📊 FNP Sales Analysis Dashboard

This project showcases an interactive sales dashboard created using Power BI for **Ferns N Petals (FNP)**. It provides a comprehensive overview of sales performance across time, categories, locations, and customer behavior.

✅ Key Metrics

- 🧾 **Total Orders:** 1,000

- 💰 **Total Revenue:** ₹35,20,984.00

- ⏱️ **Avg. Order-Delivery Time:** 5.53 Days

- 🧍 **Avg. Customer Spend:** ₹3,520.98

📈 Visual Analysis Overview

📅 Revenue by Occasions

- Peak occasions: **Anniversary**, **Raksha Bandhan**, **Holi**

- Low-performing occasions: **Valentine's Day**, **Diwali**

🛍️ Revenue by Category

- Highest revenue: **Colors**

- Other top categories: **Soft Toys**, **Sweets**

- Underperformers: **Mugs**, **Plants**

⏰ Revenue by Hour (Order Time)

- Highest customer engagement: **6 PM to 8 PM**

📅 Revenue by Months

- Best-performing months: **March**, **September**, **October**

- Low activity in: **April**, **May**, **June**

🏆 **Top 5 Products by Revenue**

- **Dolores Gift**, **Magman Set**, **Harum Pack**, **Quia Gift**, **Deserunt Box**

🌍 **Top 10 Cities by Orders**

- Highest order volume: **Imphal**, **Dhanbad**, **Kavali**

🔧 **Tools Used**

Tool	Purpose
Power BI	Data visualization, dashboard design
Excel	Data cleaning, preprocessing
DAX	Calculated measures (e.g., Avg. Customer Spend)
Power Query	Data transformation

🧠 **Skills Demonstrated**

- 📊 **Data Visualization** – Effective use of bar, line, and column charts for comparative insights

- 📁 **Data Cleaning & Transformation** – Using Power Query to structure and prepare raw data

- 📈 **Data Analysis** – Identifying trends, seasonality, and performance patterns

- 💡 **Business Intelligence** – Extracting actionable insights to inform marketing and operations

- 📌 **KPI Development** – Custom metrics like Avg. Delivery Time and Customer Spend

📌 **Conclusion**

FNP's major revenue drivers are key festivals and gifting occasions like **Anniversary** and **Raksha Bandhan**. Revenue trends show strong seasonal peaks and highlight evening hours as high-conversion periods. There is a clear opportunity to optimize underperforming product categories and leverage city-level demand insights.

💡 **Recommendations**

1. **Targeted Marketing for Underserved Events:**

   o Promote **Diwali** and **Valentine's Day** with curated product combos.

2. **Product Mix Optimization:**

   o Focus on top-selling items; redesign or reposition low-revenue products.

3. **Geo-Targeted Campaigns:**

   o Invest in high-potential cities with growing order trends.

4. **Ad Timing Strategy:**

   o Prioritize campaign spending during 6 PM – 9 PM to maximize ROI.

5. **Inventory Planning:**

   o Ensure stock availability during high-demand months (March, September, October).