

Executive Summary: FNP Sales Analysis Dashboard

Overview:

This project presents an **interactive Excel dashboard** built to analyze and visualize sales data from **Ferns N Petals (FNP)**, an e-commerce platform specializing in gifts and personalized items. The dashboard provides **clear, actionable insights** into sales performance across different time periods, products, occasions, locations, and customer behaviors.

Objective:

To derive actionable insights from historical sales data of FNP by visualizing:

- Revenue trends across time, categories, and locations
- Customer buying patterns
- High-performing products
- Delivery performance metrics

The goal is to assist stakeholders in making data-driven decisions for marketing, inventory planning, and customer targeting.

Tools & Techniques Used:

- **Microsoft Excel**
- Pivot Tables & Pivot Charts
- **Slicers** for interactivity (Occasion, Order Date, Delivery Date, Location)
- Data cleaning and Transformation
- KPI Indicators and conditional formatting

Key KPIs:

- **Total Orders:** 1,000
- **Total Revenue:** ₹35,20,984
- **Avg. Customer Spend:** ₹3,520.98
- **Avg. Order Delivery Time:** 5.53 Days

Dashboard Insights:

1. Revenue Trends

- **Occasions** like **Anniversary** and **Raksha Bandhan** show the highest revenue contribution.

- **Monthly revenue** peaks in **February** and **August**, correlating with festivals and promotions.
- Sales are relatively stable throughout different **hours of the day**, peak ordering times observed between **5 AM - 6 AM** and **7 PM - 10 PM**.

2. Top Performers

- **Dignissimos Pack** and **Quia Gift** are top-selling products in terms of quantity.
- **Soft Toys** and **Sweets** are popular categories, but **Colours** dominate in revenue.

3. Customer & Location Insights

- **Top Cities by Orders** include cities like **Imphal**, **Dhanbad**, and **Kavali**.
- Repeat purchases are high from customers like **C099**, **C044**, and **C008** - a sign of loyalty.

4. Operational Performance

- **Delivery time** slightly increases with **order quantity**, which could be optimized for efficiency.
- Products with high demand per occasion can be forecast and stocked accordingly.

Interactive Features:

- **Slicers** for:
 - **Occasion**
 - **Location**
 - **Order Date / Delivery Date (Month Filter)**
- Enable dynamic filtering to explore seasonality, customer geography, and event-specific trends.

Strategic Recommendations:

- **Boost inventory and promotional focus** on top products during **Diwali** and **Raksha Bandhan**.
- **Target high-performing cities** with localized campaigns and same-day delivery options.
- **Enhance logistics** for larger orders to maintain delivery time efficiency.
- **Develop customer loyalty programs** for repeat buyers.