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Problem Statement: Gift Shop Sales Analysis

The dataset provided represents sales records from a popular online gift retailer that delivers gifts for special occasions, including Diwali, Raksha Bandhan, Holi, Valentine's Day, Birthdays, and Anniversaries. It contains detailed information about products, orders, customers, and key transaction dates.

The goal of this project is to analyze the data to uncover insights that can help the business improve its sales performance and enhance customer experience. Using Excel, a dynamic dashboard will be developed to visualize patterns in revenue, customer spending, and delivery efficiency.

The analysis focuses on answering the following business questions:

1. What is the total revenue generated from all orders?
2. How long does it typically take for an order to be delivered?
3. How do monthly sales fluctuate throughout 2023?
4. Which products contribute the most to overall revenue?
5. What is the average spending per customer?
6. How do the top 5 products perform in terms of sales?
7. Which 10 cities place the highest number of orders?
8. Does order quantity affect delivery time?
9. How does revenue vary across different occasions?
10. Which products are most popular during specific occasions?

Through this analysis, the project aims to transform raw sales data into actionable insights, helping the company refine its marketing strategies, optimize delivery timelines, and identify high-performing products and locations.