Problem Statement: Ferns and Petals Sales Analysis

Given a dataset from FNP (Ferns and Petals) that specializes in sending gifts for various occasions like Diwali, Raksha Bandhan, Holi, Valentine's Day, Birthdays, and Anniversaries. The dataset contains details about the products, orders, customers, and relevant dates. The task is to analyze this dataset to uncover key insights related to sales trends, customer behavior, and product performance.

The objective is to create a dashboard and answer the following key business questions to help the company improve its sales strategy and optimize customer satisfaction:

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 by Top 5 Product**: 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.