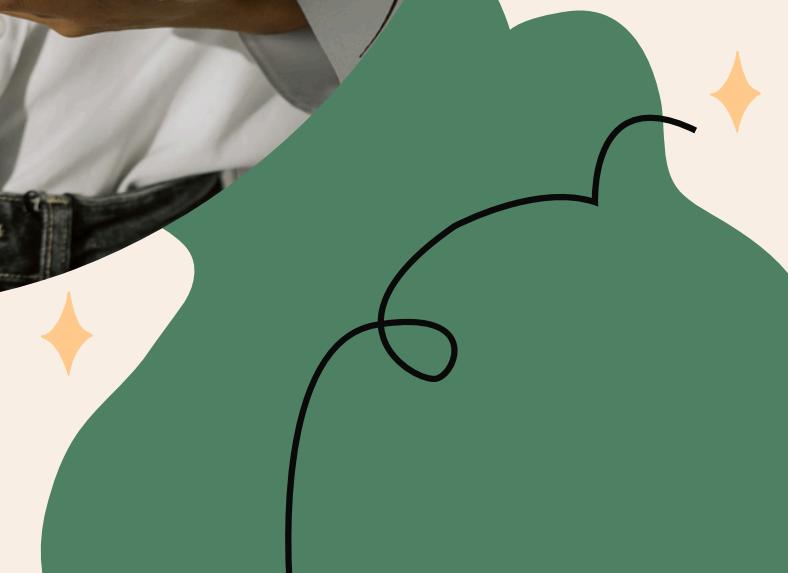


Ferns N Petals Business Intelligence Dashboard

Revenue, Products, and
Customer Behavior

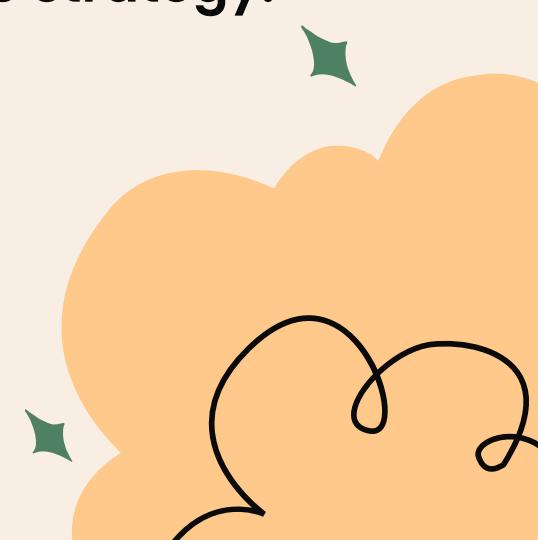
Project By: **Saisha Raut**





Project Objectives



-  To analyze overall sales performance through revenue, customer spending, and delivery time metrics.
 -  To identify trends across products, occasions, and months that drive business growth.
 -  To evaluate geographic and customer insights for better decision-making and future strategy.
- 

Introduction



The Ferns N Petals Sales Analysis project focuses on understanding business performance through data-driven insights. By examining revenue trends, customer spending patterns, product performance, and occasion-based sales, the analysis highlights key growth opportunities. The interactive dashboard further enables quick decision-making by presenting monthly trends, top cities, and delivery efficiency in a clear and actionable format.

