

# Ferns N Petals (FNP) Sales Analysis Dashboard

## Overview

This **Power BI dashboard** provides an in-depth analysis of **Ferns N Petals (FNP) sales performance**, offering key insights into revenue trends, customer spending behavior, order patterns, and product performance. The dashboard enables data-driven decision-making by visualizing essential business metrics.

## Key Metrics

- **Total Orders:** 1,000
- **Total Revenue:** ₹3,520,984
- **Average Customer Spend:** ₹3,520.98
- **Average Order-Delivery Time:** 5.53 days

## Key Insights & Business Impact

### 1. Revenue Trends by Occasion

- **Anniversaries and Holi** generate the highest revenue.
- **Valentine's Day and Birthdays** also contribute significantly.
- **Diwali and Raksha Bandhan** show moderate revenue, indicating potential for targeted marketing campaigns.

### 2. Revenue Distribution by Product Category

- **Sweets and Colors** are the top-performing categories.
- **Soft Toys, Plants, and Cakes** contribute steadily to overall revenue.
- Identifying **high-revenue categories** helps optimize inventory and marketing strategies.

### 3. Revenue Pattern by Order Time

- Revenue follows a consistent **hourly trend**, peaking between **9 AM - 11 PM**.
- Understanding **customer order behavior** can help optimize marketing efforts and operational efficiency.

### 4. Monthly Sales Performance

- **February and October** record the highest revenue, likely driven by **Valentine's Day and festive seasons**.
- Other months show a fluctuating trend, suggesting opportunities for promotional campaigns in **low-revenue months**.

## **5.Top-Selling Products**

- The top 5 revenue-generating products include:
  - Magman Set
  - Quia Gift
  - Dolores Gift
  - Harum Pack
  - Deserunt Box
- Identifying best-selling products aids in demand forecasting and inventory management.

## **p6.Geographical Sales Insights**

- Dibrugarh, Guntkal, and Haridwar lead in order volume.
- Imphal, Kavali, and Dhanbad also show strong sales performance.
- These insights can support location-based marketing strategies and expansion planning.

## **\*Interactive Dashboard Features**

The dashboard includes dynamic filters for:

**Order Date & Delivery Date:** Analyze specific time periods.

**Occasion-Based Filtering:** View revenue trends for Anniversaries, Birthdays, Diwali, Holi, and more.

## **\*Conclusion & Business Implications**

This comprehensive sales analysis offers actionable insights for sales optimization, targeted marketing, inventory planning, and strategic decision-making. By leveraging data-driven approaches, FNP can enhance customer engagement, revenue growth, and operational efficiency.