



FERNS & PETALS SALES ANALYSIS

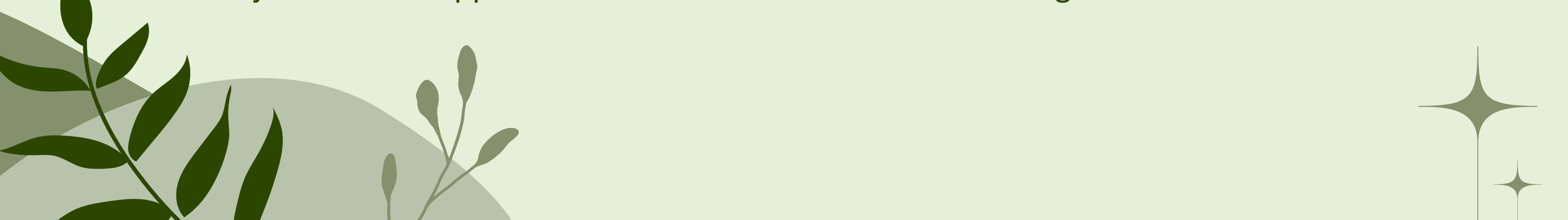
POWER BI PROJECT



Presented by Vishal Raj


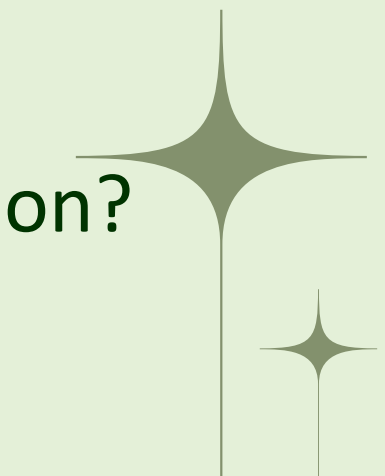


PROJECT OVERVIEW

- 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.
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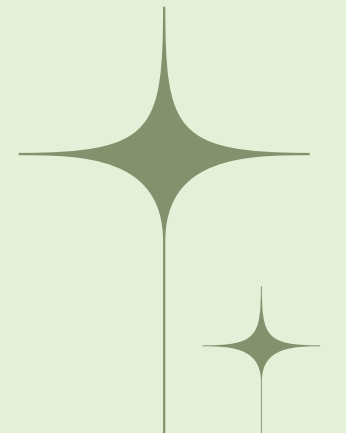


BUSINESS OBJECTIVES

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?
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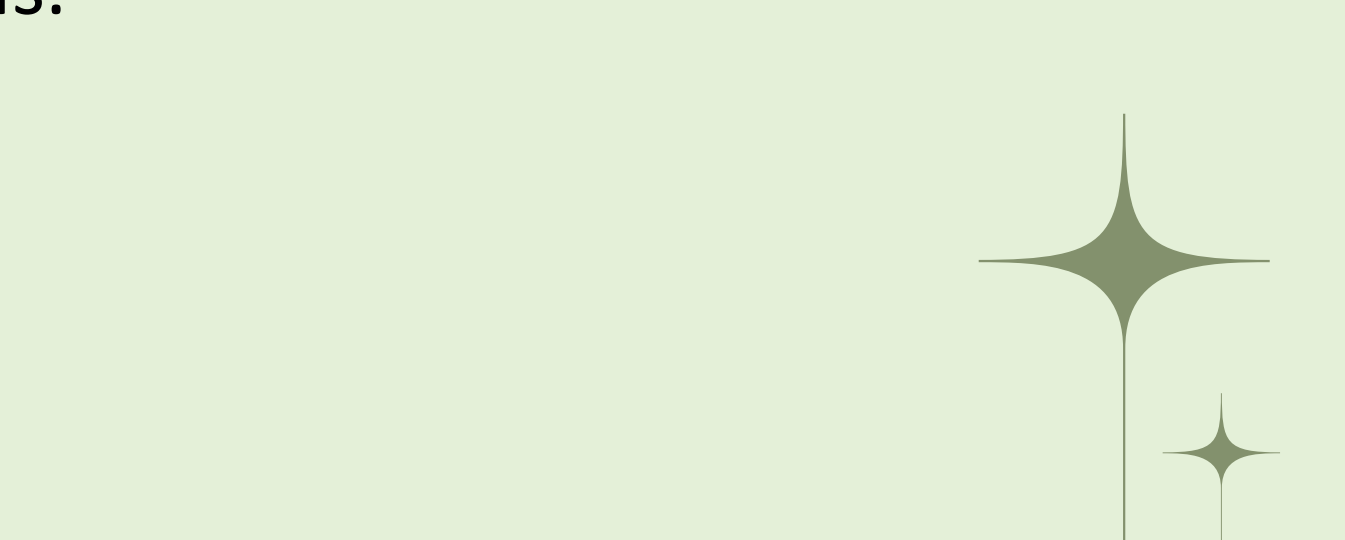
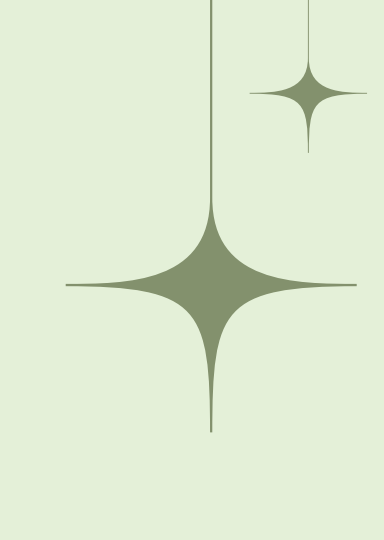