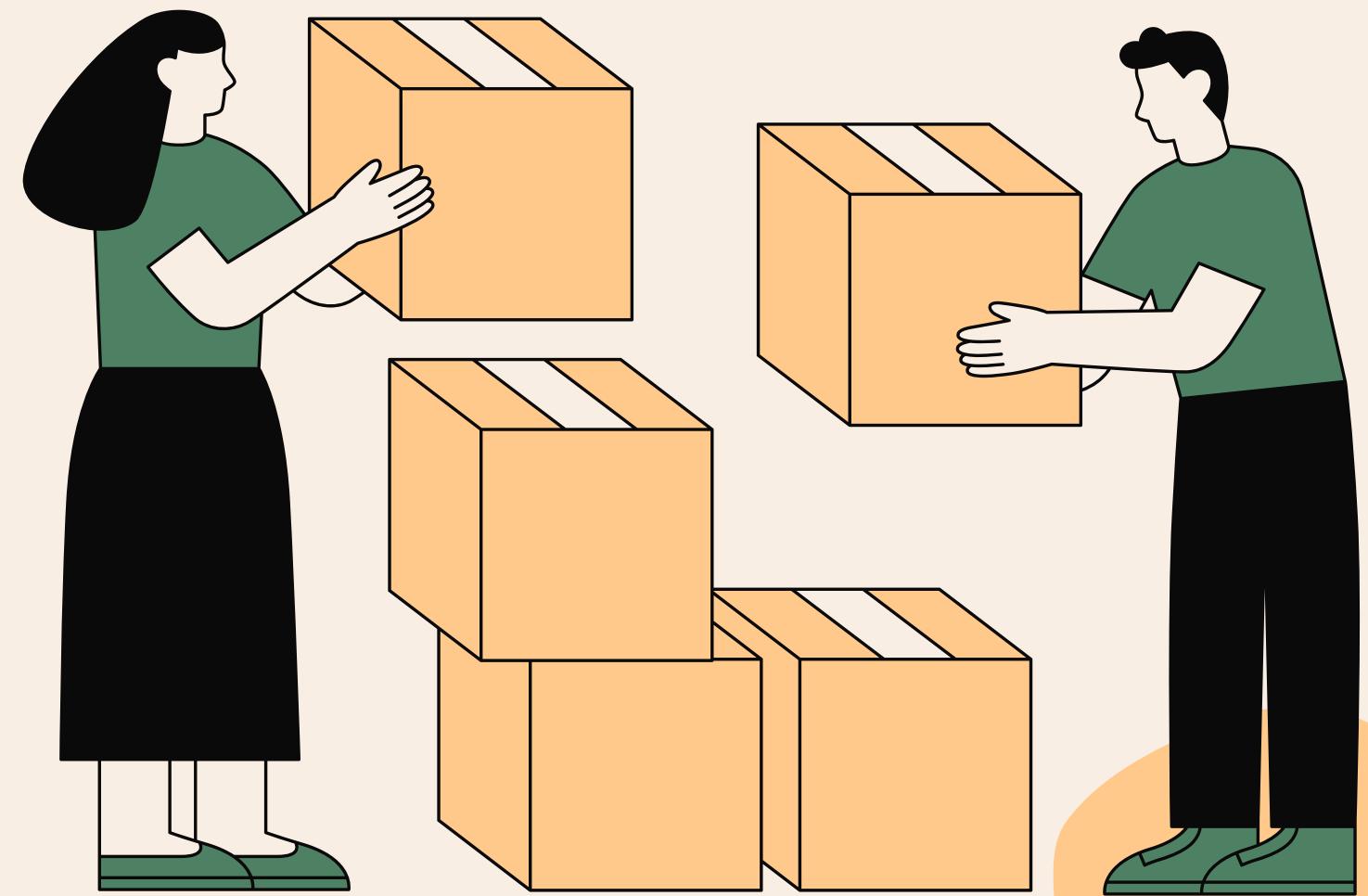
Analysis Dashboard





Total Revenue

The business generated **₹35,20,984** in revenue from 1,000 total orders, highlighting consistent demand across categories and occasions.





Average Order and Delivery Time

The average order-to-delivery time stands at **5.53 days**, an important metric for operational planning and customer satisfaction.





