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:

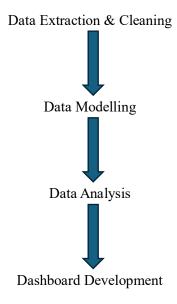
The goal was to design a dashboard that enables stakeholders to:

- 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



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.