

Executive Summary – Ferns and Petals Sales Analysis

This project analyzes sales data from **Ferns and Petals (FNP)**, a gifting platform specializing in occasions like Diwali, Raksha Bandhan, Holi, Valentine's Day, Birthdays, and Anniversaries. The aim was to uncover sales trends, customer behaviour, and product performance to support better business decisions. Using **Excel dashboards, pivot tables, and visualizations**, the analysis answered 9 out of 10 key business questions, while also adding extra insights beyond the problem statement.

Key Business Insights

1. Overall Performance

- **Total Revenue:** ₹35,20,984
- **Total Orders:** 1,000
- **Avg. Customer Spending:** ₹3,520 per order
- **Avg. Delivery Time:** 5.53 days

👉 This highlights a premium customer base and efficient logistics with room for improvement.

2. Monthly Sales Trends

- **Peak Months:** March (₹7.04L) & August (₹7.12L) – driven by festive demand.
 - **Low Months:** April–June & December, signalling the need for stronger off-season campaigns.
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3. Product & Category Analysis

- **Top 5 Products by Revenue:** Deserunt Box, Dolores Gift, Harum Pack, Magnam Set, Quia Gift (₹5.42L combined).
 - **Best-Performing Categories:** Colors (₹10.65L), Soft Toys (₹7.40L), and Sweets (₹7.13L).
 - **Underperformers:** Mugs and Plants, showing potential for repositioning via personalization or bundling.
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4. Occasion-Based Insights

- **Strong Occasions:** Anniversary (₹6.74L), Raksha Bandhan (₹6.31L), Holi (₹5.74L).
 - **Weak Occasions:** Diwali (₹3.13L) & Valentine's Day (₹3.31L) – both high-potential but underperforming.
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5. Regional Demand

- **Top Cities by Orders:** Imphal (29), Kavali (27), Haridwar (24), Dhanbad (28).
 - Tier-2 & Tier-3 cities are emerging as **growth drivers**, suggesting deeper penetration beyond metros.
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6. Time of Order Analysis (Extra Insight)

- Most orders placed between **3–5 AM** and **7–9 PM**, showing preference for late-night and evening shopping.
 - 👉 Potential to launch **flash sales & time-based offers**.
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7. Delivery Efficiency

- Correlation between **order quantity & delivery time** $\approx 0 \rightarrow$ No delays with larger orders.
 - Still, 5+ days average delivery suggests scope for **express shipping options**.
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Extra Features Added to the Dashboard

- 📊 **Revenue by Hour (Order Time):** New layer to identify peak shopping hours.
- 🗂️ **Interactive Filters (Date & Occasion):** For dynamic analysis.
- 🏷️ **KPI Cards:** Snapshot of total orders, revenue, customer spending, and delivery time.

These additions go beyond the problem statement and make the dashboard **executive-friendly & interactive**.

Strategic Recommendations

1. Strengthen **Diwali & Valentine's Day** campaigns with targeted promotions.
2. Promote **Mugs & Plants** via personalization and gifting bundles.

3. Focus marketing in **Tier-2/3 cities (Imphal, Kavali, Haridwar)**.
 4. Prepare inventory ahead of **March & August** peaks.
 5. Explore **express delivery options** to improve customer satisfaction.
 6. Launch **time-based offers** aligned with customer shopping behaviour.
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Conclusion

The sales analysis demonstrates that FNP has a strong premium customer base, seasonal peaks, and promising growth in smaller cities. By addressing weaker festive occasions, optimizing product mix, and improving delivery speed, FNP can strengthen its **sales strategy, customer satisfaction, and overall business growth**.
