Project -1

FNP Sales Analysis Dashboard

This project presents a dynamic Sales Analysis Dashboard for FNP (Ferns N Petals), developed entirely using Microsoft Excel's advanced data visualization capabilities including Pivot Tables, Slicers, Conditional Formatting, and Charts. It showcases meaningful business insights derived from transactional data collected via three datasets: customers.csv, orders.csv, and products.csv.

Objective

The core objective of this dashboard is to empower business stakeholders with a quick, interactive view of sales performance, customer behavior, and operational efficiency over a given time period. It enables real-time insights and decision-making through filters for delivery date, order date, and occasion.

Key Features & Insights

- Revenue Overview
- Total Revenue: $3.52M
- Average Customer Spending: $3,520.98
- Total Orders Placed: 1000
- Average Delivery Days: 11.81

Time-Based Revenue Analysis

➢ Monthly trend line to evaluate seasonality.
➢ Weekly performance insights, with Tuesday generating the highest revenue.
➢ Hourly revenue spikes between 20:00 and 22:00 indicating prime order windows.

Top Product Analysis

➢ Bar chart highlights top 5 products by revenue, useful for inventory and promotion strategies.
➢ Occasion-Based Revenue Distribution
➢ Strong revenue peaks on Anniversary, Raksha Bandhan, and Birthday occasions, assisting in targeted marketing efforts.

Geographical Performance

City-level order volume identifies top-performing regions like Kavali, Haridwar, and Bilaspur for possible regional expansion.

Tools Used

- Microsoft Excel
- Pivot Tables & Pivot Charts
- Slicers for interactive filtering
- Conditional formatting
- Data cleaning and transformation via Power Query (if applicable)

Impact & Applications

This Excel dashboard can be leveraged by sales teams, marketing strategists, and operations managers to gain a unified view of business performance. It assists in forecasting, campaign planning, and customer segmentation, making it an excellent model for Excel-based BI reporting.