

## **Executive Summary – FNP Sales Analysis Dashboard**

This project analyzes sales data from Ferns N Petals (FNP) to generate insights related to revenue, customer behavior, product performance, and operational efficiency. The dataset contains information on orders, delivery timelines, product categories, occasions, locations, and monetary values. The objective of the analysis is to identify key performance patterns that support data-driven decisions.

An interactive Excel dashboard was developed to summarize and visualize the dataset. Core performance metrics such as total revenue, total orders, average customer spending, and average order-to-delivery time were computed and presented clearly. The dashboard includes segment-wise analyses covering occasions, categories, cities, monthly trends, hourly patterns, and top-selling products. Slicers were incorporated to allow users to filter results by order date, delivery date, and occasion.

Data cleaning and transformations were performed using Power Query, enabling automated refresh and ensuring accuracy in calculations. PivotTables and PivotCharts were used to structure the data, and the visual design prioritizes clarity, consistency, and usability.

This project demonstrates proficiency in Excel-based analytics, data modeling, KPI formulation, dashboard design, and the ability to extract actionable business insights from operational retail data.