

FERNS & PETALS SALES ANALYSIS

POWER BI PROJECT

Presented by Vishal Raj

PROJECT OVERVIEW

- Ferns & Petals (FNP) is a leading online gift delivery platform catering to occasions such as Diwali, Raksha Bandhan, Valentine's Day, Anniversaries, and more.
- The dataset contains order, customer, product, and delivery-related information.
- This project analyzes sales performance and customer purchasing behavior.
- An interactive dashboard was developed using Power BI to visualize trends and KPIs.
- The objective is to support data-driven business decision-making.

BUSINESS OBJECTIVES

- 1. Total Revenue:** What is the total revenue generated?
- 2. Average Order and Delivery Time:** How long do orders take from placement to delivery?
- 3. Monthly Sales Performance:** Are there any seasonal trends?
- 4. Top Products by Revenue:** Which products generate the highest revenue?
- 5. Average Orders per Day:** What is the average number of orders received per day?
- 6. Product Performance:** Which products perform best?
- 7. Top Cities by Orders:** Which cities have the highest number of orders?
- 8. Order Quantity vs Delivery Time:** Does order quantity affect delivery time?
- 9. Revenue by Occasion:** Which occasions generate the most revenue?
- 10. Product Popularity by Occasion:** Which products are most ordered for each occasion?

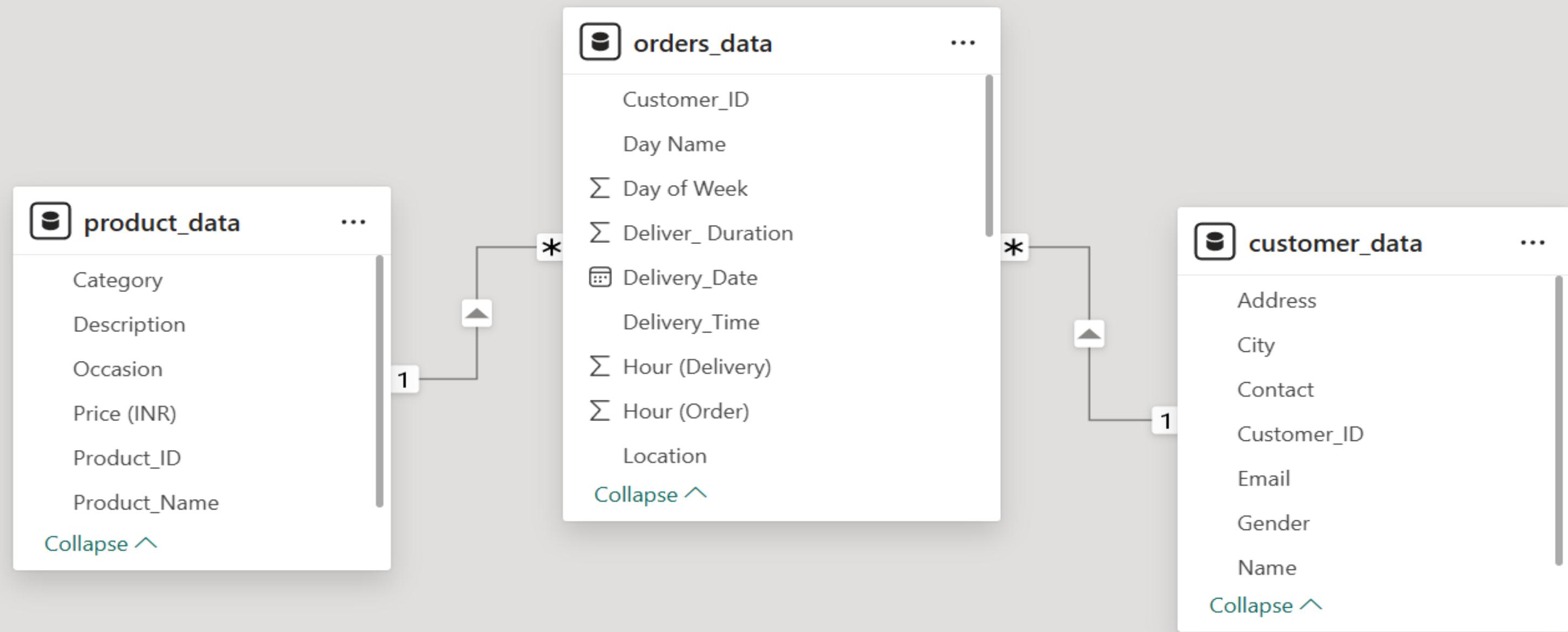
DATASET DESCRIPTION

- The dataset contains three CSV files: **Orders, Products, and Customers**.
- Orders data includes order ID, customer ID, product ID, order date, delivery date, and quantity.
- Products data includes product name, category, price, and occasion.
- Customers data includes customer ID, customer name, and city.
- The dataset contains **1,000** order records used for sales, delivery, and customer analysis.
- Only key columns relevant to analysis are highlighted, additional supporting fields are present in the dataset.

DATA CLEANING

- Removed duplicate records.
- Handled missing values where required.
- Corrected incorrect data types.
- Standardized text data using TRIM and lowercase functions.
- Created a date hierarchy for time-based analysis.
- Created calculated columns and measures for KPIs.

