Problem Statement: Ferns and Petals Sales Analysis

I have collected dataset from FNP (Ferns and Petals), a company that specialises in delivering gifts for various occasions such as Diwali, Raksha Bandhan, Holi, Valentine's Day, Birthdays, and Anniversaries. The dataset includes information on products, orders, customers, and relevant dates.

In this dashboard, I will be covering the following problem statements to provide key insights into sales trends, customer behaviour, and product performance. The objective is to help identify growth opportunities and support data-driven strategies to improve sales and enhance customer satisfaction.

I will be doing Data cleaning followed by Data Transformation in Power Query Editor and then Data Modelling. I will be using measures to create aggregated values. Further I will create pivot tables for charts and finally I will present a dashboard to get a idea of the insights.

1. Total Revenue: Identify the overall revenue.

2. Average Order and Delivery Time: Evaluate the time taken for orders to be delivered.

3. Monthly Sales Performance: Examine how sales fluctuate across the months of 2023.

4. Top 5 Products by Revenue: Determine which products are the top revenue generators.

5. Customer Spending Analysis: Understand how much customers are spending on average.

6. Sales Performance by Top 5 Product: Track the sales performance of top 5 products.

7. Top 10 Cities by Number of Orders: Find out which cities are placing the highest number of orders.

8. Order Quantity vs. Delivery Time: Analyze if higher order quantities impact delivery times.

9. Revenue Comparison Between Occasions: Compare revenue generated across different occasions.

10. Product Popularity by Occasion: Identify which products are most popular during specific occasions