

FNP Sales Data Report

Sales Analytics Dashboard – Ferns & Petals Dataset

This Excel-based interactive dashboard analyses sales performance using the Ferns & Petals dataset. The project focuses on revenue trends, customer spending behaviour, product performance, and order patterns.

Key Metrics:

- **Total Orders:** 126
- **Total Revenue:** ₹5,86,176
- **Average Order-Delivery Time:** 5.72 days
- **Average Customer Spending:** ₹4,652

Insights Generated:

- **Revenue by Occasion:** Anniversary and Raksha Bandhan generate the highest revenue.
- **Revenue by Category:** Soft Toys contribute the most to total revenue.
- **Revenue by Hour:** Peak order activity observed during evening hours.
- **Monthly Revenue Trends:** Sales fluctuate across months, with noticeable spikes in February and December.
- **Top Products:** Magnum Set leads in revenue contribution.
- **Top Cities by Orders:** Kavali records the highest number of orders.

Tools & Techniques Used:

- Pivot Tables
- Calculated Metrics (Revenue, ARPU, Correlation)
- Conditional Formatting
- Interactive Slicers
- Dynamic Charts & KPI Cards

This project demonstrates data cleaning, business metric calculation, and interactive dashboard development using Microsoft Excel.