

FNP Sales Analysis

A comprehensive sales analysis for Ferns and Petals (FNP), a leading online gifting service specializing in various occasions such as Diwali, Raksha Bandhan, Holi, Valentine's Day, Birthdays, and Anniversaries. The aim was to uncover key insights from the sales data, identify trends, and provide actionable recommendations to help the company improve its sales strategy and optimize customer satisfaction and enhance business performance.



DASHBOARD



Total Revenue
₹ 35,20,984

TotalCustomers
100

Total Orders
1000

Total Sales
3045

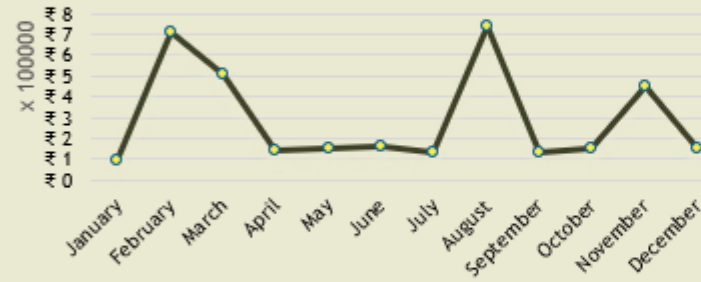
Avg_Order_Val
₹ 3,521

Avg_OrderSize
3.05

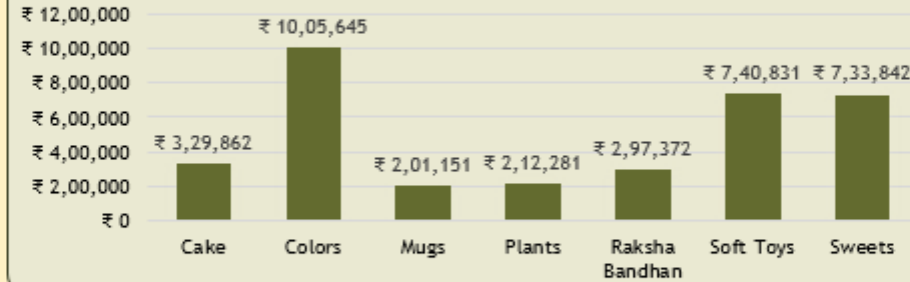
Delivery_Tm(d)
5.53

Revenue/Cust
₹ 35,209.84

Revenue By Month



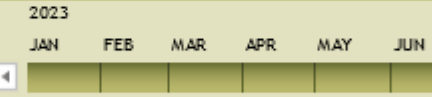
Revenue By Category



Order_Date



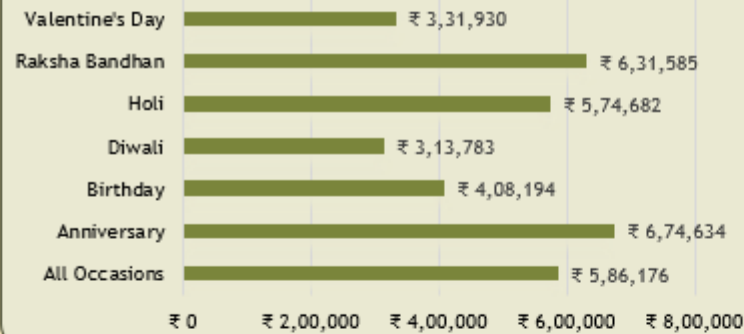
Delivery_Date



Occasion

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

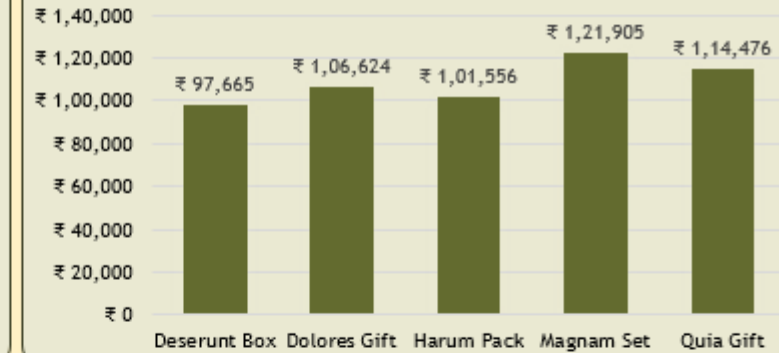
Revenue by Occasion



Hour Wise Revenue(order time)



