Executive Summary: FNP Sales Analysis Dashboard

Objective

The primary objective of this project is to provide a comprehensive and interactive dashboard to analyze the sales performance of FNP (Ferns N Petals) across various dimensions including occasions, product categories, customer behavior, and geographic distribution. The dashboard empowers business stakeholders to make data-driven decisions to boost sales, optimize inventory, and improve customer satisfaction.

Key Highlights

- Total Orders: 1,000

- Total Revenue: INR35,20,984.00

- Average Order-Delivery Time: 5.53 Days

- Average Customer Spend: INR3,520.98

Analysis Overview

1. Revenue by Occasion:

   - Top Performing Occasion: Anniversary and Raksha Bandhan

   - Insights: Celebratory events contribute significantly to revenue.

2. Revenue by Category:

   - Top Category: Colors (~INR10,00,000)

   - Insights: Giftable items like Soft Toys and Sweets are highly popular.

3. Revenue by Hour (Order Time):

   - Peak Hours: 4 AM, 6 AM, and 8 PM

   - Insights: Targeted promotions during these hours can increase sales.

4. Revenue by Month:

   - Top Months: March, July, and September

   - Insights: Seasonal demand drives spikes in revenue.

5. Top Products by Revenue:

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  - Leading Products: Magman Set, Quia Gift, Dolores Gift

6. Top 10 Cities by Orders:

  - Top Cities: Dhanbad, Imphal, Kavali

User Interactivity

The dashboard includes filters for Order Date, Delivery Date, and Occasion Selection, enabling dynamic and custom views for deeper insights.

Business Impact

- Identifies seasonal trends and top-performing categories

- Enables targeted marketing and personalized engagement

- Improves inventory planning and logistics

- Assists in revenue forecasting and benchmarking

Tools & Technologies Used

- Data Visualization Tool: Microsoft Excel

- Data Source: Sales dataset with attributes such as date, product, revenue, city, and occasion

- Design Approach: Clean, intuitive interface with KPI highlights and segmented charts

Future Enhancements

- Integration with real-time data sources (e.g., SQL or APIs)

- Predictive analytics using machine learning

- Migration to Power BI or Tableau