



# FERNS & PEDALS

It is designed to provide real-time insights into sales performance, customer behavior, and trends. It tracks key metrics such as total revenue, product-wise sales, seasonal demand. With interactive visualizations and filters, the dashboard empowers the team to make data-driven decisions, optimize inventory, and enhance customer engagement.

[Overview](#)[Product Performance](#)[Customer Insights](#)[Occasion Based Sales Trends](#)[Profitability Analysis](#)[Forecast Analysis](#)

# Overview

 All 

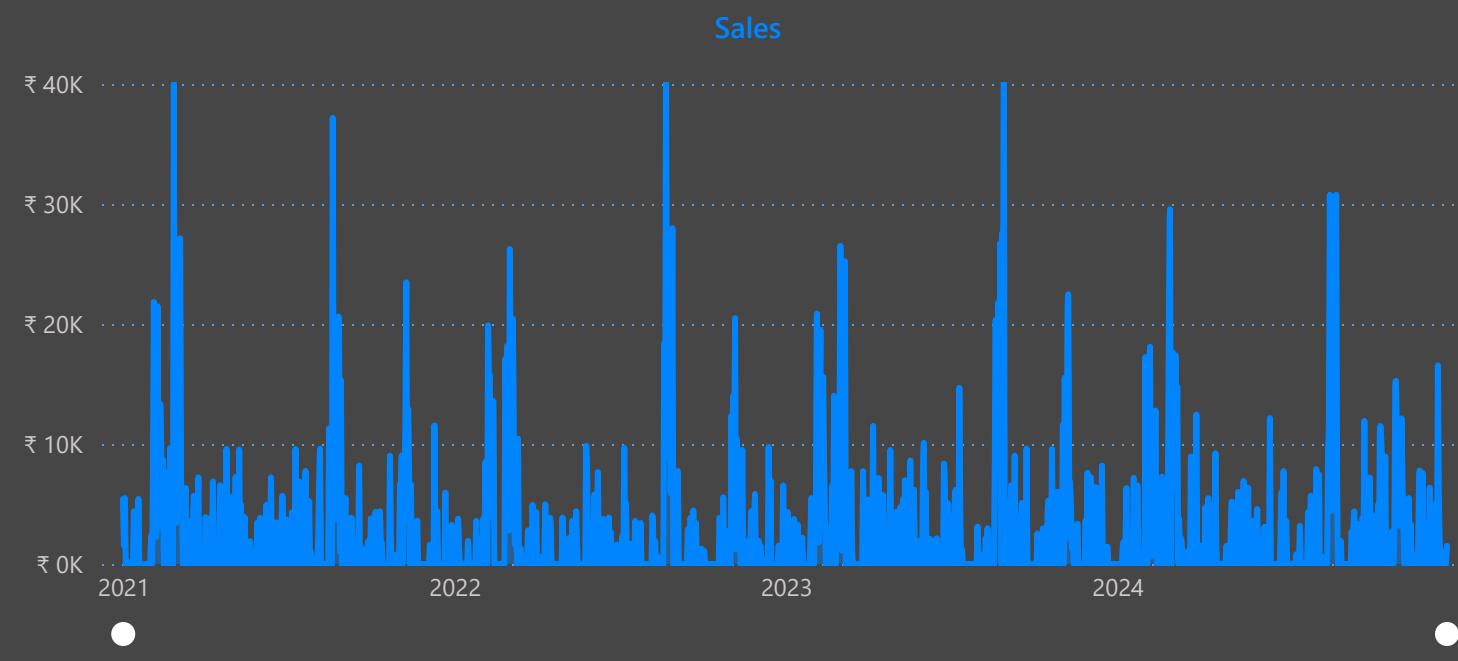
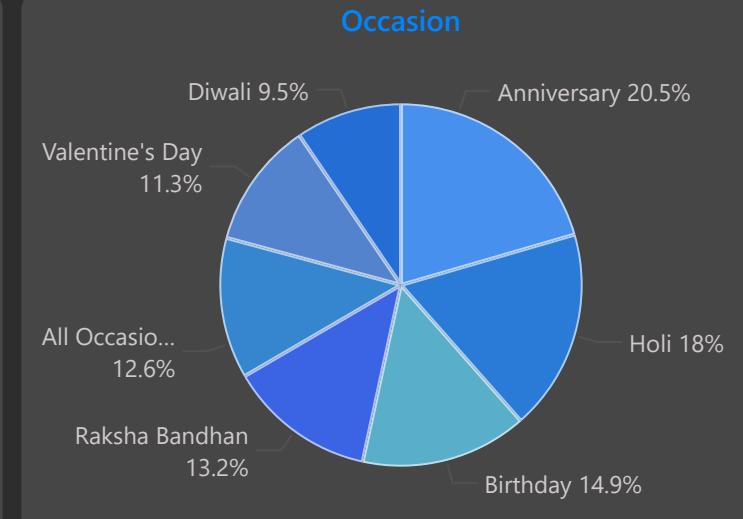
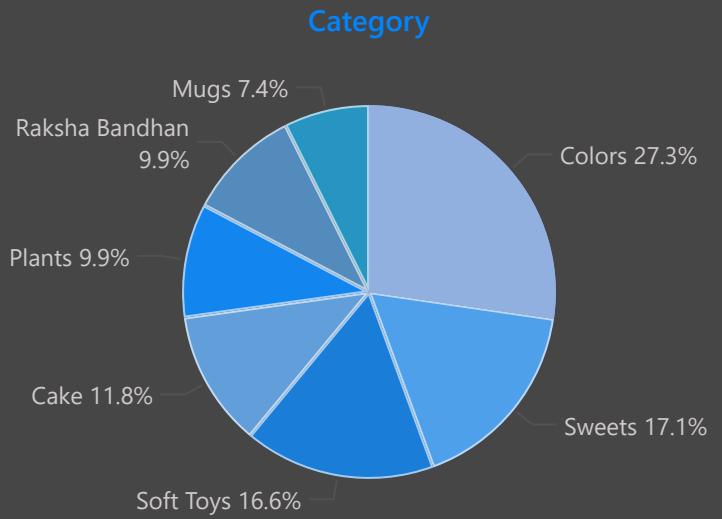
 All 