DATASET DESCRIPTION

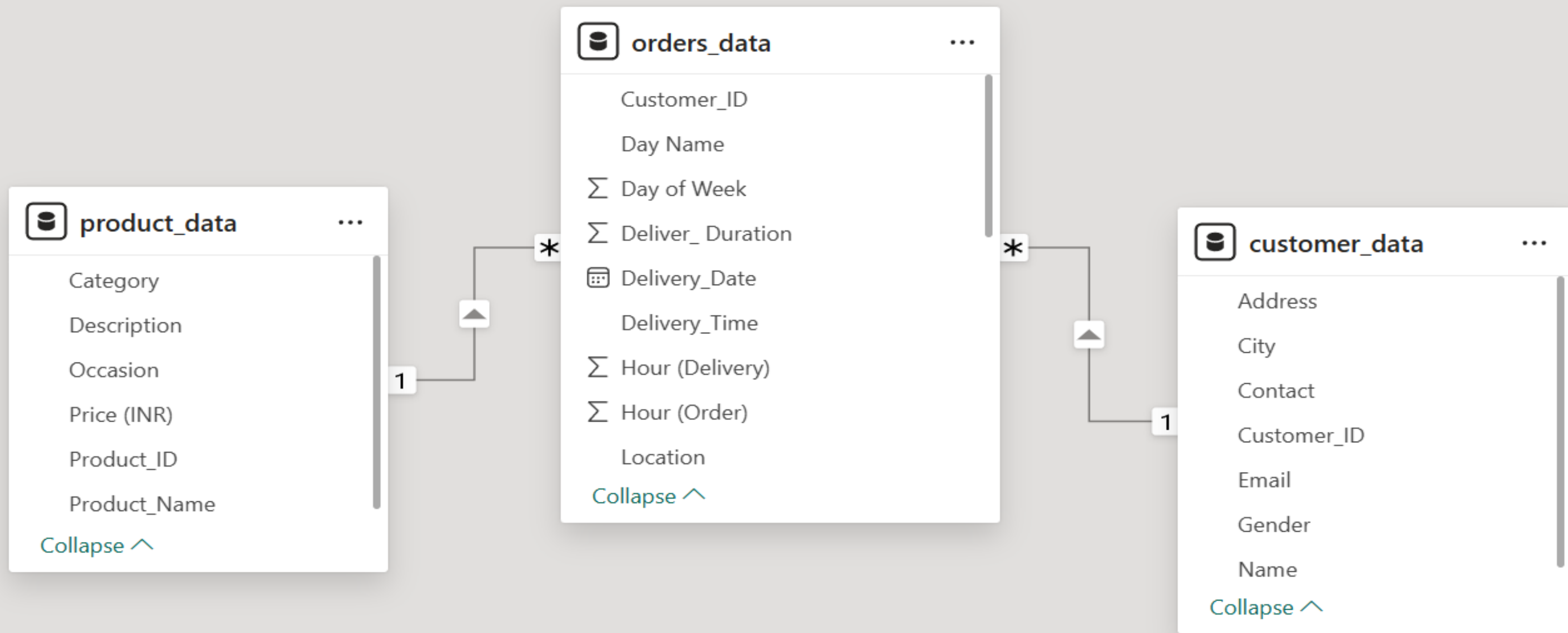
- The dataset contains three CSV files: **Orders, Products, and Customers.**
 - Orders data includes order ID, customer ID, product ID, order date, delivery date, and quantity.
 - Products data includes product name, category, price, and occasion.
 - Customers data includes customer ID, customer name, 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.
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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.
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DATA MODELING



