

Ferns and Petals Sales Analysis

1. Objective

The primary objective of this project was to build an interactive and insightful dashboard for FnP (Ferns N Petals) to analyze their sales data. The dashboard enables stakeholders to monitor key performance indicators (KPIs), understand revenue trends, and gain actionable insights into customer behavior, product performance, and geographical distribution of sales.

2. Tools & Technologies Used

- a) **Microsoft Excel**
 - b) **Power Query Editor** – for data cleaning
 - c) **Power Pivot** – for data modeling and DAX measures
 - d) **Pivot Charts & Slicers** – for visualization and interactivity
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3. Workflow Overview

a) **Data Extraction**

Raw data was collected from FnP's sales records.

b) **Data Cleaning (Power Query Editor)**

- Handled null values and data type inconsistencies
- Standardized date formats and category labels
- Filtered out irrelevant or duplicate entries

c) **Data Transformation**

- Split columns (e.g., Order Date into Month/Hour)
- Created calculated columns such as Order-to-Delivery Time
- Categorized data by Occasion, Product, and City

d) **Data Modeling (Power Pivot)**

- Created data model with relationships between Orders, Products, Dates, and Categories

- Developed DAX measures for KPIs such as Total Revenue, Average Spend, and Delivery Time

e) **Visualization (Dashboard)**

- Developed charts to illustrate trends and comparisons
 - Incorporated slicers to enable dynamic filtering by Date and Occasion
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4. Key Insights from the Dashboard

a) **High-Level KPIs**

- **Total Orders:** 1000
- **Total Revenue:** ₹3,520,984
- **Average Customer Spend:** ₹3,520.98
- **Avg. Order-to-Delivery Time:** 5.53 days

b) **Revenue Trends**

- Revenue **peaked in December and September**, indicating strong seasonal sales (likely related to festivals and events).
- **Lowest sales** occurred between March and July, pointing to potential off-season periods.

c) **Occasion-Based Revenue**

- **Anniversary** and **Raksha Bandhan** were top-performing occasions.
- Lower revenue was observed during **Valentine's Day** and **Diwali**, which may indicate opportunities for marketing focus or promotional adjustments.

d) **City-Wise Performance**

- **Imphal, Dhanbad, and Kavali** led in sales volume, suggesting strong regional demand.
- **Bhatarpara and Bilaspur** showed lower performance, signaling potential for growth.

e) **Order Time Patterns**

- Orders were **most frequent between 8 AM – 11 AM** and again around **7 PM – 9 PM**, reflecting peak customer activity hours.

f) **Product & Category Insights**

- **Colors** category generated the highest revenue (~₹1.1 million), followed by **Soft Toys** and **Sweets**.
 - Among individual products, **Magnum Set** and **Dolores Gift** were top performers.
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5. **Interactive Features**

a) **Slicers** for:

- Order and Delivery Date (month-level filtering)
- Occasion-based filtering

b) **Dynamic Charts:**

- Revenue by Month, Occasion, City, Category, Product, and Hour
 - Real-time updates of KPIs based on slicer selections
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6. **Conclusion**

This sales analysis dashboard for FnP provides a comprehensive view of the company's sales performance across multiple dimensions. It serves as a strategic decision-support tool, allowing business managers to:

- Identify top-selling products and peak sales periods
- Optimize inventory and logistics
- Tailor marketing campaigns to underperforming cities or occasions
- Understand customer behavior and maximize revenue potential