**Sales**  
**₹ 35.21L**  
▲ 1.64% ( ₹ 56.95K from last month )

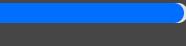
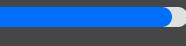
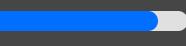
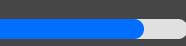
**Profit**  
**₹ 10.41L**  
▲ 1.41% ( ₹ 14.43K from last month )

**Orders**  
**1K**  
▲ 1.52% ( 15 from last month )

**Average Order Value**  
**₹ 3.52K**  
▲ 0.12% ( ₹ 4 from last month )



**Best Sellers**

Products	Sales	Status
1 Magnam Set	₹ 1.22L	
2 Quia Gift	₹ 1.14L	
3 Dolores Gift	₹ 1.07L	
4 Harum Pack	₹ 1.02L	
5 Deserunt Box	₹ 97.67K	



# Product Performance

All ▼

Multiple selec... ▼

2021 ▼

## Profit Margin

31.79%

▲ 0.29% (.09% from last month)

## Product Demand

377

▲ 10.56% ( 36 from last month )

## Top 8 Products by Profit

### Products

### Profit ▼

Nam Gift	₹ 13.20K
Quos Box	₹ 7.84K
lure Gift	₹ 7.56K
Ut Pack	₹ 7.42K
Sed Pack	₹ 6.85K
Sed Set	₹ 6.06K
Quos Set	₹ 5.69K
Voluptate Pack	₹ 5.54K

