



Summary

Project Objective

As a Business Analyst, I developed an interactive **Sales Analysis Dashboard** for **Ferns N Petals (FNP)** to uncover key business insights from transactional sales data. The primary objective was to enable decision-makers to track performance, understand customer behaviour, and optimize sales strategy across time, geography, and product lines.

Key Business Metrics Delivered

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

These KPIs provided a quick, high-level snapshot for senior stakeholders to assess business health.

Temporal Sales Insights

- **Revenue by Hour:**
 - Sales spike between **6–8 AM** and **6–9 PM**, guiding optimal marketing push times.
- **Revenue by Month:**
 - **March** and **August** were peak months, possibly driven by promotional campaigns or seasonal buying patterns.
 - This can inform future event-based planning and inventory forecasting.

Category & Product Performance

- **Top Categories by Revenue:**
 - **Soft Toys, Sweets, and Colors** emerged as high-performing categories.

- **Top Products by Revenue:**

- *Magnum Set* and *Dolores Gift* led in revenue, validating their positioning and potential for upselling or bundling strategies.

Occasion-Driven Revenue Trends

- **Occasions like Birthdays, Anniversaries, and Raksha Bandhan** generated the highest revenue.
- These insights highlight the importance of occasion-specific promotions and inventory readiness.

Regional Demand Analysis

- **Top Cities by Order Volume:** Imphal, Dhanbad, and Kavalali.
- This geographic data helps prioritize marketing efforts and improve logistics efficiency in high-demand areas.

Business Impact

- Empowered the marketing team to **refine campaign timings** based on hourly and monthly revenue trends.
- Provided insights to product teams for **strategic inventory planning** around top categories and products.
- Supported leadership in identifying **high-value customer segments** and **occasion-based marketing opportunities**.

Responsibilities & Contributions

- Collaborated with stakeholders to define metrics and reporting needs.
- Translated raw sales data into actionable insights using Excel visualizations.
- Designed a dynamic dashboard with interactive filters (date, delivery, occasion) to support on-demand analysis.

Tools Used - Microsoft Excel, Power Query Editor, ETL, Pivot Tables & Charts, Slicers & Filters

Project Type:

Sales Performance Analysis | Business Analysis | E-commerce Insights