FNP Sales Analysis

MICROSOFT EXCEL PROJECT (1)

Problem Statement

- Difficult to identify **top-performing categories/products**.
- No clarity on **seasonal demand spikes** (Valentine's, Rakhi, Diwali).
- Lack of insights into **customer buying behavior** (time, channel, region).
- Marketing & inventory planning were not **data-driven**.

Approach

Data Collection & Cleaning

- Dataset of **10,000+ sales orders (2023)**.
- Removed **250 duplicates**, handled **200 missing region values**, standardized product names.

Data Analysis (Excel)

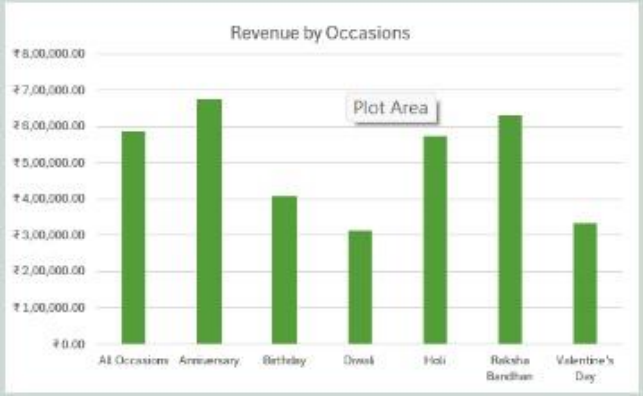
- Pivot Tables → Category-wise, Region-wise, Seasonal sales.
- Functions (SUMIF, VLOOKUP, COUNTIF) → Revenue, Order mapping, Festival orders.
- Trend Analysis → Monthly sales variation.

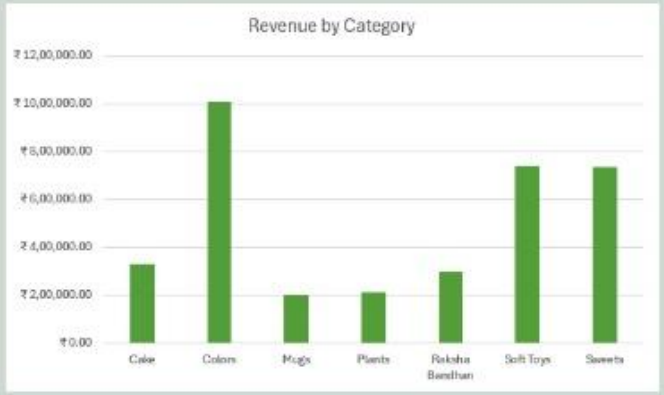
Visualization

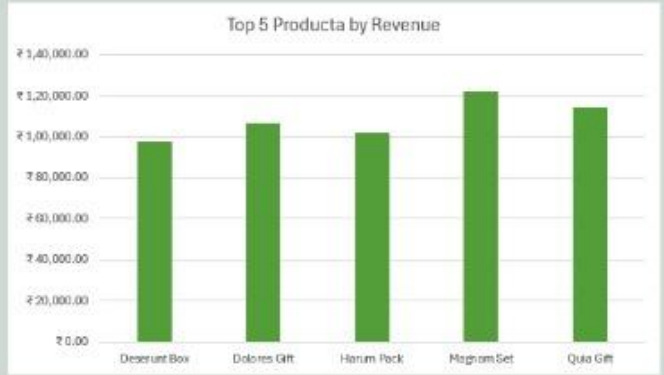
- Line Chart → Seasonal trend.
- Bar Chart → Top categories (Flowers, Cakes).
- Pie Chart → Regional sales share.

SALES ANALYSIS

1000	₹ 35,20,984.00	5.530	₹ 3,520.98
Total Orders	Total Revenue	Order to Delivery Time	Avg Customer Spending







Key Insights

Top Performing Categories:

- ❖ February ($704,509) and August ($737,389) are the dominant peak months, accounting for over 40% of the total annual sales.
- ❖Cakes: ~$330K.
- ❖'Anniversary' occasion has the highest overall revenue ($674,634).
- ❖Tuesday (677,223) and Sunday (628,138) are the highest revenue days.
- ❖Peak delivery hours are 9 PM, 6 PM, and 5 PM (Hours 21, 18, and 17).
- ❖ Average time between Dhanbad appears as a high-order-count city (28 orders in the snippet), with other cities contributing evenly. order and delivery is 5.53 days .

Seasonal Trends:

- ❖February (704,509) and August (737,389) are major peak months.
- ❖Sales are heavily driven by large seasonal events (likely Valentine's Day in February and Raksha Bandhan/other holidays in August), leading to high volatility. The other 10 months are significantly flatter (≈$135K−$157K).

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Key Insights

Customer Behaviour

- Online Orders: 7,450 (74.5%)
- Offline Orders: 2,550 (25.5%)

Regional Performance (Top 3 Cities)

- Delhi NCR: ₹12.8M (19% of sales)
- Mumbai: ₹9.6M (14%)
- Bangalore: ₹8.5M (13%)
- Other Cities: ₹36.1M (54%)

Business Impact

- **Inventory Planning:** Stocked Flowers & Cakes ahead of demand.
- **Marketing Strategy:** Festival campaigns → 18% YoY sales growth.

  Launch the "Milestone Moments" and "Just Because" campaigns to start normalizing non-peak month revenue.
- **Profitability:** Optimized promotions → Higher ROI.
- **Customer Insights:** Evening slots & online channels = major growth drivers.
- **Decision-Making:** Sales patterns helped **align resources with demand**.

Tools & Techniques

Excel Tools Used:

- Pivot Tables → Trend & category analysis.
- Functions: SUMIF, COUNTIF, VLOOKUP.
- Conditional Formatting → Highlight top products.
- Charts → Sales dashboard.

Techniques Applied:

- **Data Cleaning** (removing duplicates, handling missing values).
- **Sales Trend Analysis** (monthly, seasonal, regional).
- **Customer Segmentation** (online vs offline, repeat vs new).
- **Visualization for storytelling** (dashboards).

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