## Category by Quantity

### Colors

125

### Cake

62

### Soft Toys

50

### Plants

39

### Sweets

39

### Raksha Bandhan

38

### Mugs

24

## Product Demand

### Products

### Sum of Quantity ▼

Nam Gift

22

Quos Box

20

Sed Pack

16

Eius Gift

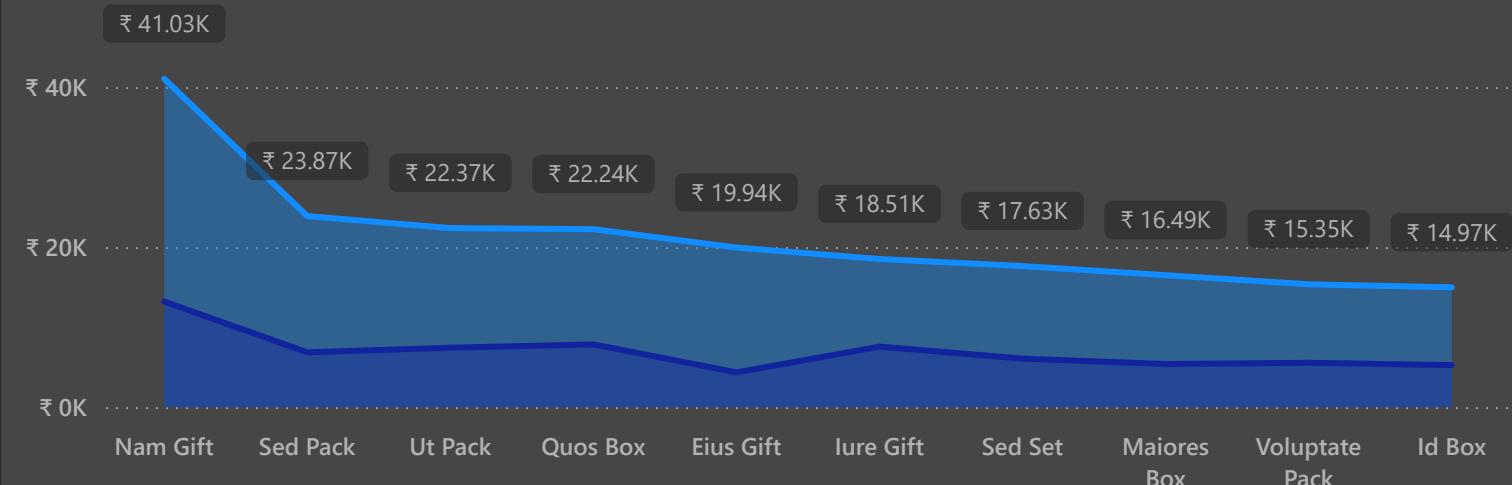