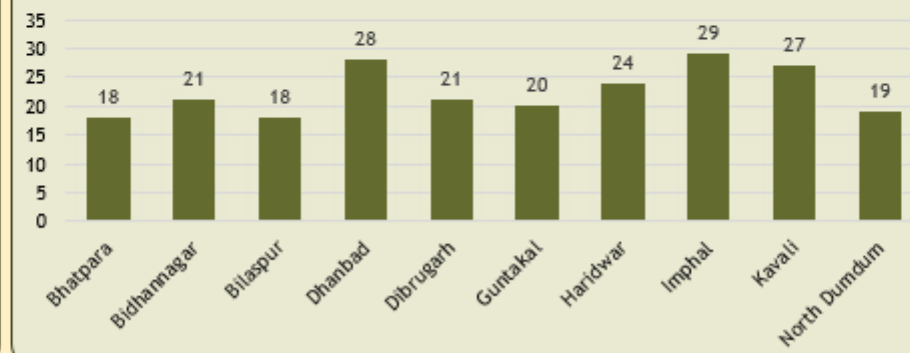
Top 5 Products Based on Revenue



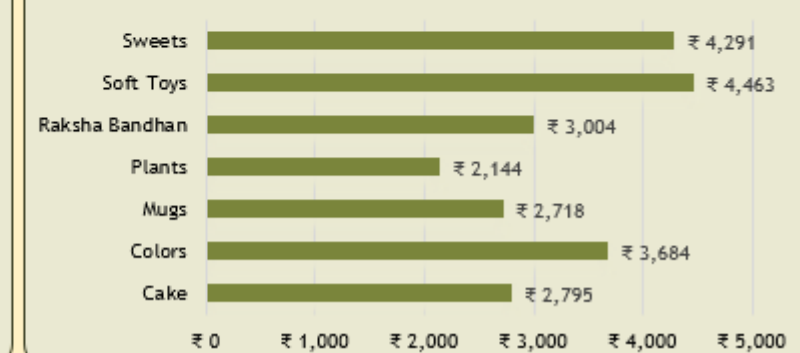
Hour Wise Total Orders(delivery time)



