

Project Overview:

This project focuses on creating a dynamic and interactive Sales Analysis Dashboard for Ferns N Petals (FnP), a leading e-commerce platform for gifting solutions. The objective was to analyse sales performance across various dimensions such as occasions, cities, products, months, categories, and time of order, using real-world data to uncover actionable business insights.

Project Objective:

The goal was to design a dashboard that enables stakeholders to:

- Monitor **total sales performance** over time
- Identify **high-performing products and categories**
- Analyse **seasonal trends** and **customer purchasing behaviour**
- Compare revenue across **top cities and occasions**
- Optimize inventory and marketing strategies based on data-driven decisions

Tools & Technologies Used:

- **Power Query Editor:** For extracting, cleaning, and transforming raw sales data
- **Power Pivot:** For data modelling, relationship creation, and performance optimization
- **DAX (Data Analysis Expressions):** For calculating KPIs and custom measures
- **Pivot Tables & Excel Charts:** For data exploration and visualization
- **Slicers & Interactive Controls:** For real-time filtering and navigation

Methodology

Data Extraction & Cleaning



Data Modelling



Data Analysis



Dashboard Development

Business Insights & Outcomes:

- **Revenue Peaks during Festivals** like Diwali, Raksha Bandhan, and Valentine's Day, highlighting strong seasonal demand.
- **Product Category Trends** showed cakes and gift boxes as leading revenue contributors.
- **Time-of-Day Trends** revealed peak order hours between 10 AM to 10 PM.
- **Geographic Analysis** identified cities such as Delhi, Mumbai, and Bangalore as top contributors to order volume.
- **Customer Behaviour** analysis suggested opportunities for targeted promotions based on spending habits and delivery patterns.