

# FNP Sales Analysis - Problem Statement

## Problem Statement

Project: FNP Sales Dashboard Analysis

Objective:

To analyze sales data from Ferns N Petals (FNP) and develop a dashboard that provides actionable insights into revenue performance across various dimensions such as occasion, category, product, geography, and time period.

Key Business Questions:

1. Which occasions generate the highest and lowest revenue?
2. What are the top-performing product categories?
3. Which products drive the most revenue?
4. How do different cities perform in terms of order volume?
5. What are the revenue trends month-wise?
6. What is the average revenue per order?
7. What is the average order to delivery time?
8. Which areas or categories need improvement or attention?

Dashboard Features:

- Revenue breakdown by Occasions and Categories
- Top 5 Products by Revenue
- City-wise Order Count
- Monthly Revenue Trend
- Summary KPIs: Total Sales, Total Orders, Average Revenue per Order
- Order to Delivery Time
- Interactive filters by Occasion, Order Date, and Delivery Date

Tools Used:

- Microsoft Excel (Pivot Tables, Charts, Slicers)
- Data Modeling and KPI Calculation

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Outcome:

The dashboard provides a clear overview of business performance, supports decision-making for marketing and inventory planning, and identifies growth opportunities during low-performing months or categories.