



# Results and Publication

## 1. Overview of Results

The results obtained from the **Ferns and Petals Sales Analysis** provide a clear understanding of the company's sales performance, customer purchasing behavior, product demand, and delivery efficiency.

Using structured datasets and Excel-based analytical techniques, the project successfully transformed raw transactional data into meaningful business insights through an interactive dashboard.

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## 2. Key Performance Indicators (KPIs)

Metric	Result
Total Revenue	₹35,20,984
Total Orders	1000
Total Products Sold	3045
Average Customer Spending	₹3,520.98
Average Delivery Time	5.53 Days

These KPIs summarize the overall business performance and indicate strong customer engagement across multiple occasions.

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## 3. Sales Performance Analysis

### 3.1 Revenue by Occasion

- **Anniversary and Raksha Bandhan** emerged as the highest revenue-generating occasions.
- **Birthday and Valentine's Day** showed consistent performance, indicating steady demand.
- Festive occasions significantly influence customer spending patterns.

**Result:** Occasion-based marketing campaigns can substantially improve revenue.

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### 3.2 Monthly Sales Trend

- Sales exhibited **seasonal fluctuations** throughout the year.
- Revenue peaks were observed during **festive and celebration-heavy months**.

- Lower sales were recorded in non-festive periods.

**Result:** Inventory planning and promotions should be aligned with seasonal demand.

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## 4. Product Performance Results

### 4.1 Revenue by Product Category

- **Colors, Soft Toys, and Sweets** were the top-performing categories.
- Gift items related to celebrations showed higher purchase frequency.
- Utility-based gifts had comparatively lower revenue contribution.

**Result:** Expanding high-performing categories can increase overall profitability.

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### 4.2 Top 5 Products by Revenue

- A small group of products contributed significantly to total revenue.
- Premium gift sets consistently outperformed basic products.

**Result:** Focus on premium product bundling to maximize revenue.

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## 5. Customer & Regional Insights

### 5.1 Top 10 Cities by Orders

- Cities such as **Imphal, Kavali, and Dhanbad** recorded the highest number of orders.
- Urban and semi-urban regions showed strong adoption of online gifting.

**Result:** Targeted city-based marketing can improve regional sales performance.

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### 5.2 Customer Spending Behavior

- The average spending per customer remained above ₹3,500.
- Customers showed willingness to spend more during special occasions.

**Result:** Personalized offers during festivals can increase average order value.

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## 6. Delivery Performance Analysis

## 6.1 Order Quantity vs Delivery Time

- A slight increase in delivery time was observed for higher order quantities.
- Overall delivery performance remained within acceptable limits.

**Result:** Optimizing logistics for bulk orders can further enhance customer satisfaction.

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## 7. Dashboard Effectiveness

The interactive dashboard enabled:

- Real-time filtering by occasion, category, date, and product
- Quick visualization of trends and performance metrics
- Simplified decision-making for stakeholders

**Result:** The dashboard serves as an effective decision-support tool for management.

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## 8. Publication Outcome

The project results demonstrate the successful application of **data analytics techniques** to solve real-world business problems.

The findings can be published as:

- An **academic project report**
  - A **data analytics case study**
  - A **portfolio project for data analyst roles**
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## 9. Conclusion of Results

The result analysis confirms that:

- Occasion-based sales play a critical role in revenue growth
- Product and city-level insights help in targeted marketing
- Data-driven decision-making can significantly improve business outcomes

This project validates the importance of **analytics-driven strategies** in enhancing sales performance and customer experience in the e-commerce gifting industry.