Executive Summary: FNP Sales Analysis Dashboard

Project Objective:

The objective of this Power BI dashboard is to analyze sales data for Ferns N Petals (FNP), a gifting and floral delivery service, and provide key insights into customer behavior, sales performance, and seasonal trends. The goal is to assist stakeholders in making informed decisions based on product performance, time-based trends, and geographic demand.

Key Performance Indicators:

- Total Orders: 1,000

- Total Revenue: INR 35,20,984.00

- Average Order-to-Delivery Time: 5.53 days

- Average Customer Spend: INR 3,520.98

Detailed Insights:

1. Revenue by Occasion

- Top Performing Occasions:

  - Anniversary and Raksha Bandhan are the most revenue-generating occasions.

  - Holi and Birthday also significantly contribute to revenue.

- Strategic Insight: Promotional campaigns around key festivals and personal events yield high returns.

2. Revenue by Product Category

- Top Products: Colors, Soft Toys, and Sweets.

- Observations:

  - 'Colors' lead with the highest revenue.

- Traditional gifting items like sweets and soft toys are consistently popular.

- Recommendation: Expand inventory and bundling strategies for high-performing categories.

3. Revenue by Hour (Order Time)

- Peak Hours: 18:00 to 20:00

- Secondary Activity: Stable sales between 8:00 to 16:00

- Actionable Insight: Optimize digital marketing and promotions during peak evening hours.

4. Monthly Revenue Trends

- High-Performing Months: March and August see significant revenue spikes.

- Low Activity: July and December show a noticeable dip.

- Insight: These fluctuations align with major festivals and seasonal gifting patterns.

5. Top 5 Products by Revenue

- Magnum Set

- Quia Gift

- Dolores Gift Harum Pack

- Deserunt Box

- Harum Pack

6. Top 10 Cities by Orders

- Most Orders: Dhanbad, Imphal, and Kaval lead in customer orders.

- Diverse Spread: Other cities like Bhatarpara and Hardiwar also show significant engagement.

- Growth Opportunity: Expand delivery capabilities in high-performing cities.

Interactivity Features:

- Slicers/Filters:

  - Filter the dashboard by Delivery Date, Order Date, and Occasion.

  - Helps in dynamic reporting and time-based or event-based comparisons.

Business Recommendations:

1. Focus on High-Revenue Occasions: Align marketing budgets with top-performing events.

2. Optimize Product Inventory: Ensure popular items like Colors, Sweets, and Soft Toys are well-stocked.

3. City-Based Expansion: Scale logistics and marketing in cities with the highest order volumes.

4. Campaign Timing: Concentrate digital campaigns during evening hours to boost conversion.

5. Customer Retention: Analyze customer segments spending above the average INR 3,500 and target them with loyalty offers.

Conclusion:

This dashboard empowers FNP's business stakeholders with a data-driven approach to improve sales strategies, campaign effectiveness, and operational efficiency. With actionable insights on timing, location, product, and occasion, this report helps in maximizing revenue while enhancing customer experience.