

# Ferns and Petals (FNP) Data Lifecycle Analysis

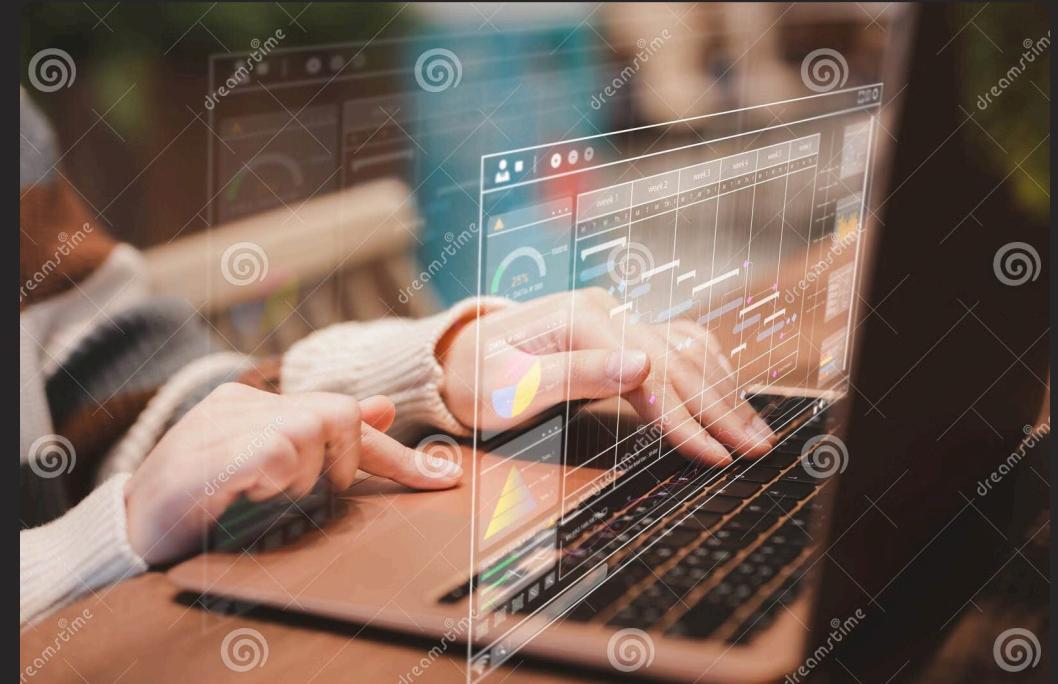
A comprehensive study of sales performance and logistics efficiency using Microsoft Excel.

# Project Overview & Dataset Summary

## Objective

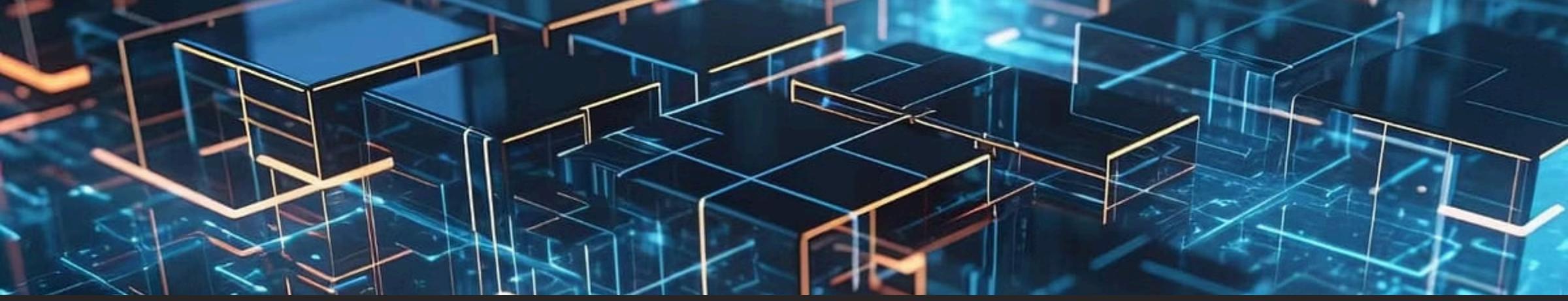
Dissect sales performance for culturally significant occasions like Diwali and Raksha Bandhan to optimize strategy and satisfaction.