13

Ut Pack

13

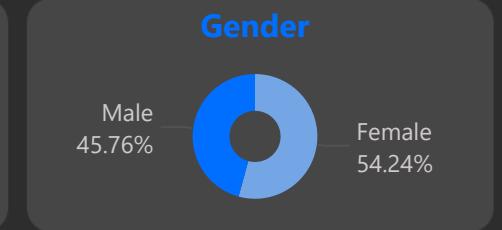
## Sales and Profit by Products

● Sales ● Profit



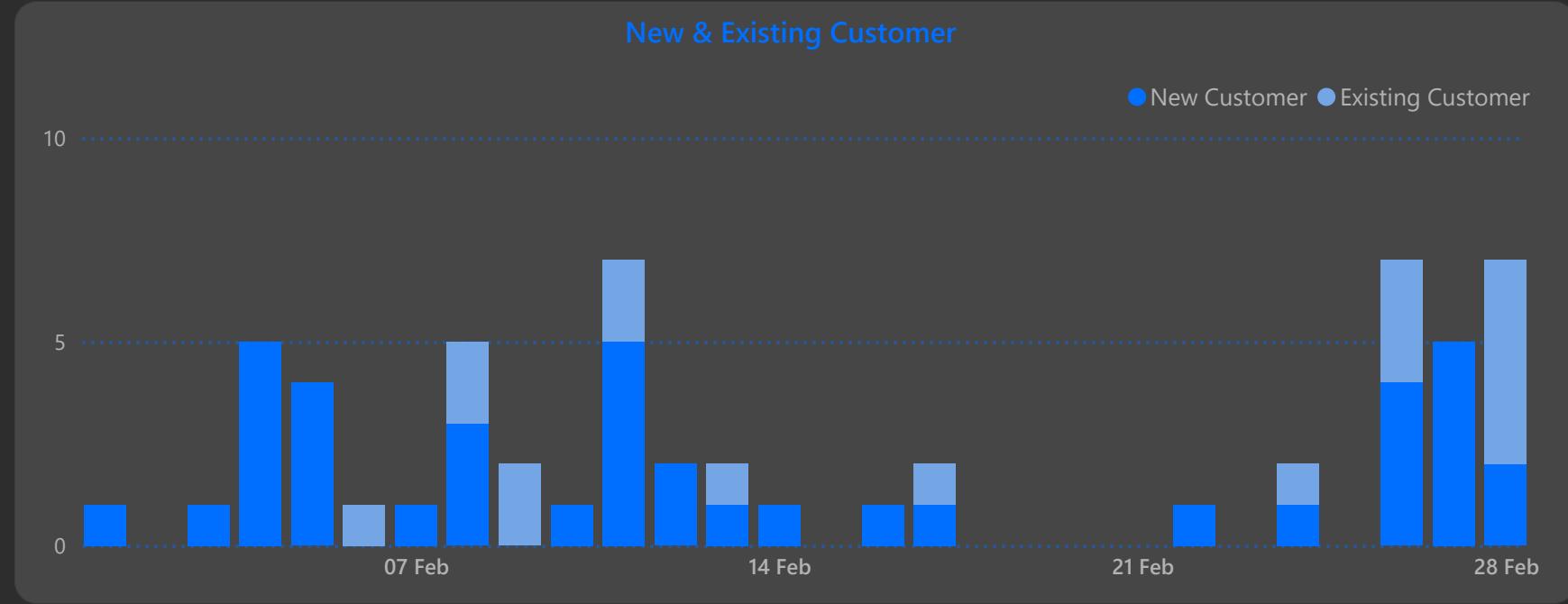
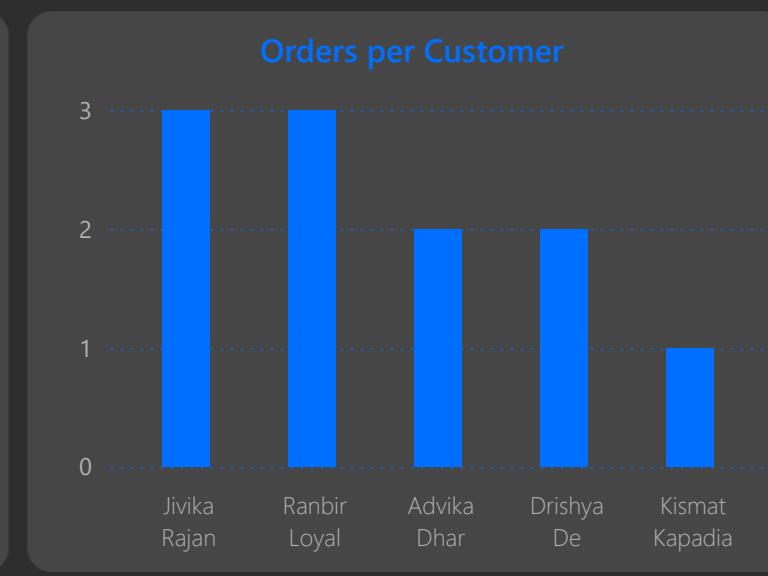
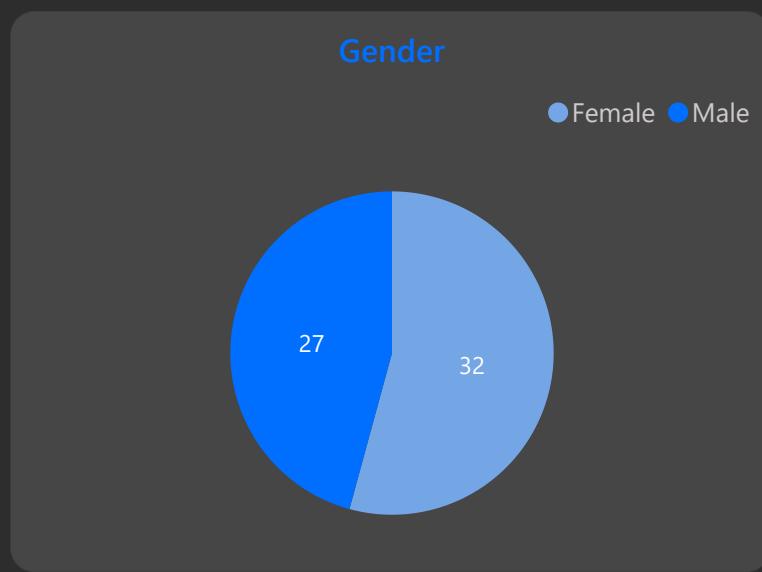
# Customer Insights

