FNP (Ferns N Petals) Sales Analysis

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Project Overview

This project dives deep into the sales data of Ferns N Petals (FNP) - India's leading gifting platform - to uncover key business insights around customer behavior, product performance, and operational efficiency. Using data from 1,000 orders amounting to a total revenue of INR 35,20,984, this analysis aims to provide actionable strategies for increasing sales, optimizing delivery, and enhancing customer satisfaction.

Key Metrics

- Total Orders: 1,000

- Total Revenue: INR 35,20,984

- Average Order Value: INR 3,520.98

- Average Delivery Time: 5.53 hours

Insights & Analysis

1. Sales Trends Over Time

- February saw the highest sales spike, thanks to Valentine's Day.

- August followed closely with peak sales during Raksha Bandhan.

- Other festivals like Diwali and Holi also drove significant sales.

- Evening hours (4 PM - 10 PM) consistently showed the highest order volumes.

2. Product Performance

- Top Revenue-Generating Category: Colors (INR 10M)

- Strong Performers: Soft Toys & Sweets (~INR 7M each)

- Top-Selling Products:

  - Magnam Gift Set

  - Quia Gift

  - Deserunt Box (popular for budget-conscious buyers)

  - Harum Pack (corporate favorite)

3. Geographic Insights

- Top Cities by Orders:

  - Dharwad ' Highest number of orders

  - Ujjain ' Highest average order value

  - Bhopal ' Most repeat customers

- Tier-2 Cities showed impressive growth, highlighting expansion opportunities.

4. Customer Behavior

- When Do People Shop?

  - Peak hours: 4 PM - 10 PM

  - Secondary spike: 10 AM - 12 PM

  - Early morning (6 AM - 9 AM) sees birthday-related orders

- How Much Do They Spend?

  - Majority: INR 2,000 - 5,000

  - Premium Orders (>INR 10,000) during weddings & special events

Strategic Recommendations

1. Inventory Management

- Increase stock for February & August spikes.

- Maintain higher inventory for top 5 products.

- Prepare extra stock for evening rush hours and festivals.

2. Marketing Strategies

- Launch festival-centric campaigns & combos.

- Promote anniversary & birthday special deals.

- Implement city-specific promotions based on customer behavior.

3. Operational Improvements

- Strengthen delivery capacity during peak hours.

- Optimize routes for faster delivery during festivals.

- Introduce early morning birthday deliveries.

Technical Highlights

- Built an interactive dashboard for real-time analysis.

- Integrated filters for dates, occasions, and cities.

- Analyzed data using time-based trends, product categories, and geographic patterns.

Conclusion

This sales analysis highlights how FNP can boost revenue by aligning stock, marketing, and operations with customer behavior patterns. Focusing on peak seasons, popular product categories, and city-specific trends can drive smarter decisions and enhance customer satisfaction.