- 3 Relational Tables: Orders, Customers, Products
- 1,000 Orders | 100 Customers | 70 Products
- 24 Total Columns with zero missing data



dreamstime.com

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# Data Preparation & Transformation

Leveraging Power Query for robust feature engineering and data quality.



## Extraction

Consolidated source tables into Power Query Editor for transformation.



## Time Attributes

Derived Order Month, Hour, and Day Name to identify temporal trends.

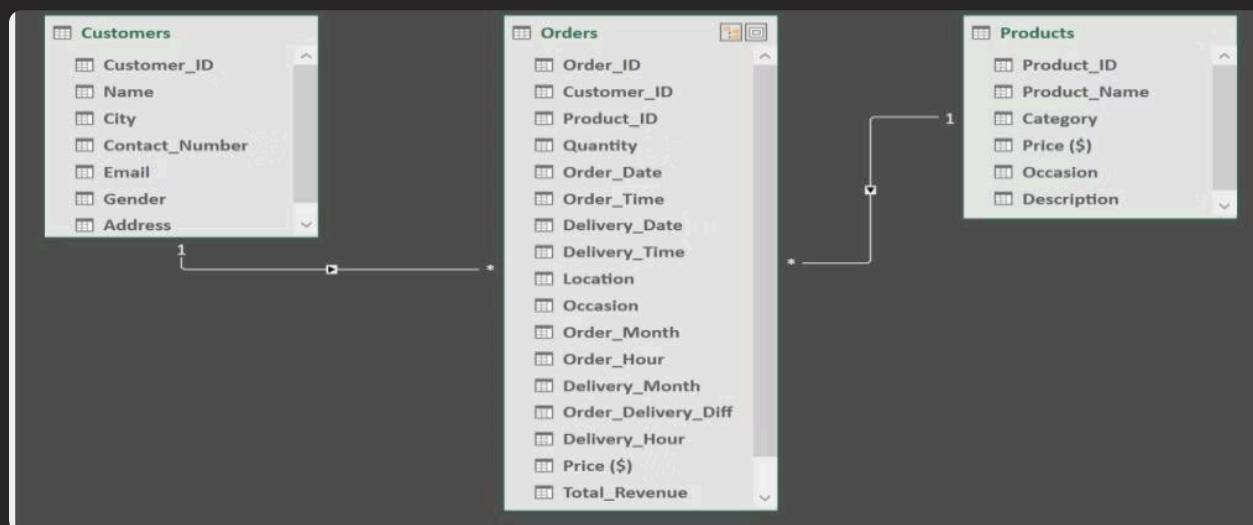


## Financial Metrics

Calculated Total Revenue and standardized all values to USD (\$).

# Relational Data Modeling

Establishing the backbone for dynamic analysis through One-to-Many relationships.



## Backend Structure

Connections established via **Customer\_ID** and **Product\_ID** to facilitate seamless Pivot Table reporting.

# Key Financial & Logistics Metrics

High-level overview of the company's performance in 2023.

**\$352K**

**Total Revenue**

Overall financial health across all categories.

**\$352**

**Avg Order Value**

Average spending per customer transaction.

