✅ Ferns and Petals Sales Analysis - Excel Project Workflow

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1. Data Extraction

- 📥 Import raw datasets into Excel.
    - Use **Power Query** (PQ) to load data from CSV/Excel.
- Datasets: **Orders**, **Products**, **Customers**, **Dates**
- ✅ Goal: Bring raw data into Excel efficiently.

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2. Data Cleaning (Power Query Editor - PQE)

- Remove nulls/missing values
- Fix data types (e.g., date, number, text)
- Rename columns for clarity
- Remove duplicates and unnecessary columns
- ✅ Tools: **Power Query Editor**
- ✅ Goal: Prepare clean, consistent data

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3. Data Transformation

- Merge tables (e.g., Orders with Customers, Products)
- Add new columns:
    - **Delivery Time = Delivery Date - Order Date**
    - **Month, Year from Order Date**
- ✅ Goal: Generate required fields for analysis

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4. Data Modeling (Excel Sheet Connections)

- Use relationships (via **Data Model**) if needed
- OR merge into one flat table for Pivot Table use
- ✅ Goal: Structure data for smooth pivoting

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5. Pivot Tables & Measures

- Create Pivot Tables for:

    - 📊 Total Revenue
    - 📊 Average Delivery Time
    - 📊 Monthly Sales Trends
    - 📊 Top Products by Revenue
    - 📊 Customer Spending
    - 📊 Orders by City
    - 📊 Revenue by Occasion
    - 📊 Product Popularity by Occasion
    - 📊 Order Quantity vs Delivery Time (use scatter plot or binning)
- Use **Slicers** for Occasion, City, Month, etc.

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6. Dashboard & Executive Summary

- Build an interactive **Excel Dashboard**:
    - KPIs (Total Revenue, Avg Delivery Time)
    - Charts (Bar, Line, Pie, Map)
    - Slicers (Occasion, Month, Product)
    - Tables for Top 5/10 analysis
- ✅ Tools: **Pivot Charts**, **Slicers**, **Conditional Formatting**, **Named Ranges**
- ✅ Goal: Provide a one-page summary for decision-makers

🧠 **Summary of Your Tools in Excel:**

Step	Tool
Extract & Clean	Power Query
Transform & Merge	Power Query
Analyze	Pivot Tables & Charts
Dashboard	Excel Sheet with KPIs, Charts, Slicers