 February 

 2021 
**Total Customers**  
**100**


**New Customer**  
**40**

**Existing Customer**  
**13**



**Top 5 Customers**

Name	Sales
Jivika Rajan	₹ 15.57K
Advika Dhar	₹ 14.32K
Ranbir Loyal	₹ 11.17K
Drishya De	₹ 11.12K
Kismat Kapadia	₹ 9.68K



# Occasion based Trends

All ▼

2021 ▼

## Sales

₹ 8.93L

▲ 3.44% ( ₹ 29.71K from last month )

## Profit

₹ 2.73L

▲ 3.20% ( ₹ 8.47K from last month )

## Product Demand

### Products

### orders ▼

Dignissimos Pack

8

Error Gift

8

Expedita Gift

8

Accusantium Gift

7

Aliquam Box

7

Nam Gift

7

Quisquam Pack

7

## Sales

₹ 40K

₹ 30K

₹ 20K

₹ 10K

₹ 0K

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

## Profit

₹ 60K

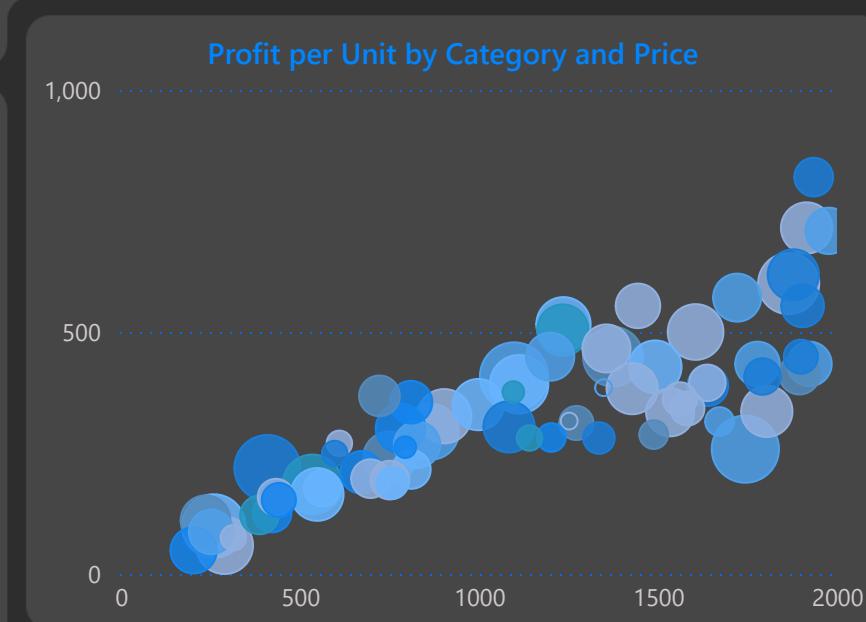
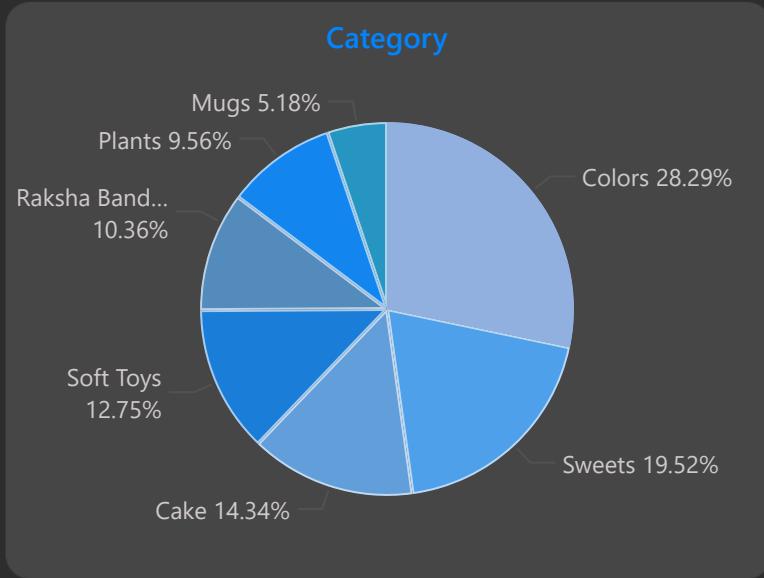
₹ 40K

