

FNP Sales Analysis

Project Title: Sales Analysis Dashboard for FNP (Ferns N Petals)

Executive Summary: Sales Analysis Overview

This project focuses on analysing sales data from FNP, a leading gifting website, to derive actionable insights for business improvement. The data included customer details, orders, and product information. The project workflow was designed to handle raw data efficiently and transform it into an interactive dashboard for decision-making. The analysis spans metrics such as revenue by occasions, categories, hours, months, and top-performing cities and products.

Findings:

1. Overall Business Performance

- **Total Orders:** The business processed **1,000 orders**, demonstrating consistent demand across various product categories and customer segments.
- **Total Revenue:** The cumulative revenue stands at **₹35,20,984.00**, indicating a robust market presence.
- **Order Delivery Time:** An average of **5.53 days** per delivery, which suggests room for improvement in logistics to enhance customer satisfaction.
- **Customer Spend:** On average, customers spent **₹3,520.98 per order**, reflecting the high value of individual transactions, particularly for gifting occasions.

2. Revenue Analysis

By Occasion

- Revenue generation is strongly tied to key celebrations and gifting occasions.
 - **Top-performing occasions:**
 - **Birthdays:** Exceeding ₹6,00,000 in revenue, a major driver for sales.
 - **Anniversaries:** Matching revenue levels of birthdays, showcasing the popularity of gifts for this occasion.
 - **Raksha Bandhan and Valentine's Day:** Significant contributors, collectively adding to the festive sales momentum.
 - **Diwali and Holi:** Underperforming compared to other occasions, suggesting an opportunity to boost sales during these festivals through targeted campaigns.

By Category

- **Colors:** The highest revenue generator, contributing nearly ₹10,00,000, making it a top category.

- **Soft Toys, Sweets, and Cake:** Collectively account for a large portion of sales, demonstrating the importance of emotional and celebratory gifting.
- **Plants and Mugs:** Lagging in performance, presenting potential for bundling strategies or enhanced visibility to increase their appeal.

By Month

- Revenue shows notable fluctuations, with the following highlights:
 - **March:** Peak revenue month, likely linked to a festival or campaign success.
 - **August:** Another strong-performing month, potentially due to Raksha Bandhan or seasonal trends.
 - **Low-performing months:** Revenue dips in May and October require further exploration to address potential gaps in sales strategy.

3. Sales Timing and Customer Trends

Revenue by Hour (Order Time)

- Sales peak during late mornings and early afternoons (10 AM–2 PM), suggesting that marketing and promotional efforts should be optimized for these hours.
- Steady performance through most of the day highlights a consistent buying pattern, with late evenings showing slightly lower activity.

4. Top Products and Locations

Top Products by Revenue

- **Magnam Set and Quia Gift:** Leading products, generating over ₹1,20,000 each.
- **Deserunt Box Dolores Gift and Harum Pack:** Also, top contributors, highlighting customer preference for curated gifting packs.
- These products can be further promoted as flagship offerings.

Top 10 Cities by Orders

- **Dibrugarh, Gunakal, and Imphal:** Top-ordering cities, each contributing over 20 orders.
- **Opportunities in smaller markets:**
 - Cities like **Bilaspur and Haridwar**, which show moderate orders, could benefit from localized marketing strategies to drive higher engagement.

5. Key Insights and Recommendations

Strengths:

- **Gifting occasions:** Birthdays and Anniversaries dominate sales, affirming the relevance of occasion-based marketing.
- **Product and category diversity:** High revenue from Colors, Soft Toys, and curated gift packs reflects customer preference for emotional and celebratory gifting items.

Opportunities:

- **Enhance Diwali and Holi campaigns:** These festivals underperform relative to potential. Targeted offers, bundling, and aggressive marketing during these periods could boost sales.
- **Improve low-performing product categories:** Plants and mugs have untapped potential. Highlight their use cases in social media campaigns or pair them with high-performing categories in combo offers.
- **Expand geographic reach:** Smaller cities show untapped potential. Use insights from top-performing locations to replicate success in less active regions.

Logistics Optimization:

- Focus on reducing the average delivery time of **5.53 days** by streamlining operations and collaborating with faster logistics partners to meet customer expectations.

Marketing and Promotions:

- Leverage high-performing months (March and August) for strategic promotions.
- Run time-bound flash sales and campaigns aligned with peak hours of customer activity (10 AM–2 PM).

Steps Followed:

1. **Data Extraction:** Imported data from local files into Excel for analysis.
2. **Data Cleaning:** Utilized Excel tools and Power Query to fix inconsistencies, remove duplicates, and format the data for modelling.
3. **Data Modelling:** Created relationships between tables using Power Pivot to enable seamless data exploration.
4. **Data Analysis:** Used measures, DAX functions, and filters to identify trends and patterns in revenue, customer behaviour, and product performance.
5. **Dashboard Creation:** Built an interactive and visually appealing dashboard featuring key metrics and slicers for better data exploration.

Tools Used:

- **Excel:** For data preparation and charting.
- **Power Query:** For advanced data cleaning and transformation.
- **Power Pivot:** For data modelling and establishing relationships.
- **DAX:** For calculated measures and dynamic insights.

Conclusion:

The dashboard highlights critical areas of strength and opportunities for optimization. Prioritizing high-revenue categories, occasions, and top-performing cities will ensure sustained growth, while addressing weaker areas can unlock untapped potential. A data-driven approach will help refine strategies to further enhance sales performance. By

leveraging the combination of Power Query, Pivot, and DAX, this dashboard serves as a practical tool for data-driven decision-making and can be easily scaled for other business domains.