Ferns & Petals Sales Analysis Project

# 📌 Overview

This project presents an end-to-end sales analysis of Ferns & Petals using Excel, Power Query, and Power Pivot. The solution covers data extraction, cleaning, transformation, modeling, and dashboard creation, enabling business stakeholders to gain actionable insights through an executive summary and interactive reports.

# 🚀 Features

- End-to-end BI workflow: Extract, Clean, Transform, Model, Analyze.

- Built interactive dashboards in Excel with Pivot Tables & Charts.

- Key KPIs: Total Revenue, Orders, Average Customer Spend, Delivery Time.

- Top Insights: Revenue by product, category, city, occasion.

- Time-series analysis (monthly, weekly, hourly) for trend detection.

- Executive summary highlighting business impact and recommendations.

# 🛠 Tools & Technologies

- Excel (Advanced)

- Power Query – Data Extraction, Cleaning, Transformation

- Power Pivot – Data Modeling & DAX

- Pivot Tables & Charts – Data Analysis & Visualization

# 📈 Business Impact

- Improved understanding of customer purchase behavior.

- Identified top revenue-generating products, categories, and regions.

- Supported data-driven decisions for inventory, marketing, and delivery optimization.

- Delivered a structured BI workflow replicable for future datasets.

# 🌐 GitHub Ready Summary

End-to-end sales analysis of Ferns & Petals using Excel, Power Query, and Power Pivot. Includes data extraction, cleaning, transformation, modeling, analysis, and interactive dashboards with executive summary for business insights.