₹ 20K

₹ 0K

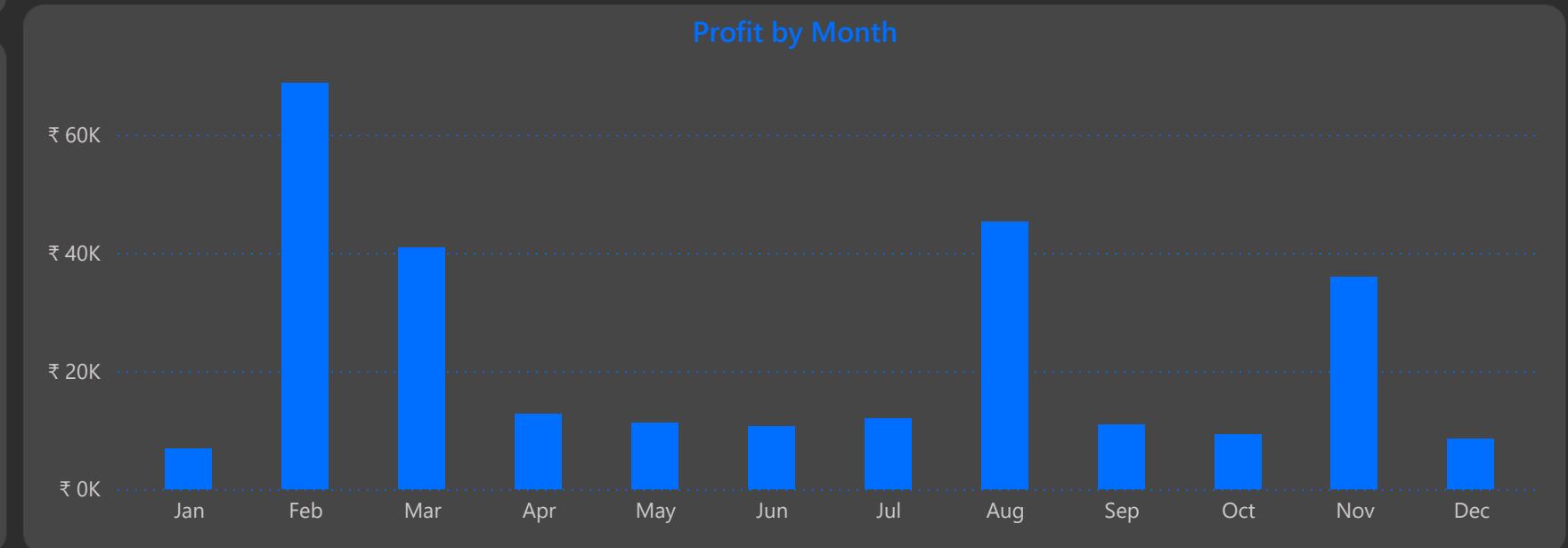
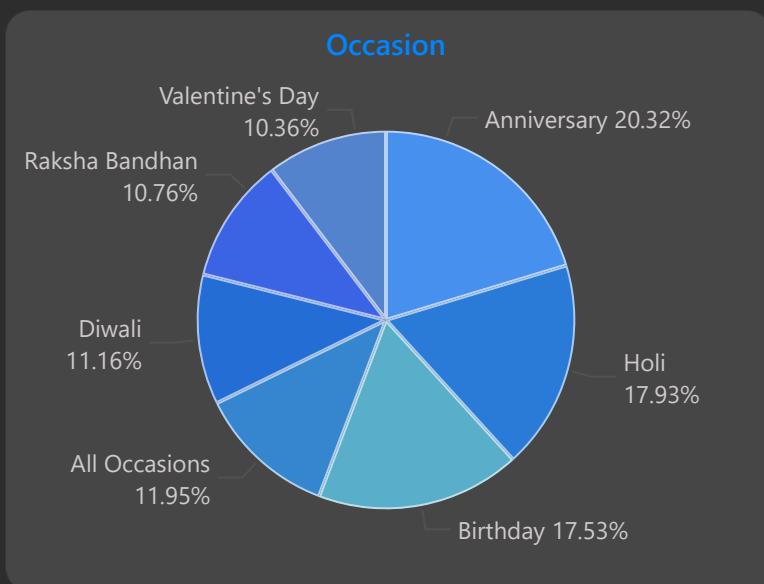
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

