FNP Sales Analysis – Excel (Power Query & Power Pivot)

Project Overview

This project analyzes **3.5M+ revenue across 1000 orders** for **FNP (Ferns N Petals)** using **Excel's Power Query and Power Pivot**.

The dashboard provides a consolidated view of sales trends, customer behavior, and product performance. It enables decision-making by filtering across **Gender, Occasion, and Date**.

Tools & Techniques Used

- **Excel Power Query** – Data cleaning & transformation
- **Excel Power Pivot** – Data modeling & DAX measures
- **PivotTables & Charts** – Interactive visuals & KPIs
- **Data Modeling** – Fact & dimension tables with relationships
- **DAX Calculations** – For revenue, customer spending, delivery time, etc.

Key Insights

- **Anniversaries** contributed the highest revenue: **₹674,634**
- **Imphal** topped the list with **29 orders**
- Peak sales occurred on **Tuesdays & Sundays**
- Average delivery time: **5.53 days**
- Customer average spending: **₹35,209.84**

Files in Repository

- `FNP_Sales_Analysis.xlsx` → Full Excel dashboard
- `Dashboard_Screenshot.png` → Final dashboard image
- `Dashboard_Report.pdf` → This report

Learning Outcome

Through this project, I practiced:

- Building an **end-to-end Excel data model** (ETL + Analysis).
- Creating **dynamic dashboards** with slicers and KPIs.
- Applying **DAX measures** for advanced analytics.

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