a remarkable **$121,905**, closely followed by **Quia Gift** and **Dolores Gift**. These three products alone pulled in over $340K in revenue, showing just how much customers are drawn to premium gift options. **Harum Pack** and **Deserunt Box** also held strong, rounding out the top five. These insights point to where FNP's product strength lies — in carefully curated, high-value gift bundles that resonate with buyers across occasions.

5. **Customer Spending Analysis: Understand how much customers are spending on average.**

$3,520.98

6. **Top 10 Cities by Number of Orders: Find out which cities are placing the highest number of orders.**

📍 *Top 10 Cities by Number of Orders – Summary*

When we looked at where the most orders were coming from, a few surprising names topped the list. **Imphal** led the chart with **29 orders**, followed closely by **Dhanbad** and **Kavali**, showing that smaller cities are just as engaged in gifting as the metros. Cities like **Haridwar**, **Bidhannagar**, and **Dibrugarh** also made strong appearances. Interestingly, this shows a strong demand from Tier 2 and Tier 3 cities — a clear sign that Ferns and Petals is reaching deep into India's heartland. It's not just the big cities that are celebrating, it's everyone.

7. **Revenue Comparison Between Occasions: Compare revenue generated across**
different occasions.
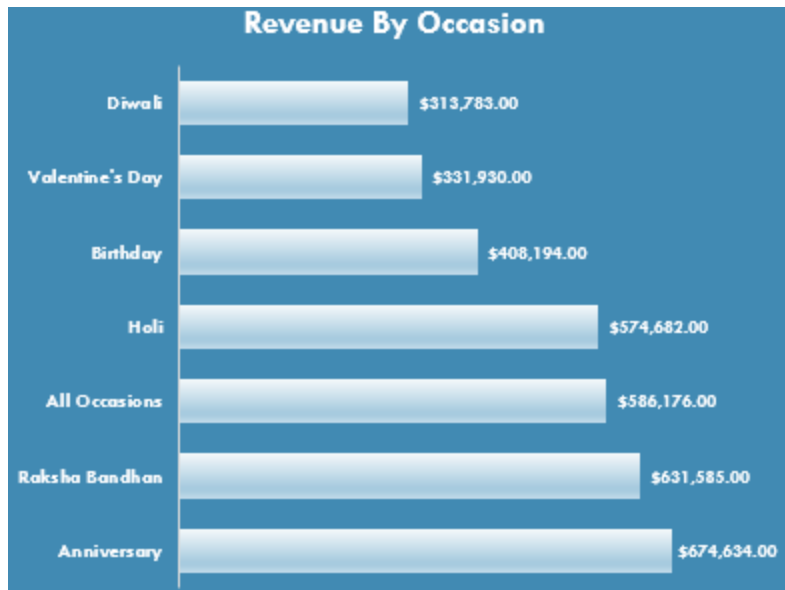
📌 Revenue by Occasion – A Quick Story

When we looked at how much revenue Ferns and Petals generated from different occasions, **Anniversaries came out on top**, bringing in **$674,634**. Not far behind was **Raksha Bandhan**, with over **$631K** in sales — showing how personal and emotional gifting can really drive purchases.

Interestingly, even occasions like **Holi** and **"All Occasions"** (general-purpose gifting) outperformed big-ticket events like **Valentine's Day** and **Diwali**, which brought in **$331K** and **$313K**, respectively.

This tells us that while traditional festivals matter, **personal milestones like anniversaries and birthdays** are often stronger drivers of gift purchases — and perhaps, more consistent year-round.

✅ Recommendations Based on Sales Analysis

1. **Focus on Occasion-Based Campaigns**

Since **Anniversaries** and **Raksha Bandhan** are the top revenue-generating occasions, targeted marketing campaigns around these dates (email, social ads, bundle offers) can drive even higher sales. Consider expanding product offerings or curated gift sets specifically for these events.

2. **Leverage Top-Performing Products**

   Products like the **Magnum Set**, **Quia Gift**, and **Dolores Gift** are driving a large chunk of revenue. Promote these heavily during high-sales months and bundle them with occasion-themed promotions to maximize impact.

3. **Optimize Inventory and Promotions by Month**

   There's a noticeable spike in **February and August**, indicating seasonal peaks. Plan inventory, staffing, and promotional efforts accordingly during these months to handle demand efficiently.

4. **Capitalize on City-Level Demand**

   Imphal, Dimabad, and Karol are among the top cities for orders. Explore localized offers, faster delivery options, or targeted digital ads in these high-performing regions to deepen market presence.

5. **Improve Delivery Efficiency for Large Orders**

   If you observe a correlation between larger order sizes and longer delivery times, consider operational improvements (e.g., early dispatching, automated routing) during peak seasons or for bulk orders.

6. **Expand in Underperforming Categories**

   Categories like **Plants**, **Mugs**, and **Cake** show lower revenue compared to **Colors**, **Soft Toys**, and **Sweets**. Investigate customer preferences and consider refreshing product design or bundling to boost performance.

7. **Enhance Cross-Category Bundling**

   Top categories like **Colors**, **Soft Toys**, and **Sweets** can be creatively bundled with occasion-specific products to increase average order value and customer satisfaction.

Complete Dashboard

Gift Store Sales Analysis

Total Revenue $3,520,984.00	Total Orders 1000
Avg Order Dlivery Time 5.53	Avg Customer's Spent $3,520.98

Order Date
All Periods — MONTHS
2023
JUN JUL AUG SEP OCT NOV DEC

Delivery_Date
All Periods — MONTHS
2024
JUN JUL AUG SEP OCT NOV DEC

Occasion
All Occasions
Anniversary
Birthday
Divali
Holi
Raksha Bandhan
Valentine's Day

Revenue By Occasion

Occasion	Revenue
Diwali	$513,783.00
Valentine's Day	$531,930.00
Birthday	$408,194.00
Holi	$574,682.00
All Occasions	$586,176.00
Raksha Bandhan	$631,585.00
Anniversary	$674,634.00

Top Product By Revenue

- Magsam Set 22%
- Quie Gift 21%
- Delore Gift 20%
- Harum Pack 19%
- Deseruat Box 18%

Hourly Revenue Trend

(line chart, $0.00 to $200,000.00; hours 0–23)

Monthly Revenue Trend

(line chart, $0.00 to $800,000.00; January–December)

Top Cities By Order

City	Orders
Junjled	29
Dhanbad	28
Kewsi	27
Haulovar	24
Brihmampur	21
Dirvapak	21
Nosik Deurkm	19
Rarjara	18
Agra	17
Ghmevati	16

Revenue By Category

Category	Revenue
Colors	$1,005,645.00
Soft Toys	$740,831.00
Sweets	$733,842.00
Cake	$329,862.00
Raksha Bandhan	$297,372.00
Plants	$212,281.00
Mugs	$201,151.00