

FNP-Excel-Sales-Dashboard-Project

This project delivers an in-depth **Sales Analysis Dashboard** for **Ferns N Petals (FNP)**—India's premier gifting brand—using Microsoft Excel. The objective was to derive actionable business insights by applying **data analysis**, **ETL techniques**, and **advanced Excel tools** to real-world retail data.

A structured **ETL process** was followed:

- **Extraction** from multiple raw datasets (Customers, Orders, Products, Occasions).
- **Transformation** using **Power Query** for data cleaning, normalization, and shaping.
- **Loading** into **Power Pivot** for data modelling and relationship creation across tables.

Key business questions were addressed through:

- **KPI measurement** (Total Revenue, Order Volume, Delivery Time, Average Spend).
- **Correlation analysis** to understand relationships (e.g., Order Quantity vs. Delivery Time).
- **Pivot Tables and Charts** to summarize and visualize data.
- **Interactive dashboard features** like slicers and conditional formatting for dynamic filtering.

Key Insights:

- Seasonal peaks in sales aligned with major festivals and occasions (Valentine's Day, Diwali).
- Top 5 products contributed significantly to revenue.
- Certain cities consistently generated high order volumes.
- Delivery delays increased with higher order quantities.
- Occasion-based product preferences varied significantly.

This dashboard simulates a real-world business intelligence scenario and showcases proficiency in:

- **ETL (Extract, Transform, Load)** using Power Query
- **Data modelling** with Power Pivot
- **Statistical analysis** (e.g., Correlation)
- **Advanced Excel formulas** (VLOOKUP, SUMIFS, IF, DATEDIF)
- **Dashboard design principles** for stakeholder reporting

The final interactive Excel dashboard empowers FNP to make **data-driven decisions**, improve **delivery efficiency**, and tailor **sales strategies** based on customer behavior and seasonal trends.