Top 10 Cities By Total Orders



Average Order Value By Category





Key Financial Metrics

₹35,20,984

Total Revenue

Overall sales performance

5.53

Avg. Delivery Time

Days from order to delivery

₹35,209

Avg. Customer Spend

Per customer transaction value

Monthly Revenue Trends





Top Revenue Generating Products



Deserunt Box

Premium gift option with highest sales volume



Dolores Gift

Popular choice for anniversaries



Harum Pack

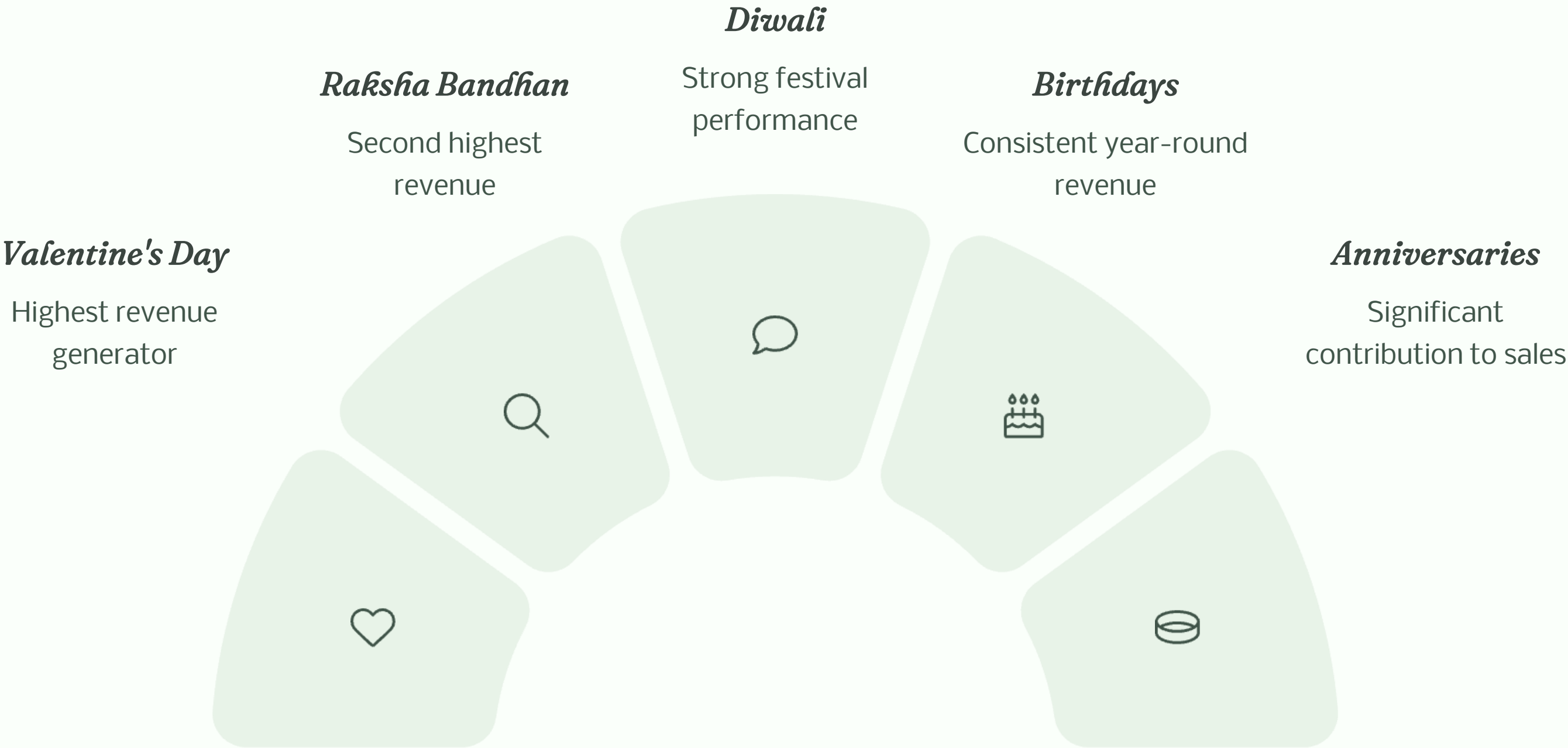
Bestseller during festival seasons



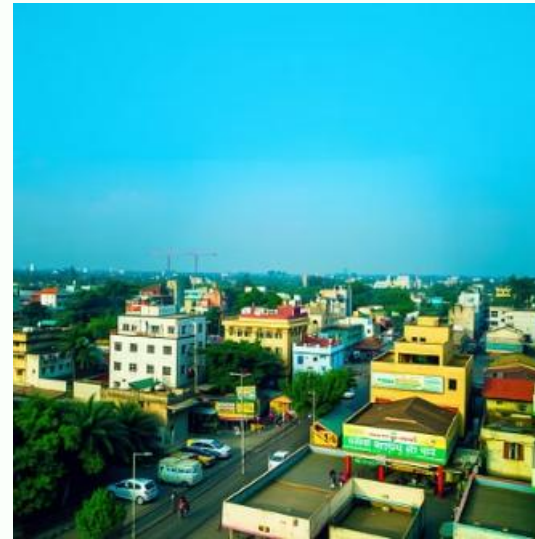
Magnam Set & Quia Gift

Strong performers across multiple occasions

Revenue by Occasion



Top Cities by Order Volume



Northern Region

Haridwar leads with highest order density

Eastern Region

Bhatpara, Bidhannagar, and North Dumdum show strong performance

Central India

Bilaspur and Dhanbad represent key markets



Time-Based Sales Patterns

Morning

Moderate order volume (8AM-12PM)



Evening

Peak revenue hours (5PM-9PM)



Afternoon

Steady increase in orders (12PM-5PM)



Night

Gradual decline in orders (9PM-12AM)





Recommended Strategies



Targeted Marketing

Focus on peak hours and high-volume cities



Delivery Optimization

Reduce average delivery time from 5.53 days



UX Improvements

Enhance website and app experience



Social Media Engagement

Partner with influencers for wider reach

Continuous Improvement Framework

Data Analysis

Regular monitoring of sales trends and customer preferences

Brand Investment

Strengthen identity as premier gift provider

Competitor Monitoring

Stay ahead of market developments

Customer Feedback

Implement robust review system



Thank You

If you are hiring or know someone who is – Let's Connect !