fnp Sales Analysis

Total Orders

1,000



Total Revenue

₹ 3.52M



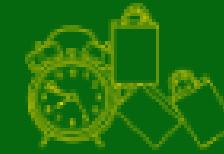
Avg Delivery Days

5.5



Avg Orders per Day

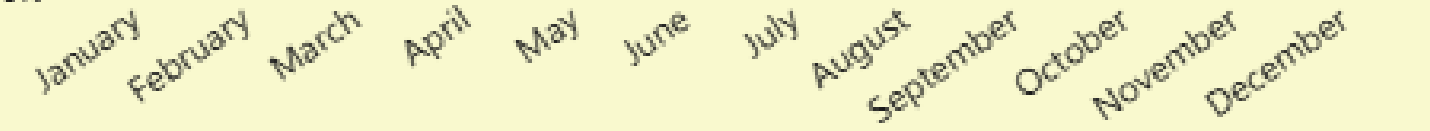
3.5



Monthly Revenue

₹ 500K

₹ 0K



Order Date Range

01-01-2023



29-12-2023



City

All

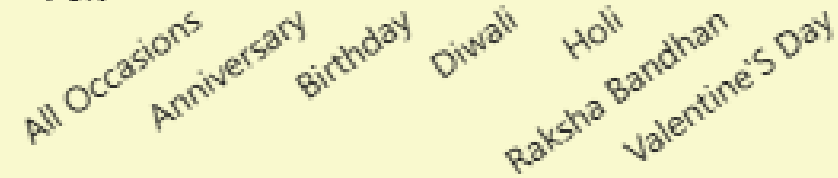
Occasion

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

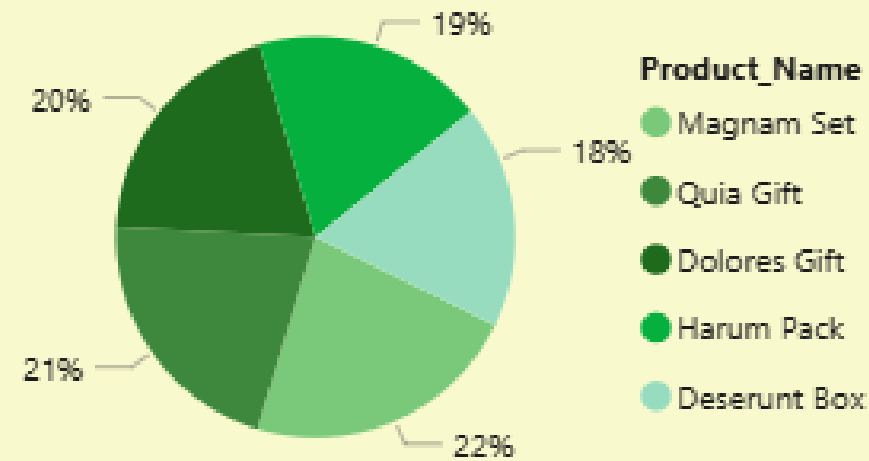
Revenue by Occasion

₹ 500K

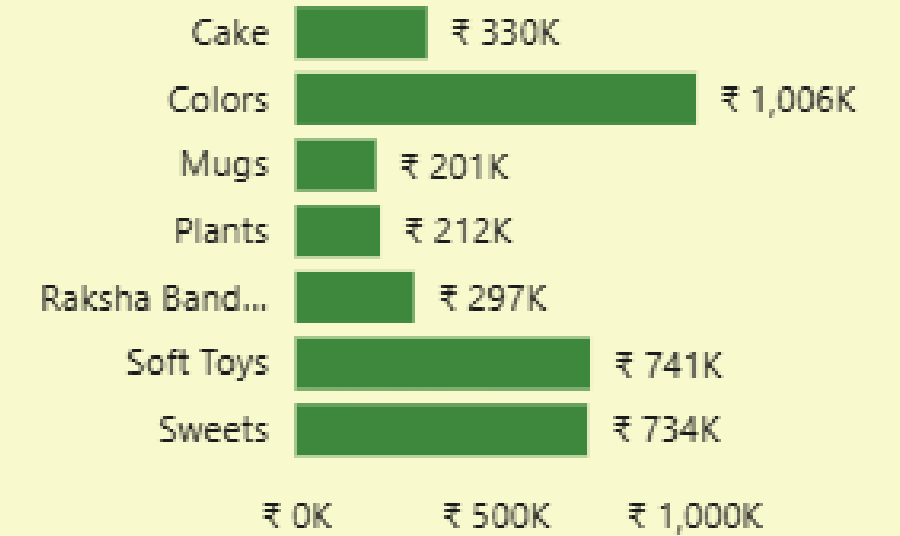
₹ 0K



Top 5 Products By Revenue



Revenue By Category



Weekly Revenue

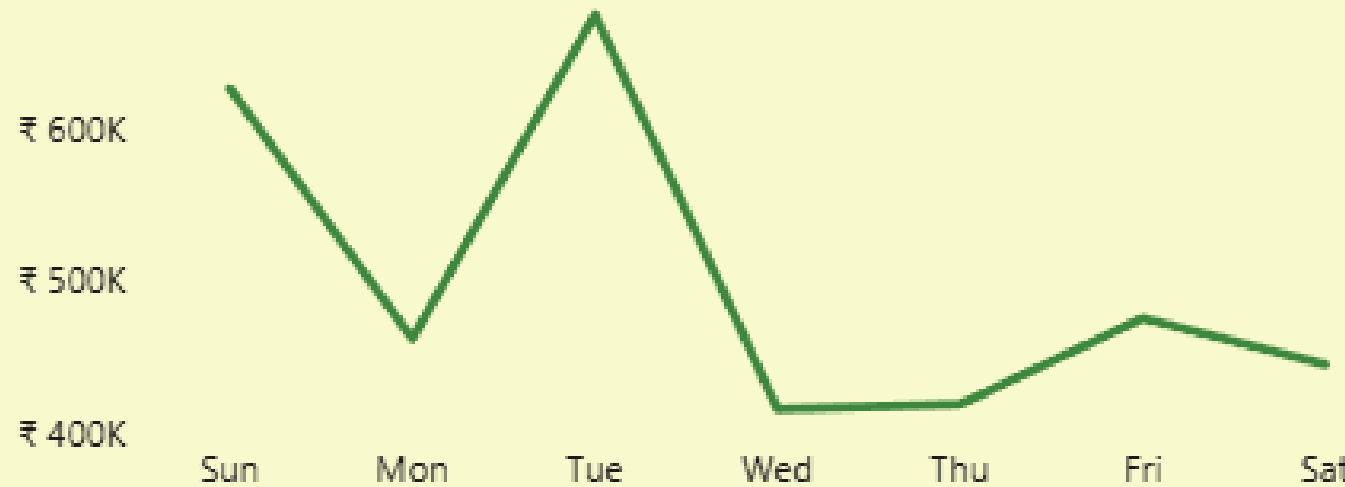
₹ 700K

₹ 600K

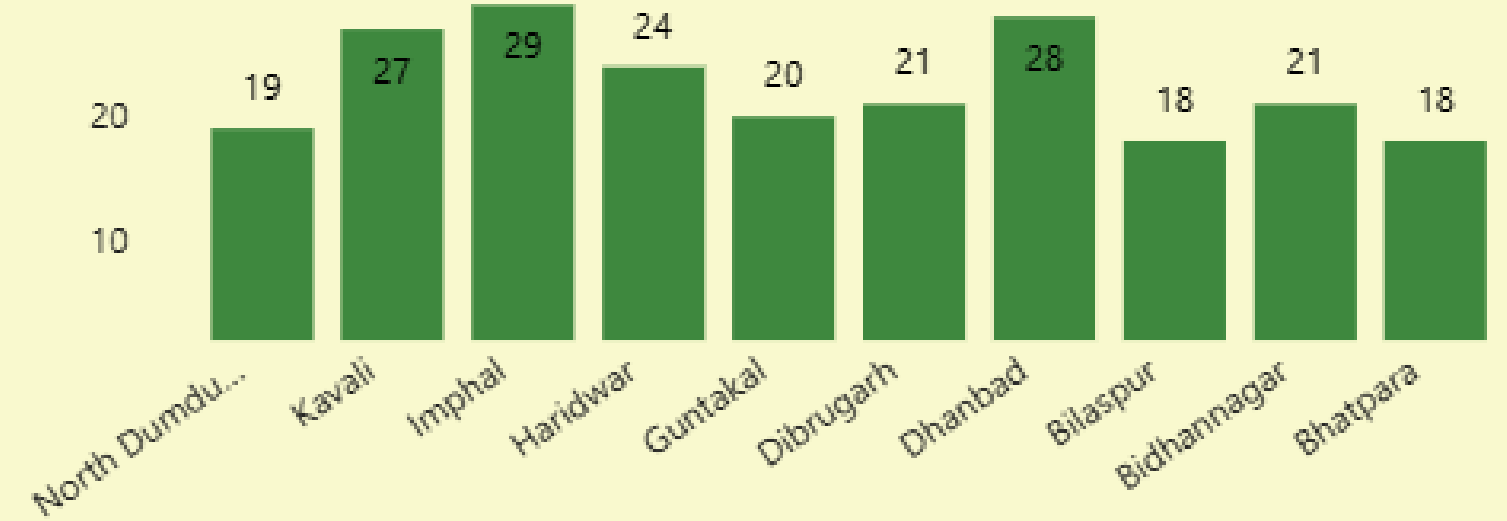
