

# FNP Sales Analysis Dashboard

## Problem Statement & Executive Summary

### 1. Problem Statement

**Project:** Ferns and Petals Sales Analysis

You have been given a dataset from FNP (Ferns and Petals), a company that specializes in sending gifts for various occasions such as Diwali, Raksha Bandhan, Holi, Valentine's Day, Birthdays, and Anniversaries. The dataset contains details about products, orders, customers, and relevant dates.

**Objective:** Analyze this dataset to uncover key insights related to **sales trends, customer behavior, and product performance.**

#### Key Business Questions:

1. **Total Revenue:** Identify the overall revenue.
2. **Average Order and Delivery Time:** Evaluate the time taken for orders to be delivered.
3. **Monthly Sales Performance:** Examine how sales fluctuate across the months of 2023.
4. **Top Products by Revenue:** Determine which products are the top revenue generators.
5. **Customer Spending Analysis:** Understand how much customers are spending on average.
6. **Sales Performance of Top 5 Products:** Track the sales performance of top 5 products.
7. **Top 10 Cities by Number of Orders:** Find out which cities are placing the highest number of orders.
8. **Order Quantity vs. Delivery Time:** Analyze if higher order quantities impact delivery times.
9. **Revenue Comparison Between Occasions:** Compare revenue generated across different occasions.
10. **Product Popularity by Occasion:** Identify which products are most popular during specific occasions.

### 2. Executive Summary

This Sales Analysis Dashboard provides a comprehensive overview of the company's sales performance, customer spending patterns, and revenue drivers. The analysis is based on **1,000 total orders generating a total revenue of 3,520,984**, with an **average customer spending of**

**3,520.98 per order.** The **average order-to-delivery time is 5.53 days**, reflecting operational efficiency but also highlighting opportunities for improvement.

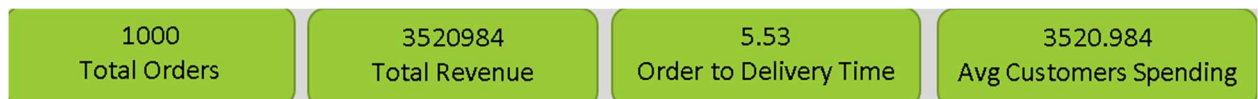


Fig: Dashboard

## Key Highlights

### Overall Sales Performance

- **Total Orders:** 1,000
- **Total Revenue:** 3.52M
- **Average Customer Spending:** 3,520.98 per order
- **Order-to-Delivery Time:** 5.53 days



## Revenue Insights

### By Occasion:

- Major revenue contributors: **Anniversary, Raksha Bandhan, Holi**
- Lower revenue: **Valentine's Day, Diwali** → opportunity for targeted promotions

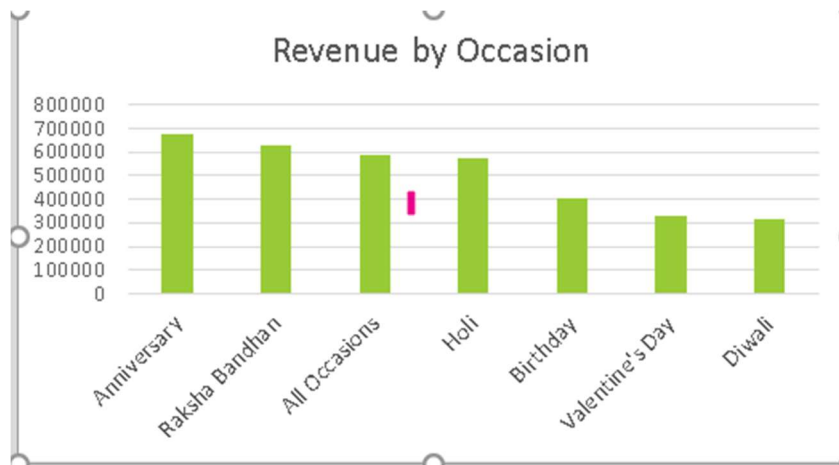


Fig: Revenue by Occasion

### By Category:

- Top revenue categories: **Colors, Sweets, Soft Toys**
- Low-performing: **Cakes, Plants** → consider bundling or cross-selling