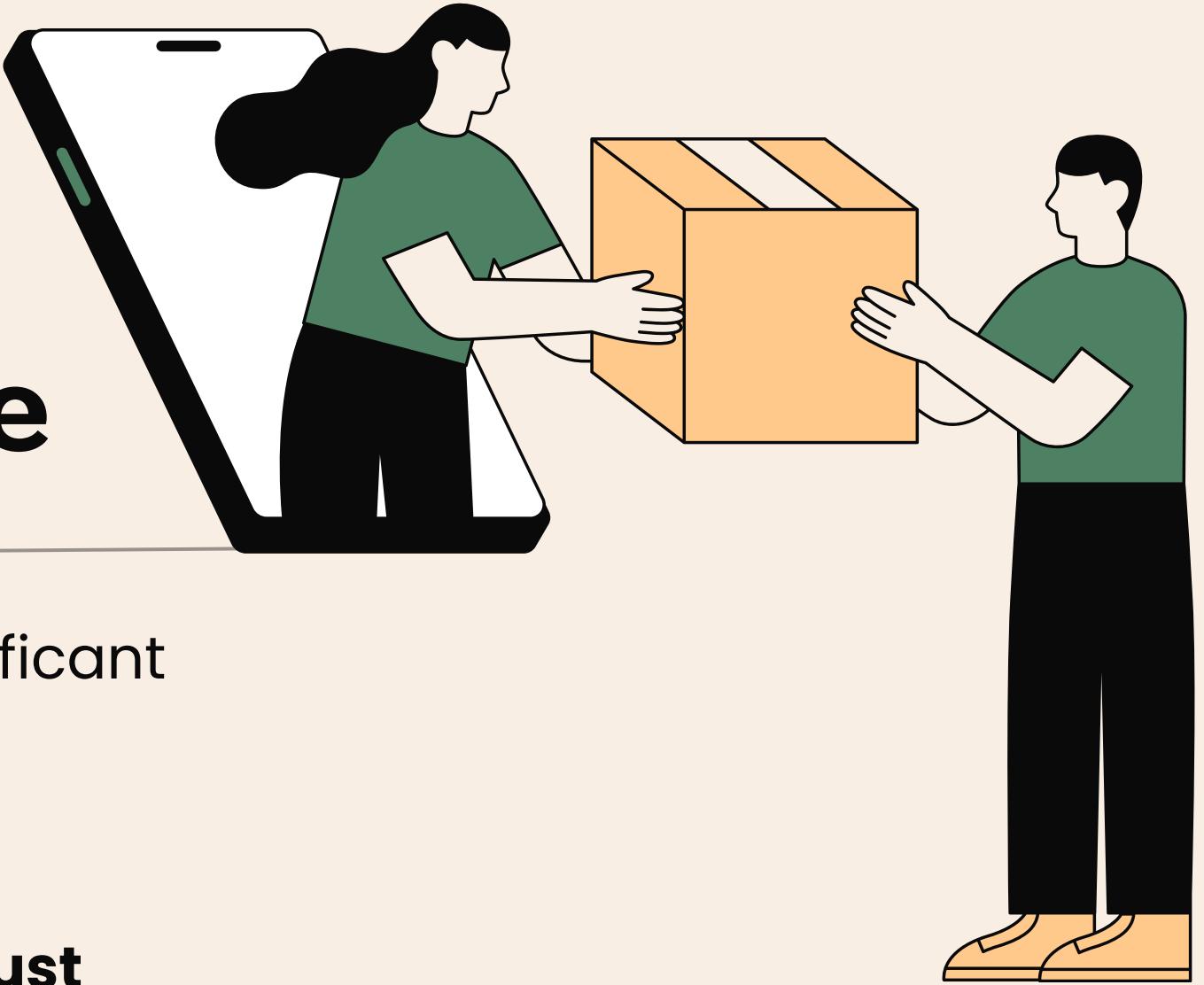
Monthly Sales Performance



Sales showed significant fluctuations across 2023.



February and August recorded peak sales, aligning with Valentine's Day and Raksha Bandhan, while **April–June** experienced relatively lower performance.



Top Products by Revenue

The top five products (**Deserunt Box, Dolores Gift, Harum Pack, Magnum Set, Quia Gift**) contributed the largest revenue share, each generating between ₹97,000–₹1,21,905.





Customer Spending Analysis



The average customer spending is **₹3,520.98** per order, indicating a strong preference for mid- to premium-priced products.



Sales Performance by Top 5 Products

Revenue from the top five products reflects customer preference for curated hampers and gift boxes, suggesting opportunities to expand premium product lines.





Top 10 Cities by Number of Orders

Cities such as Dhanbad, Imphal, and Kavali ranked highest in terms of orders, while smaller Tier-2 cities like Bhatpara and Bilaspur show potential for market expansion.

