**FNP\_Sales Analysis Dashboard**

**Overview**

This interactive Excel dashboard provides a comprehensive sales analysis by visualizing key business metrics such as revenue, orders, customer spending, and product performance. It is designed to help businesses track sales trends, identify top-selling products, and understand customer behavior based on various parameters.

**Key Insights & Features**

* Total Revenue & Orders – Displays overall sales performance.
* Revenue by Occasion – Analyzes sales based on festivals and special events.
* Revenue by Category – Identifies the best-selling product categories.
* Monthly Revenue Trend – Tracks sales patterns across different months.
* Top 5 Products by Revenue – Highlights the highest revenue-generating products.
* Top 10 Cities by Orders – Shows geographic demand distribution.
* Revenue by Order Day – Helps understand the best sales days of the week.
* Average Customer Spend – Measures the average purchase value per customer.
* Order Delivery Time Analysis – Tracks delivery efficiency.

**Tools & Techniques Used**

* Microsoft Excel – Data Cleaning, Pivot Tables, Charts, and Conditional Formatting.
* Power Query – Data transformation and automation.
* Data Visualization – Interactive charts for business intelligence.

**Dataset & Usage**

The dataset used in this dashboard represents sales transactions over multiple months, segmented by categories, cities, and special occasions. This can be applied to various retail and e-commerce businesses to optimize marketing and sales strategies.

A screenshot of a computer

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