

Executive Summary – FNP Sales Analysis Dashboard

Project Overview

This project presents an end-to-end sales performance analysis for Ferns N Petals (FNP) using historical order data. The objective is to provide management with actionable insights into revenue trends, customer behavior, product performance, and operational efficiency through an interactive Excel dashboard.

Key Performance Indicators (KPIs)

- Total Revenue: \$3,520,984
- Average Order Delivery Time: 5.53 days
- Average Customer Spending: \$3,520.98
- Total Orders: 1,000

Key Business Insights

Revenue analysis by occasion shows strong performance during festivals and celebration-driven events such as Anniversaries, Raksha Bandhan, and Holi, indicating that FNP's demand is highly seasonal and occasion-focused.

Category-wise analysis highlights that gift-oriented products such as Soft Toys, Sweets, and Colors generate significantly higher revenue compared to niche or utility items, reflecting clear customer preferences.

Hourly revenue trends reveal distinct peak ordering windows, enabling optimization of promotional timing and resource allocation to improve conversion rates.

Monthly revenue patterns show strong spikes during February, August, and November, aligning with Valentine's Day, Raksha Bandhan, and major festive seasons, while other months maintain steady baseline sales.

Product and Regional Performance

Top-performing products such as Magnum Set, Quia Gift, and Dolores Gift contribute a disproportionate share of revenue, making them strong candidates for targeted promotions and premium bundling strategies.

City-level order distribution highlights higher order volumes in select urban centers, suggesting opportunities for location-based marketing and logistics optimization.

Conclusion & Business Recommendations

The dashboard enables decision-makers to quickly assess sales performance across time, products, occasions, and regions. To sustain growth, FNP should focus on high-revenue occasions, prioritize best-selling product categories, optimize delivery timelines during peak demand periods, and leverage regional insights for targeted campaigns. This project demonstrates how structured data preparation and visualization transform raw sales data into actionable business intelligence.