

# FNP SALES DATA ANALYSIS

Presented by: Lokendersingh



# EXECUTIVE SUMMARY

## FNP SALES ANALYSIS DASHBOARD (EXCEL)

### Project Context

Ferns N Petals (FNP) is a leading gifting brand in India, offering a wide range of products including cakes, flowers, sweets, and soft toys for various occasions. This project focuses on analyzing their historical sales data using Microsoft Excel, providing business stakeholders with actionable insights through an interactive and visual dashboard.

# PROJECT OBJECTIVES

**Build a dynamic and interactive Excel dashboard to analyze FNP's sales data.**

**Track essential KPIs like Total Orders, Total Revenue, Order-to-Delivery Time, and Average Customer Spend.**

**Identify patterns across occasions, categories, products, order times, months, and locations.**

**Present business insights in a clear, concise, and user-friendly format.**



# DASHBOARD HIGHLIGHTS

Total Orders: 1000

Total Revenue: ₹3,520,984

Average Customer Spend: ₹3,520.98

Average Order-to-Delivery Time: 5.53 days

## Key Visuals Included

Revenue by Occasions (Anniversary, Birthday, Diwali, etc.)

Revenue by Categories (Cakes, Flowers, Sweets, Soft Toys, etc.)

Revenue by Month and Hour (Seasonal & Hourly Trends)

Top 5 Products by Revenue

Top 10 Cities by Order Volume

Interactive Filters: Order Date, Delivery Date, and Occasion



# KEY INSIGHTS

## Occasion-wise Revenue

Anniversaries generated the highest revenue, followed by Raksha Bandhan and Holi.

## Category-wise Performance:

Cakes were the top revenue driver, far surpassing other categories.

## Top Products

Magnam Set, Dolores Gift, and Harum Pack were the best-selling items.

## Order Timing Insights:

Revenue peaked around 9–11 AM, revealing morning shopping behavior.

## Monthly Trends

Highest revenues were recorded in March and August.

## City-wise Performance

Imphal, Dhanbad, and Kavali led in order volumes.



# TOOLS & TECHNIQUES USED

**Microsoft Excel**

**Pivot Tables for dynamic data aggregation**

**Pivot Charts for visual analysis**

**Slicers for interactive filtering by time period and occasion**

**Conditional Formatting to highlight key patterns**

**Custom Formulas and calculated fields for KPIs**

**Named Ranges and Drop-downs to improve usability**

# BUSINESS VALUE

## Marketing Strategy

Focus on high-performing occasions and cities for targeted campaigns.

## Inventory Management

Align product stock based on top-selling items and peak seasons.

## Customer Insights

Understand purchasing behavior by time of day and month.

## Operational Improvements

Evaluate delivery timelines to enhance customer experience.

# THANK YOU

CONNECT WITH ME



lokendersinghshekhwat19@gmail.com