DATA MODELING





Sales Analysis

Order Date Range

01-01-2023

29-12-2023

City

All

Occasion

 All Occasions Anniversary Birthday Diwali Holi Raksha Bandhan Valentine'S Day

Total Orders

1,000



Total Revenue

₹ 3.52M



Avg Delivery Days

5.5



Avg Orders per Day

3.5



Monthly Revenue

₹ 500K

₹ 0K



Revenue by Occasion

₹ 500K

₹ 0K

All Occasions

Anniversary

Birthday

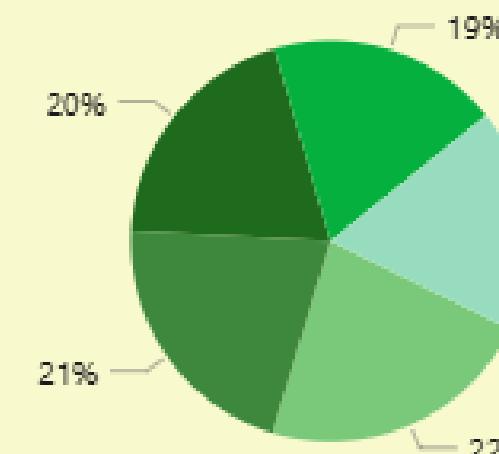
Diwali

Holi

Raksha Bandhan

Valentine'S Day

Top 5 Products By Revenue



- Product_Name
- Magnam Set
- Quia Gift
- Dolores Gift
- Harum Pack
- Deserunt Box

Revenue By Category

Cake

₹ 330K

Colors

₹ 1,006K

Mugs

₹ 201K

Plants

₹ 212K

Raksha Bandh...

₹ 297K

Soft Toys

₹ 741K

Sweets

₹ 734K

₹ 0K

₹ 500K

₹ 1,000K

Weekly Revenue

₹ 700K

₹ 600K

₹ 500K

₹ 400K

Sun

Mon

Tue

Wed

Thu

Fri

Sat

Top 10 Cities By Orders

20

10

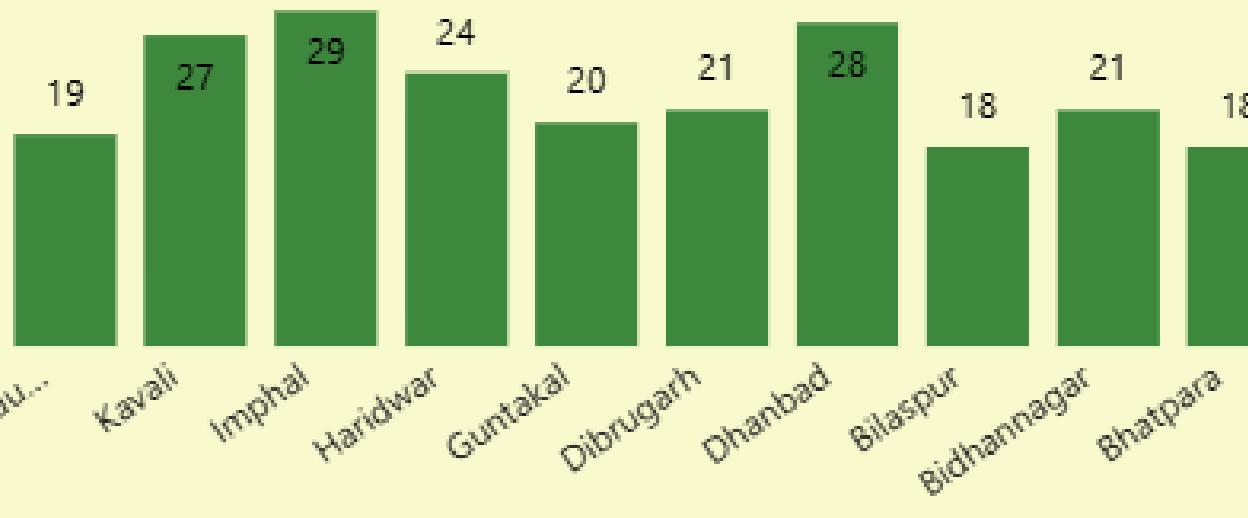
0

10

20

30

40



KPIs AND VISUALIZATIONS

Key Performance Indicators:

- Total Orders
- Total Revenue
- Average Delivery Days
- Average Orders per Day

Charts Included:

- Monthly Revenue
- Revenue by Occasion
- Top 5 Product by Revenue
- Revenue by Category
- Weekly Revenue
- Top 10 Cities by Orders

KEY INSIGHTS

- **Top Products by Revenue:** Products like Magnum Set and Quia Gift generate the highest revenue and are top-selling items.
- **Revenue by Category:** Categories such as Soft Toys, Sweets, and Colors contribute significantly to overall revenue
- **Revenue Trends by Month:** Sales are highest in February and August, mainly due to Valentine's Day and Raksha Bandhan. Seasonal occasions strongly impact sales
- **Top Cities by Orders:** Cities like Imphal, Kavali, and Dhanbad receive the highest number of orders.
- **Order Timing and Quantity:** Order quantity does not significantly affect delivery time, indicating an efficient delivery process.

BUSINESS RECOMENDATION

- **Seasonal Promotions:** Increase marketing during Valentine's Day and Raksha Bandhan, when sales are highest.
- **Product Expansion:** Promote top-selling products like the Magnum Set across other festive occasions.
- **City-Based Campaigns:** Focus marketing efforts on cities with the highest order volumes.
- **Customer Loyalty:** Use average spending data to introduce loyalty programs and combo offers.
- **Improve Delivery Time:** Reduce the average delivery time of 5.53 days to improve customer satisfaction.

CONCLUSION

This dashboard provides a clear view of overall sales performance across different occasions. It helps identify growth opportunities, improve delivery efficiency, and understand customer demand. The insights support better business decisions and planning using Power BI.

**THANK
YOU**