

Executive Summary – *Ferns and Petal* Data Analysis

This project presents an interactive Excel dashboard created to analyze business performance for *Ferns and Petal*, using a dataset sourced from **Kaggle**. The goal was to extract actionable insights from customer orders, product categories, and seasonal trends, helping decision-makers understand what drives revenue and customer engagement.

Tools & Techniques:

- **Excel Features:** Power Query Editor, Power Pivot, PivotTables, Slicers, Timelines, Charts
- **Interactive Dashboard:** Built entirely in Excel with real-time filters and date controls for dynamic exploration

Key Insights:

- **Top Revenue Categories:** *Colours*, *Soft Toys*, and *Sweets* generated the highest revenue
- **Occasion Trends:** High-performing occasions include *Anniversary*, *Holi*, and *Raksha Bandhan*
- **Sales Trends by Month:** Revenue peaked in **March** and **August**, aligning with seasonal gifting behaviour
- **City-wise Orders:** Cities like *Dibrugarh*, *Kavali*, and *Imphal* led in order volume
- **Order Time Analysis:** Evening hours (18:00–22:00) saw the highest sales activity

Dashboard Highlights:

- **KPIs:** Total Orders, Total Revenue, Average Customer Spend, and Delivery Time
- **Filters:** Occasion, Order Date, and Delivery Date using slicers and timelines
- **Visuals:** Bar and line charts showcasing revenue by product, category, occasion, city, month, and hour

Business Impact:

This dashboard empowers stakeholders to make informed decisions on marketing strategies, inventory planning, and regional promotions. The insights into seasonal and time-based buying behaviour offer valuable direction for optimizing business operations and maximizing revenue.

Recommendations:

1. **Target Promotions During Peak Months:** Focus advertising and discount campaigns around March and August to capitalize on high traffic periods.
2. **Optimize Inventory for Top Products:** Maintain stock levels for best-selling categories like *Colours* and *Soft Toys*, especially around major occasions.
3. **Enhance Evening Campaigns:** Run digital marketing campaigns or email offers during peak evening hours to boost conversion rates.
4. **Focus on High-Performing Cities:** Launch city-specific promotions or loyalty programs in Dibrugarh, Imphal, and Kavali to retain a strong customer base.
5. **Improve Delivery Speed:** With an average delivery gap of 5.53 days, consider streamlining logistics to improve customer satisfaction.