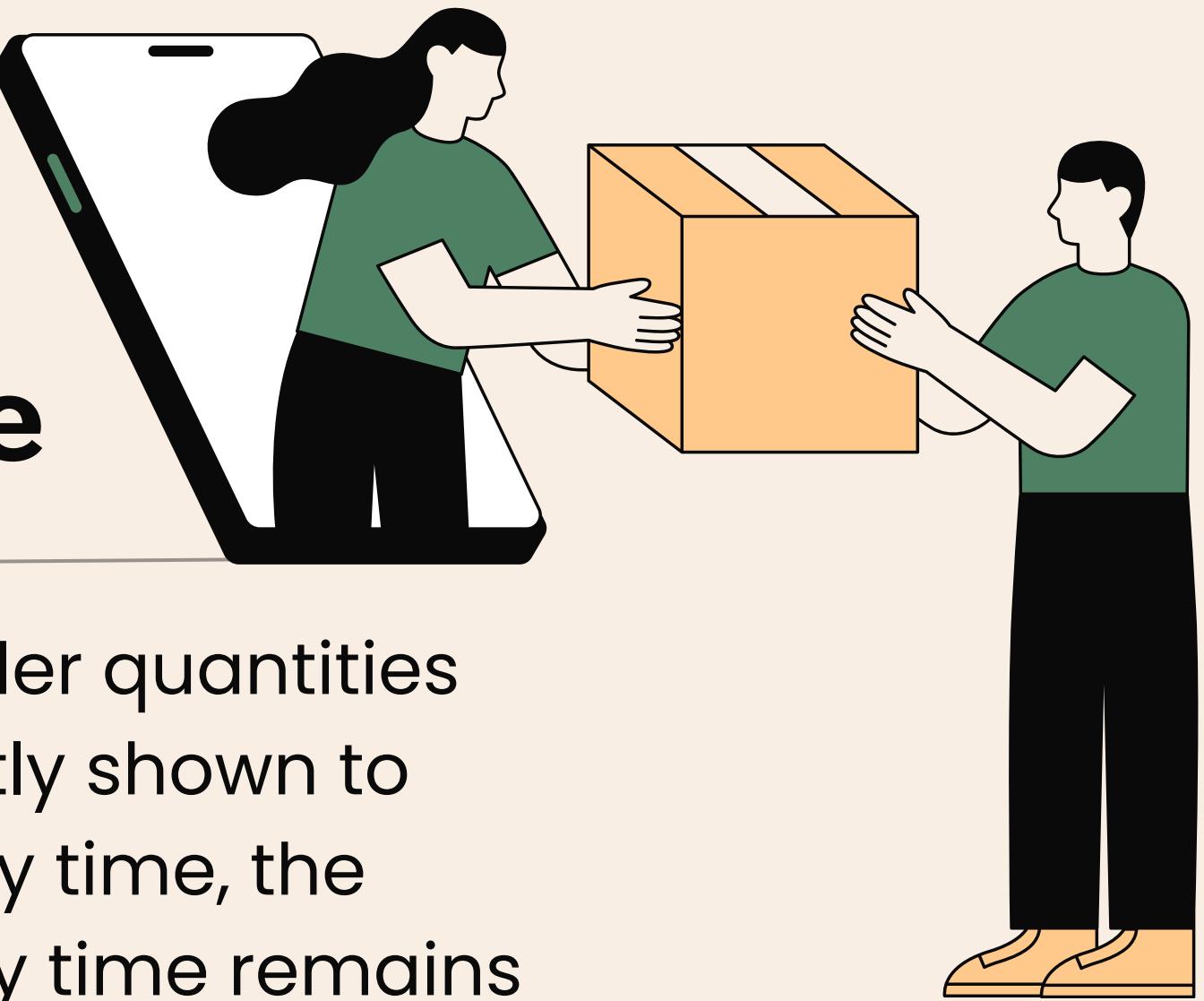




Order Quantity vs. Delivery Time



While higher order quantities were not explicitly shown to increase delivery time, the average delivery time remains consistent across varying order sizes, reflecting operational stability.



Revenue Comparison Between Occasions

- Anniversaries, Raksha Bandhan, and Holi were the strongest occasions for revenue.
- Diwali and Valentine's Day, despite their cultural importance, underperformed and present an opportunity for promotional campaigns.





Product Popularity by Occasion

Certain products showed occasion-specific popularity, e.g., colors during Holi, sweets during Raksha Bandhan, and soft toys around Valentine's Day, confirming the importance of aligning product marketing with cultural events.





Strategic Recommendations

- Boost Occasion Marketing** – Strengthen campaigns around peak events (Anniversary, Raksha Bandhan, Holi) and improve sales during weaker ones like Diwali and Valentine's Day.
- Expand Premium Gift Lines** – Focus on curated hampers and gift sets, as they generate the highest revenue and align with customer preferences.
- Target Emerging Cities** – Invest in Tier-2 markets showing growth potential to expand customer reach and increase order volumes.



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Thank You Very Much !

Data-Driven Insights for
Memorable Gifting

