Ferns And Petals Sales Analysis

Project Title:
FNP Sales Analysis Dashboard using Microsoft Excel.

Objective:
To analyze a sales performance data and present actionable business Problem through an interactive Excel dashboard.

Tools Used:
Microsoft Excel (Pivot Tables, Pivot Charts, DataModeling, Slicers, Timelines, Formulas)

Data Overview:
- ➢ The dataset contains customer, order, product, revenue, city, and occasion details.
- ➢ Data is organized into Customers, Orders, Products, Business Analysis, and Dashboard sheets.

Key KPIs:
- ▪ Total Orders: 1000
- ▪ Total Revenue: ₹35,20,984
- ▪ Avg-Order-to-Delivery : 5.53 days
- ▪ Average Customer Spend: ₹3,520.98

Dashboard Components:
- ➢ Revenue by Occasion
- ➢ Revenue by Category
- ➢ Revenue by Hour(Order Time)
- ➢ Revenue by Month
- ➢ Top 5 Products by Revenue
- ➢ Top 10 Cities by Orders

Interactive Features:
- ▪ Date slicers (Order Date & Delivery Date)
- ▪ Occasion slicer
- ▪ Dynamic filtering across all visuals

Business Insights:
- ▪ High revenue-generating occasions identified

- Top-performing cities and products highlighted
- Peak ordering hours analyzed
- Seasonal revenue trends observed

Conclusion:
Overall, this project demonstrates strong proficiency in **Excel-based data analysis, pivot tables, pivot charts, slicers, KPI design, and dashboard storytelling**. The Sales Analysis Dashboard serves as a practical, real-world analytics solution suitable for management reporting and reflects readiness for roles such as **Data Analyst, Business Analyst, or MIS Executive**..