Executive Summary – Sales Analysis Project (Ferns N Petals)

Project Overview

This project presents a comprehensive sales analysis of Ferns N Petals (FNP), a leading gifting company, using Excel-based data analytics and visualization. The objective of this project was to analyze customer purchase behavior, revenue trends, and product performance across different occasions, categories, and time frames. The final output is an interactive dashboard that enables quick insights into sales performance, customer spending patterns, and seasonal demand fluctuations.

Key Highlights

- Total Orders Analyzed: 1,000

- Total Revenue Generated: ₹35,20,984

- Average Delivery Days: 5.53

- Average Customer Spend: ₹3,520.98

- Correlation Between Order Quantity & Delivery Days: 0 (no correlation)

Major Insights from Analysis

1. Revenue by Occasions

- Anniversary, Raksha Bandhan, and Diwali contributed the highest revenues.

- Festivals and special events significantly boosted sales, reflecting seasonal demand trends.

2. Revenue by Category

- Cakes and Soft Toys emerged as top-performing categories.

- Plants and Sweets showed moderate demand, while Colours and Mugs contributed the least.

3. Top Cities by Orders

- Major metropolitan cities such as Bangalore, Mumbai, Pune, and Hyderabad generated the most orders.

- This indicates strong urban customer penetration and brand popularity in tier-1 cities.

4. Top Products by Revenue

- Desirant Box, Dolones Gift, and Magnum Set ranked as the highest revenue-generating products.

- These premium products indicate a customer preference for luxury gifting items.

5. Revenue by Time Period

• Monthly Trends: Highest sales spikes were observed in March and September, coinciding with festivals and occasions.

• Weekly Trends: Sales peaked on Tuesdays and Sundays, suggesting customers prefer gifting around weekends and mid-week.

• Hourly Trends: Highest revenue was observed between 6 AM – 8 AM and 6 PM – 9 PM, aligning with peak ordering times.

6. Correlation Analysis

• A correlation value of 0 was observed between Order Quantities and Delivery Times.

• This indicates no relationship between the number of items ordered and delivery delays, suggesting that FNP's logistics operations are stable and unaffected by order size.

Business Implications

• Marketing & Promotions: Focus promotional campaigns during festive months and around peak ordering hours.

• Product Strategy: Expand offerings in cakes and premium gifting items, while revamping low-performing categories like mugs and colours.

• Geographic Targeting: Strengthen presence in tier-2 cities to tap into untapped markets, while retaining strong engagement in metro cities.

• Customer Retention: Average customer spend indicates potential for loyalty programs and personalized recommendations to increase repeat purchases.

• Operational Efficiency: Stable delivery times regardless of order size reflects efficient supply chain management, which can be leveraged as a competitive advantage.

Tools & Techniques Used

• Excel for data cleaning, analysis, and visualization.

• Pivot Tables & Charts for slicing and dicing data.

• Correlation Analysis to test impact of order quantity on delivery performance.

• KPI Metrics Dashboard designed for easy decision-making and management insights.

Conclusion

This project highlights the importance of data-driven decision-making in the gifting industry. By analyzing sales performance across multiple dimensions—occasions, categories, cities, and time—Ferns N Petals can better align its marketing strategies, product portfolio, and customer engagement efforts. The correlation analysis further confirms that operational efficiency in deliveries remains unaffected by order size, strengthening customer trust in timely service.