

This project presents a comprehensive **Sales Analysis Dashboard** developed in **Microsoft Excel** using advanced data visualization and interactive filter capabilities. The dashboard provides actionable insights into customer behavior, product performance, revenue trends, and order patterns for FNP (Ferns N Petals), a leading gifting and flower delivery brand.

Objectives

- To analyze **sales performance** across products, categories, cities, and occasions.
- To evaluate **customer preferences** based on time (day, month) and event-based filtering.
- To deliver an **interactive reporting dashboard** for business decision-makers.
- To enhance business visibility into **top-selling products, revenue drivers, and order frequency**.

Key Features

- **Slicers for dynamic filtering** by:
 - Occasion (e.g., Birthday, Diwali, Valentine's Day)
 - Order Date (Month and Year)
- **KPI Cards** for:
 - Total Orders: 34
 - Total Sales: ₹95,468
 - Average Delivery Time: 5.47 days
 - Average Customer Spending: ₹2,807
 - Total Quantity Ordered: 92
- **Top 5 Products by Revenue** bar chart
- **Revenue by Category** pie chart with clear breakdown
- **Revenue by Months** line chart showing seasonal peaks
- **Revenue by Days of the Week** trend analysis
- **Revenue by Occasions** bar chart for event-based insight
- **Top 10 Cities by Orders** horizontal bar graph

Insights & Takeaways

- **Soft Toys and Colors** are the top revenue-generating categories.
- **Wednesday and Sunday** see the highest revenue days, implying mid-week and weekend engagement.
- **August and March** are peak sales months, likely due to festive occasions like Raksha Bandhan and Holi.
- **Anniversary and All Occasions** lead to higher sales volumes.
- **Dignissimos Pack** and **Exercitationem Pack** are the best-performing products.
- **Bhopal, Dewas, and Durg** are the top cities in terms of order volume.

Tools & Techniques Used

- Microsoft Excel (365)
- Power Query for data transformation and cleaning
- Pivot Tables & Charts for dynamic visualization
- Slicers and timeline for interactivity
- Custom formatting and UI design for a professional dashboard experience

Business Impact

This dashboard enables stakeholders to:

- Identify and double down on high-performing products and cities
- Align marketing efforts with seasonal and occasion-based trends
- Improve inventory planning and delivery optimization
- Enhance overall decision-making based on data-backed insights