**Executive Summary: Sales Analysis Dashboard Project**

**Objective:**

The aim of this project was to analyze sales performance for FNP (assumed as Ferns N Petals) using Excel and Power Query to build an interactive dashboard that provides actionable insights into customer behaviour, revenue trends, and product performance.

**Key Metrics:**

* **Total Orders:** 1,000
* **Total Revenue:** ₹35,20,984
* **Average Order-to-Delivery Time:** 5.53 days
* **Average Customer Spent:** ₹3,520.98

**Insights & Analysis:**

**1. Revenue by Occasion:**

* **Top Occasions:**
  + *Anniversary* and *Raksha Bandhan* lead in revenue generation.
  + *Diwali* and *Valentine’s Day* contribute the least compared to other occasions.
* This highlights the importance of personal and culturally significant events in driving sales.

**2. Revenue by Category:**

* **Best Performing Categories:**
  + *Colors* (₹10,00,000+) is the top revenue generator, followed by *Soft Toys* and *Sweets*.
  + *Mugs* and *Plants* are among the lowest revenue-generating categories.
* Product assortment strategy should emphasize high-performing categories.

**3. Revenue by Hour (Order Time):**

* Sales are steady throughout the day with noticeable peaks around 5 PM and 7 PM.
* This indicates customers are most active during late afternoon to evening hours—ideal for marketing push notifications and ads.

**4. Revenue by Month:**

* **Peak Months:** March and August are the most lucrative.
* **Low Performing Months:** April to June show relatively low revenue.
* These trends could be aligned with festivals and marketing campaigns.

**5. Top 5 Products by Revenue:**

* *Magnum Set* and *Quia Gift* are the top contributors, each generating ₹1,00,000+.
* Emphasizing these bestsellers in promotional content could boost overall revenue.

**6. Top 10 Cities by Orders:**

* **Top Cities:** Imphal, Dhanbad, and Kavali show the highest order volumes.
* Regional marketing campaigns and logistics optimization could be focused here.

**Filters Used:**

The dashboard includes filters for:

* **Order and Delivery Date**
* **Occasion**
* **Day of the Week**

This allows users to perform segmented analysis and generate targeted insights.

**Business Recommendations:**

1. **Focus Campaigns on High-Converting Occasions:** Create targeted offers around *Anniversaries*, *Raksha Bandhan*, and *Holi*.
2. **Time Your Promotions:** Schedule digital campaigns during peak browsing hours (5 PM–7 PM).
3. **Product Strategy:** Increase stock and promotion of high-revenue items like *Colors* and *Magnum Sets*.
4. **City-Wise Marketing:** Prioritize customer acquisition and retention strategies in top cities like Imphal and Dhanbad.
5. **Address Low Months:** Implement sales drives or new product launches between April and June to address revenue dips.

**Tools & Techniques Used:**

* **Tool:** Microsoft Excel
* **Techniques:** Pivot Tables, Data Validation, Charts (Bar, Line), Slicers, and Interactive Filters

**Conclusion:**

This dashboard enables quick decision-making for sales, marketing, and product teams by visualizing key sales KPIs. It helps identify top-performing products, regions, and times while spotlighting growth opportunities.