₹ 500K


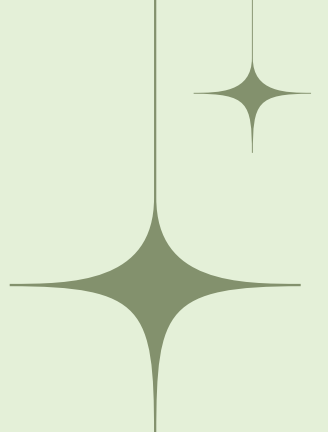
₹ 400K

Sun Mon Tue Wed Thu Fri Sat



Top 10 Cities By Orders





KPIs AND VISUALIZATIONS

Key Performance Indicators:

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


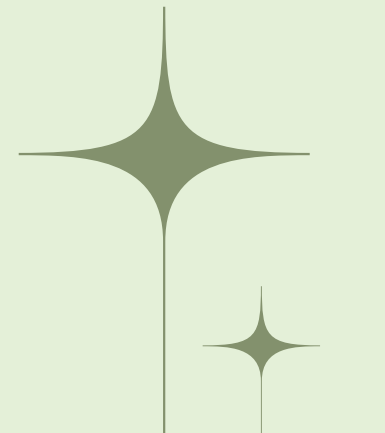
Charts Included:

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


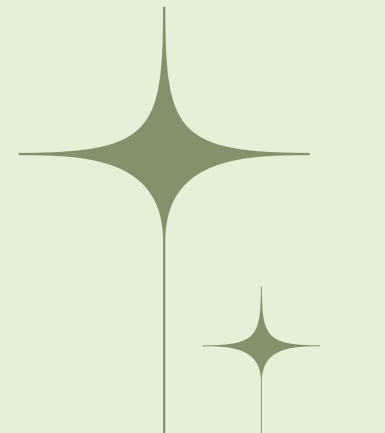


- **Top Products by Revenue:** Products like Magnum Set and Quia Gift generate the highest revenue and are top-selling items.
 - **Revenue by Category:** Categories such as Soft Toys, Sweets, and Colors contribute significantly to overall revenue
 - **Revenue Trends by Month:** Sales are highest in February 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.
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BUSINESS RECOMENDATION

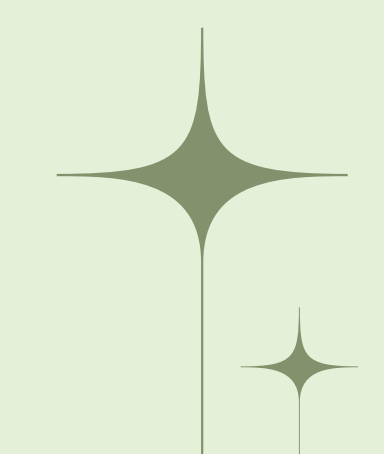



- **Seasonal Promotions:** Increase marketing during Valentine's Day and Raksha Bandhan, when sales are highest.
 - **Product Expansion:** Promote top-selling products like the Magnum Set across other festive occasions.
 - **City-Based Campaigns:** Focus marketing efforts on cities with the highest order 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.
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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**