**5.5**

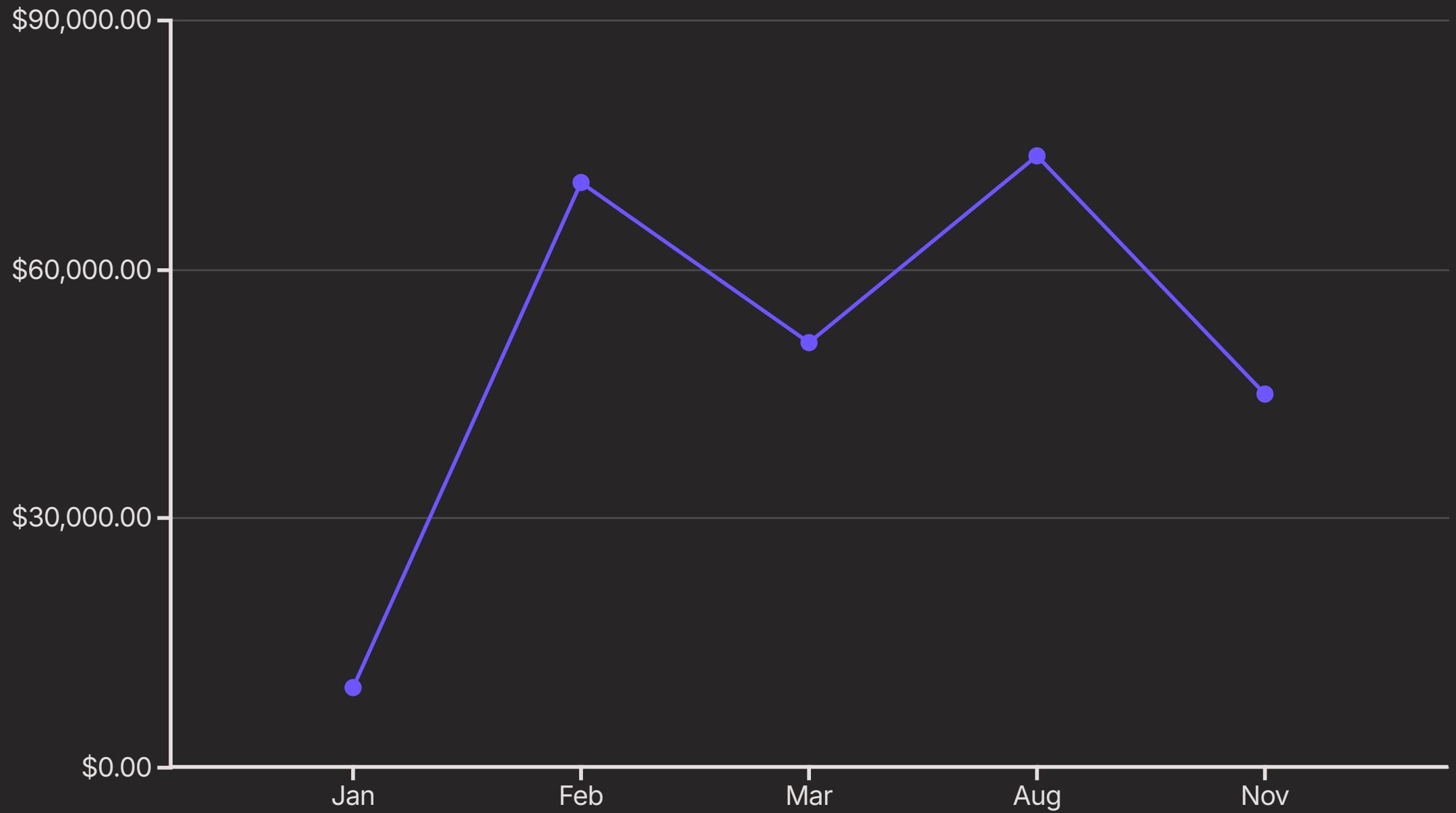
**Delivery Days**

Average lead time from order to fulfillment.



# Monthly Sales Trends

Revenue peaks align with major cultural and seasonal events.



Significant peaks identified in **August** (Raksha Bandhan) and **February** (Valentine's Day).



# Product & Category Performance

## Top Revenue Categories

- **Colors:** \$100,474 (Holi powders & Gulal)
- **Soft Toys:** \$74,112
- **Sweets:** \$73,407

## Top Individual Products

- **Magnam Set:** \$12,222
- **Quia Gift:** \$11,436
- **Dolores Gift:** \$10,640

# Occasion & Geographical Insights

Identifying where and why customers are buying.

## Top Occasions

Anniversaries (\$67K) and Raksha Bandhan (\$63K) drive the highest volume.



## Top Cities

Imphal (29 orders) and Dhanbad (28 orders) lead in order volume.

## Primary Drivers

Anniversary \$67K; Raksha Bandhan \$63K; Holi strong

## Supporting Insights

- Top cities: Imphal and Dhanbad orders

## Core Revenue

- Anniversary, Raksha Bandhan, Holi lead sales



# Interactive Excel Dashboard

Visualizing the full data lifecycle through a dynamic interface.

The dashboard integrates slicers and charts to allow for real-time filtering by city, category, and occasion.

# Strategic Recommendations



## Festive Readiness

Optimize inventory for February and August peaks.



## Retention

Automate "Anniversary Reminders" to drive repeat sales.



## Logistics

Strengthen delivery networks in Imphal and Dhanbad.



## Off-Peak Growth

Introduce "Just Because" campaigns for low-sales months.

