

F&P Sales Analysis with Interactive Dashboard

Project Overview

This project focuses on analyzing sales data for **FNP (Ferns N Petals)** to uncover valuable insights into customer behavior, product performance, and revenue trends.

Using **Excel Power Pivot**, I combined multiple raw data files into one seamless data model, enabling dynamic analysis and an interactive dashboard to visualize key business metrics.

Tools Used

- **Microsoft Excel** (Power Pivot, PivotTables, Slicers, Data Model)
 - **Power Pivot** for combining data and building relationships between tables
 - **Pivot Charts & Slicers** for interactive filtering and visualization
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Dataset Details

This analysis was based on **three raw CSV files**:

1. `customers.csv` – Contains customer details (ID, Name, City, etc.)
2. `orders.csv` – Records of each order placed (Order ID, Order Date, Revenue, etc.)
3. `products.csv` – Product information (Product Name, Category, Price, etc.)

How I Combined the Data:

Using **Power Pivot**, I loaded all three files into Excel's Data Model and created relationships between them:

- `orders.csv` was linked to `customers.csv` via **Customer ID**
- `orders.csv` was linked to `products.csv` via **Product ID**

This approach allowed me to perform advanced analysis across all datasets **without manual merging**, and ensured the dashboard always reflected accurate, real-time insights.

Dashboard Preview

Here's a snapshot of the **interactive dashboard** created from the combined data:



Key Insights Visualized:

- **Total Orders:** 1,000
- **Total Revenue:** ₹35,20,984.00
- **Avg Days Between Order & Delivery:** 5.53 days
- **Avg Customer Spend:** ₹3520.98
- **Revenue Breakdown:** By Occasion, Category, Month, Hour
- **Top 5 Products by Revenue:** E.g., Magnum Set, Dolores Gift
- **Top 10 Cities by Orders:** E.g., Imphal, Dhanbad

Interactive filters allow users to explore insights by **Month**, **Order Date**, and **Occasion**.

Key Outcomes

- Efficiently combined raw data using **Power Pivot**
- Created a **fully interactive dashboard** to help stakeholders make informed decisions
- Identified top-selling products, peak order times, and most profitable categories

Conclusion

This project demonstrates how to turn simple raw data into **actionable insights** using Excel's advanced features like **Power Pivot** and dashboarding. Whether you're managing e-commerce sales or just want to enhance your Excel skills, this project offers a great example of how to analyze data effectively.

