

# Ferns and Petals Sales Dashboard

## Project Overview

This project presents a comprehensive Sales Dashboard for Ferns and Petals, designed to analyse sales performance, customer trends, and product insights. It leverages Power Query for data cleaning, Power Pivot for data modelling, and Pivot Tables to create an interactive dashboard with multiple KPIs, charts, and visual insights.

I have created a fully functional and visually interactive Sales Dashboard showcasing key business metrics and insights.

## Tools & Technologies

- Microsoft Excel
  - Power Query (for Data Cleaning & Transformation)
  - Power Pivot (for Data Modelling)
  - Pivot Tables & Charts (for Analysis)
  - Logical & Aggregate Functions (for KPI Calculations)
  - Visualization: Charts, KPIs, Slicers, and Graphs

## Process & Methods Involved

### Data Extraction

- Imported raw sales data from multiple Excel/CSV sources.
- Collected data related to orders, customers, and product categories.
- Ensured consistency and completeness before transformation.

### Data Transformation

- Cleaned and formatted data using Power Query.
- Removed duplicates, handled missing values, and standardized column names.
- Created calculated columns and cleaned datasets for modelling.

### Data Modelling

- Built relationships between tables using Power Pivot.
- Created measures and KPIs to analyse revenue and sales trends.
- Established connections across multiple datasets for accurate insights.

### Data Analysis & Dashboard Creation

- Applied logical and aggregate functions for data analysis.
- Designed an interactive dashboard using Pivot Tables and Charts.
- Visualized KPIs such as total sales, top products, and regional performance.