📊 Sales Analysis Dashboard – FNP (Ferns N Petals)

This interactive sales dashboard provides a comprehensive overview of business performance metrics for Ferns N Petals (FNP), focusing on orders, revenue, and customer behavior across various dimensions. Built for data-driven decision-making, the dashboard delivers insights at a glance using key KPIs, charts, and slicers.

🔑 Key Highlights:

- **Total Orders:** 1,000

- **Order-Delivery Time (Avg):** 5.5 Days

- **Total Revenue:** ₹586,176.00

- **Average Customer Spend:** ₹4,652.19

📌 Insights Derived:

1. Revenue Performance

- Highest revenue was generated during **Anniversary** and **Raksha Bandhan** occasions.

- **Soft Toys** are the top revenue-generating product category.

- **Excitation Pack** and **Magam Set** are the most profitable products.

2. Geographic Trends

- **Kavali** recorded the highest number of orders among the **Top 10 Cities**.

- Moderate distribution of orders across small and mid-sized cities.

3. Temporal Trends

- **March** and **December** show peaks in monthly revenue, indicating seasonal demand.

- Most orders are placed between **5 AM to 6 AM** and again in the **evening around 5 PM**.

🛍️ Category Analysis

- Besides soft toys, **Colors** and **Sweets** are also strong contributors to revenue.

- Categories like **Mugs** show limited sales, suggesting scope for promotion or removal.

📅 Filter Options Available:

- **Delivery Date** and **Order Date** filters (by month/year)

- **Occasion Filter** for detailed breakdown (e.g., Diwali, Valentine's Day)

📈 Tools & Technologies Used:

- **Data Visualization Tool:** Likely Microsoft Excel

- **Data Segmentation:** Based on Product Categories, Occasion, Time, and Geography

- **Data Metrics:** Revenue, Order Count, Delivery Time, Customer Spend

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✅ Use Cases:

- Strategic marketing for peak seasons and high-performing cities.

- Inventory management based on top-performing categories.

- Customer targeting based on purchase time patterns.