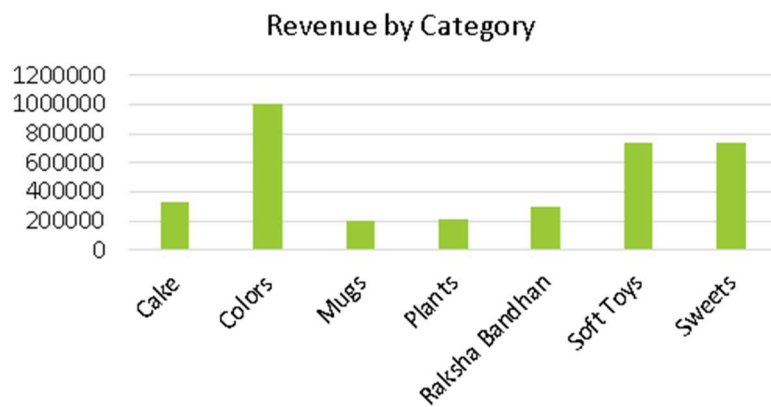


Fig: Revenue by Category

### By Products:

- Top products: **Magnam Set, Dolores Gift Harum Pack, Quia Gift, Deserunt Box**

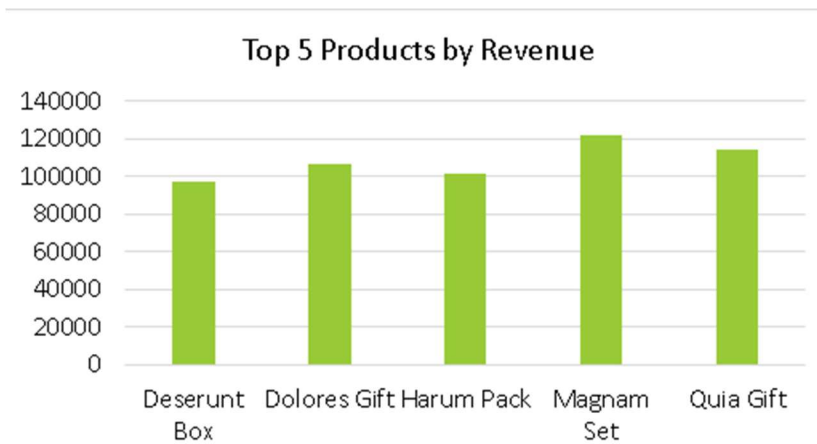


Fig: Top 5 products by revenue

## Geographic Performance

- **Top Cities by Orders:** Bethamore, Sasaram, Anand, Aligarh
- Mid-tier cities show strong growth potential



Fig: Orders by city

## Temporal Analysis

- **Peak Months:** February, March, August

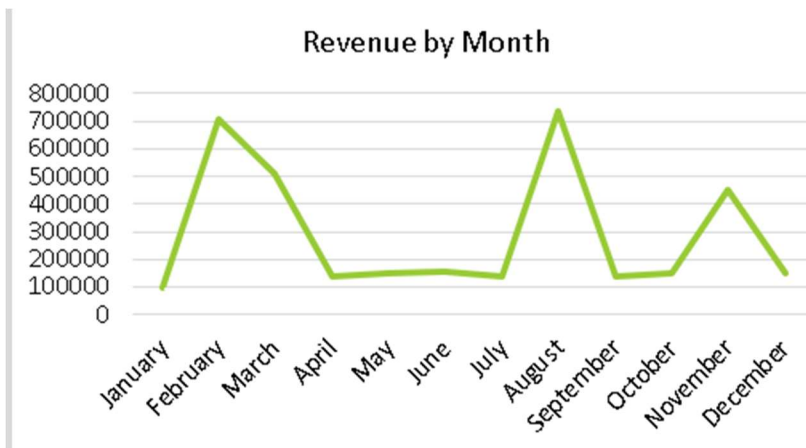


Fig: Revenue by month

- **Low Months:** May, June, October
- **Peak Weekdays:** Tuesday, Sunday

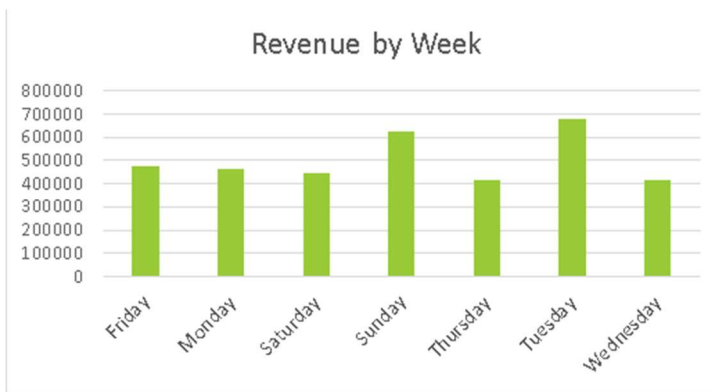


Fig: Revenue by Week name

## Business Implications & Recommendations

1. Enhance occasion-based marketing for underperforming festivals.
2. Promote top-selling products and bundle low-performing ones.
3. Expand marketing and delivery in promising mid-tier cities.
4. Reduce delivery time from 5.53 days to under 4 days.
5. Implement targeted offers in low-sales months.

## Conclusion

The dashboard demonstrates strong sales performance with room for growth. Optimizing **product mix, promotions, regional focus, and delivery timelines** can increase revenue and strengthen market positioning.

