FNP Sales Analysis – Excel Dashboard Project

Objective

This project was undertaken to analyse sales data from Ferns N Petals (FNP), a popular gifting brand known for delivering personalized products across various Indian festivals and occasions. The goal was to extract meaningful insights related to customer spending, sales patterns, delivery timelines, and product performance - ultimately helping the business refine its sales strategy and enhance customer satisfaction.

Dataset Overview

The dataset included information about:
• Order dates and delivery dates
• Product names and categories
• Revenue per order
• Customer locations (cities)
• Associated occasions (e.g., Diwali, Holi)

Key Business Questions Answered

• **Total Revenue** → ₹35,20,984 across 1,000 orders
• **Average Delivery Time** → ~5.53 days from order to delivery
• **Monthly Sales Performance** → February and August had the highest revenue spikes (Valentine's Day & Raksha Bandhan)
• **Top 5 Products by Revenue** → Quia Gift Box, Dolores Gift Set, Desertunt Box, etc.
• **Customer Spending Behaviour** → Average customer spent ₹3,520.98 per order
• **Sales by Product Category** → Rakhi Baskets, Soft Toys, and Sweets dominated
• **Top 10 Cities by Orders** → Indore, Delhi, Jaipur, Hyderabad, Mumbai, etc.
• **Order Quantity vs Delivery Time** → Larger orders did not significantly delay deliveries
• **Revenue by Occasion** → Raksha Bandhan, Holi, and Anniversaries were top contributors
• **Product Popularity by Occasion** → Rakhi baskets, sweets, and soft toys matched occasion demand

Insights & Recommendations

• **Targeted Promotions**: Focus on high-performing months/festivals like February & August
• **Inventory Planning**: Boost supply of high-demand products during peak months
• **Location-Based Offers**: Target top-performing cities with geo-marketing
• **Customer Loyalty**: Promote reward programs given high customer spend rates

Tools & Techniques Used

• Microsoft Excel
• Power Query (for data cleaning and transformation)
• Power Pivot (for data modelling using DAX)

- Pivot Tables and Charts
- Slicers and Interactive Dashboards

Outcome

An interactive Excel dashboard was created to visually answer all business questions with slicers for:

- Order & Delivery Date
- Occasion
- City

This dashboard enables FNP's sales and marketing teams to gain a strategic view of customer behaviour and seasonal trends - empowering data-driven decision-making.