# Profitability Analysis

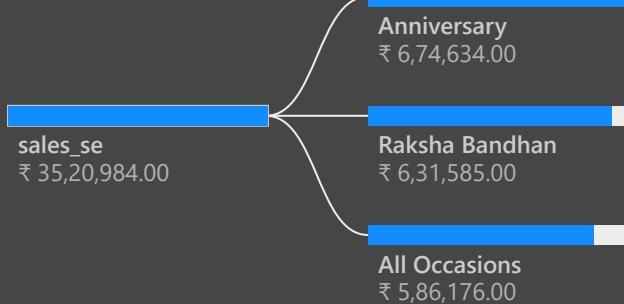
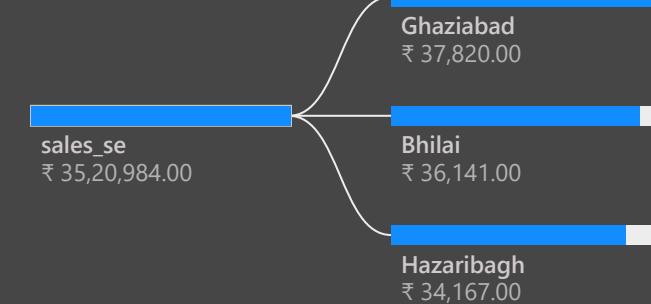
All 2021


**Top 8 Products by Profit**

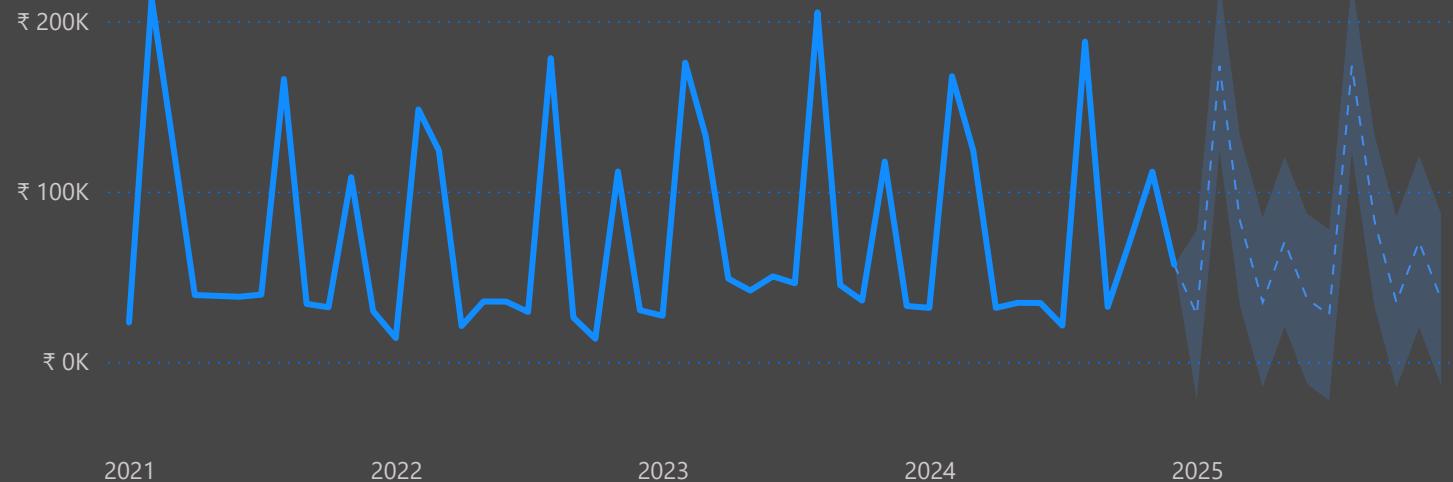
Products	Profit
Nam Gift	₹ 13.20K
Dignissimos Pack	₹ 11.42K
Deserunt Box	₹ 10.73K
Maiores Box	₹ 9.43K
Nostrum Box	₹ 9.27K



# Forecast Analysis

All Multi...
**Average Forecast Sales**
**4.75K**
**Moving Average Sales**
**5.83K**
**Forecast Accuracy**
**0.13**
**Expected Growth**
**-99.87%**
Occasion

Location


## Actual vs Forecast Sales



## Sales by Year

