FNP Sales Analysis Report-2023

Fern N Petals

Data Analytics Project

Introduction

- **Fern N Petals (FNP)** is a leading gifting brand in India.
- This report analyzes sales data to understand revenue trends.
- Focus on categories, occasions, and customer behavior.

Objectives

- Analyze overall sales performance

- Identify top-selling product categories

- Understand occasion-wise revenue contribution

- Provide business insights and recommendations

Dataset Description

▶ **Products Table**: Product ID, Name, Category, Price, Occasion

▶ **Orders Table**: Order ID, Customer ID, Quantity, Order Date

▶ Merged using Product ID for analysis

Key Performance Indicators

- ▶ Total Orders: **1,000**
- ▶ Total Products Sold: **3,045**
- ▶ Total Revenue: **₹3,520,984**

Category-wise Revenue

- Colors – **₹1,005,645**
- Soft Toys – **₹740,831**
- Sweets – **₹733,842**
- Cakes – **₹329,862**
- Raksha Bandhan Gifts – **₹297,372**

Occasion-wise Revenue

- Anniversary – **₹674,634**
- Raksha Bandhan – **₹631,585**
- All Occasions – **₹586,176**
- Holi – **₹574,682**
- Birthday – **₹408,194**

Business Insights

- ▶ Occasion-based gifting drives higher sales
- ▶ Few categories contribute majority of revenue
- ▶ Festive seasons significantly impact sales

Recommendations

- Increase inventory for high-performing categories
- Launch occasion-specific marketing campaigns
- Bundle products to increase order value
- Use customer data for personalized offers

Conclusion

- Sales are strongly driven by festivals and occasions
- Targeted marketing can boost revenue
- Data-driven decisions improve business growth