**Executive Summary: FNP Sales Dashboard Analysis**

**Overview**

As part of a sales analysis project for Ferns N Petals (FNP), I designed and developed an Excel-based interactive dashboard to visualize business insights across orders, revenue, customer behavior, and seasonal performance. This project helped uncover actionable insights for business growth, operational efficiency, and marketing strategies.

**Key Insights Extracted**

**1. Order & Revenue Overview**

* Analyzed **1,000 customer orders** with a total revenue of **INR 35.2 LAKHS**.
* Determined that the **average customer spent INR 3,520.98** per transaction.
* Identified that most deliveries were completed within **5-6 DAYS**, helping optimize logistics.

**2. Sales Trends by Occasion & Category**

* Noted **anniversaries**, **raksha bandhan**, and **all occasions** as the top revenue-driving occasions.
* Product categories such as **colors**, **soft toys**, and **sweets** generated the highest volume of sales.

**3. Time-Based Revenue Patterns**

* Found **8 am to 10 pm** as the most active window for customer purchases.
* Identified **August** and **February** as peak months, aligning with **Raksha Bandhan** and **Valentine’s Day**.

**4. Geographic Analysis**

* Top-performing cities included **Imphal**, **Dhanbad**, and **Kavali**.
* Recommended focusing on regional marketing and logistics in these high-demand areas.

**5. Top-Selling Products**

* Highest revenue-generating products were **Magnam set**, **Quia gift**, and **Dolores gift**, showing strong demand for premium gifting items.

**Recommendations & Business Impact**

* **Targeted Marketing Campaigns:** Focus on occasion-based promotions, especially for **Raksha Bandhan** and **Valentine’s Day**.
* **Category Expansion:** Scale inventory for high-performing categories like **Soft Toys** and **Colors**.
* **Time-Slot Promotions:** Introduce flash sales during peak hours (**8 AM to 10 PM**) to increase conversions.
* **Regional Strategy:** Strengthen delivery and promotional efforts in **Imphal**, **Dhanbad**, and **Kavali** to capitalize on regional performance.