**📝 Executive Summary – FNP Sales Analysis Excel Project**

This project presents an end-to-end sales analysis for a flower and gift delivery company (FNP), built entirely using **Microsoft Excel** as part of my data analytics learning at **Softroniics**.

The objective was to extract raw data, clean and transform it, build a data model, perform analysis, and design an interactive dashboard to uncover key business insights.

**📁 Project Workflow**

* **Extract Data**: Used **Power Query Editor (PQE)** to automate the import of multiple files using a folder function.
* **Clean & Transform**: Applied data cleaning and transformation techniques in Power Query; created calculated columns like *Delivery Time*, *Month*, and *Order Hour*.
* **Data Modelling**: Leveraged **Power Pivot** to create relationships between multiple tables and enable cross-functional analysis.
* **Data Analysis**: Performed **driver analysis** using Pivot Tables and DAX measures to derive meaningful KPIs and trend comparisons.
* **Dashboard**: Built a fully interactive dashboard using Pivot Charts, Slicers, and Timelines for dynamic filtering by date, occasion, and product categories.
* **Executive Summary**: Used AI tools to summarize insights, highlight trends, and narrate findings for business decision-making.

**📊 Key Business Insights**

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

**🔍 Trends Identified:**

* **Top Occasions**: Raksha Bandhan, Holi, and Anniversary contributed significantly to revenue.
* **Category Insights**: Colors, Soft Toys, and Sweets were top-performing product categories.
* **Time-Based Patterns**: Most orders were placed between 2 PM and 8 PM.
* **Geographic Distribution**: Dharwad, Mumbai, and Kochi recorded the highest number of orders.
* **Seasonal Sales**: Revenue peaked in February and August, indicating strong festive-season demand.

**🛠️ Tools Used**

* Power Query Editor for ETL operations
* Power Pivot for data modeling
* Pivot Tables & DAX for analysis
* Slicers, Timelines, and Charts for visualization
* AI tools for summarization and presentation

**✅ Outcome**

This project provided a hands-on experience with Excel as a business intelligence tool, covering the complete data analysis lifecycle. It enhanced my understanding of how raw business data can be transformed into actionable insights using structured analytical methods.