

FNP SALES ANALYSIS

Project Title: Sales Analysis Dashboard for FNP (Ferns N Petals)

Summary:

This project focuses on analyzing sales data from FNP, a leading gifting website, to derive actionable insights for business improvement. The data included customer details, orders, and product information. The project workflow was designed to handle raw data efficiently and transform it into an interactive dashboard for decision-making.

Steps Followed:

1. **Data Extraction:** Imported data from local files into Excel for analysis.
2. **Data Cleaning:** Utilized Excel tools and Power Query to fix inconsistencies, remove duplicates, and format the data for modeling.
3. **Data Modeling:** Created relationships between tables using Power Pivot to enable seamless data exploration.
4. **Data Analysis:** Used measures, DAX functions, and filters to identify trends and patterns in revenue, customer behavior, and product performance.
5. **Dashboard Creation:** Built an interactive and visually appealing dashboard featuring key metrics and slicers for better data exploration.

Key Insights:

- Revenue performance by occasion (e.g., birthdays, anniversaries, Diwali).
- Top-selling products and revenue trends across different categories.
- Customer behavior analysis, including average spending and delivery times.
- Regional insights through order trends in top-performing cities.

Tools Used:

- **Excel:** For data preparation and charting.
- **Power Query:** For advanced data cleaning and transformation.
- **Power Pivot:** For data modeling and establishing relationships.
- **DAX:** For calculated measures and dynamic insights.

This project demonstrates how Excel, with its powerful features, can transform raw datasets into valuable business intelligence. The dashboard is a one-stop solution for understanding sales trends, optimizing product offerings, and improving customer satisfaction.

By leveraging the combination of Power Query, Pivot, and DAX, this dashboard serves as a practical tool for data-driven decision-making and can be easily scaled for other business domains.