

# FNP Sales Analysis Dashboard

## One-Page Portfolio Summary

### Overview

An interactive Excel dashboard analyzing FNP's sales performance by occasions, categories, time periods, and cities. Designed for fast, data-driven decision-making with dynamic filters, timelines, and visualizations.

### Key Metrics

Total Orders	1,000
Total Revenue	■ 35,20,984
Avg. Customer Spend	■ 3,520.98
Avg. Delivery Time	5.53 days

### Highlights

- Top Occasions: Anniversary, Holi, Raksha Bandhan
- Top Categories: Colors, Soft Toys, Sweets
- Top Cities: Darbhanga, Imphal
- Best Product: Magram Set

### Business Impact

- Identified high-revenue products and peak sales months.
- Guided marketing focus for festivals and top-performing cities.
- Highlighted operational improvements to reduce delivery times.

### Tools Used

- Microsoft Excel → Pivot Tables, Timelines, Charts, Slicers

*This dashboard project demonstrates my ability to transform raw sales data into actionable business insights using interactive Excel features, suitable for portfolio and decision-making purposes.*