Executive Summary – FNP Sales Analysis Dashboard

This Sales Analysis project provides a comprehensive, data-driven overview of customer purchasing behaviour, revenue distribution, and operational performance for FNP (Ferns N Petals). Designed as an interactive dashboard, it enables business stakeholders to quickly identify growth opportunities, assess sales trends, and optimize decision-making across products, categories, and customer segments.

Key Business Outcomes

• ₹5.86 Lakhs Total Revenue generated from 126 customer orders, offering a clear view of business performance during the selected period.

• The average customer spent ₹4,652 per order, indicating a strong revenue-per-transaction ratio.

• Mean order-to-delivery time is 5.72 days, helping evaluate delivery efficiency and logistics performance.

Sales Performance Insights

• Revenue by Occasion shows that Anniversary, Raksha Bandhan, and Holi contribute the highest revenue.

• Revenue by Category highlights Soft Toys and Colors as the most profitable categories.

• Revenue by Month analysis reveals peaks in February, May, July, and December.

Customer Behaviour & Operational Insights

• Hourly revenue trends show higher order placements during morning and early evening hours.

• Top Products by Revenue include "Excitementerm Pack", "Magnum Set", and "Expedia Gift".

• Top 10 Cities by Orders highlight cities such as Kavali, Chinsurah, and Machilipatnam.

Business Value Delivered

• Enables quick monitoring of sales KPIs, supporting strategic decisions across product planning, marketing, and delivery operations.

• Helps identify high-value customer segments, seasonal demand spikes, and top-performing SKUs.

• Visualizes order and delivery timelines to support logistics optimization.

Overall Impact

This project transforms raw sales records into actionable insights by integrating visual analytics, KPI-driven storytelling, and drill-down analysis. It empowers business teams with a single source of truth for evaluating revenue patterns, customer behaviour, and operational performance.