FERNS & PEATLS SALES PERFORMANCE ANALYSIS

- <u>Objective</u> – To analyze the sales performance, customer behavior based on occasion, product etc. and identify the areas for improvement.

1) <u>Key Dashboard Metrics</u>

KPI	Description	Value
Total Revenue	Overall sales during period	₹ 3,520,984
Avg. Delivery Time	Avg. days taken to deliver an order	5.53 days
Avg. Customer Spending	Avg. order value per customer	₹ 3.5K

2) <u>Insight Summary</u>

A. *Revenue By Month*

- Highest Revenue Month : AUGUST (₹737K) followed by FEBRUARY (₹705K)
- Lowest Revenue Month : JANUARY (₹95K) followed by JULY (₹136K)
- Overall Trend :- Noticeable dip in Q2 (April-June), possibly due to offseason less demands.

B. *Revenue By Occasion*

- Festive seasons contributed noticeably in the revenue numbers, however other occasions (Anniversary, Birthday& Valentine's day)also have a major contribution in the revenue.
- RECOMMENDATION:- Strengthen inventory & marketing in festive season & special occasions

C. *Delivery Performance*

- Average Delivery Time is 5.53 DAYS, which is slightly more than expected.
- Delay impacting more in rural regions, hence logistic optimization needed.

D. *Customer Spending Behavior*

- Average customer spends around ₹3.5K , which majorly includes repeated buyers.
- ❖ RECOMMENDATION :- Special discounts or offers for the repeated buyers as a token of loyalty.
  Specific discounts and faster delivery for first time buyers.

3) *RECOMMENDTIONS*

- Improve delivery channels either by employing more delivery agents or by enhancing delivery networks by reaching out to THIRD PARTY VENDORS.
- Launching a SURVEY or FESTIVE CAMPAIGN before the high revenue quarters.