

# **Ferns and Petals Sales Analysis - Excel Dashboard Explanation**

## **Project Title: Ferns and Petals Sales Dashboard**

### **Objective:**

To analyze sales performance, customer behavior, and product demand using Excel dashboard for better business insights.

**Tool Used:** Microsoft Excel

### **Data Source:**

The dataset includes order details like dates, products, categories, revenue, cities, and occasions.

### **Dashboard Summary:**

#### **Key Metrics Shown:**

Total Revenue: Rs. 35,20,984

Total Orders: 1000

Average Order & Delivery Time: 5.53

Average Revenue per Customer: Rs. 3,520.98

#### **Visual Insights:**

1. Revenue by Occasions:  
Highest during Anniversaries, Birthdays, and Valentine's Day.
2. Revenue by Category:  
Cakes, Flowers, and Gift Packs were the best-selling categories.
3. Top 5 Products by Revenue:  
Decorated Box, Huron Pack, Mugham Set, and others showed high revenue.
4. Revenue by Hour (Order Time):  
Peak order time was during 10 AM to 6 PM.
5. Monthly Revenue Trends:  
February and August had the highest sales - linked to popular gifting occasions.
6. Top Cities by Orders:  
Most orders came from cities like Dhanbad and Imphal.

#### **Interactive Filters (Slicers):**

Allow filtering by Order Date, Delivery Date, Occasion, and Category.

**Conclusion:**

The Excel-based sales dashboard offered clear insights into Ferns and Petals' performance across different dimensions. It highlighted high-performing products, customer trends, and regional demand patterns. This data-driven approach can support strategic decisions in marketing, inventory planning, and customer engagement.