- FNP Retail Sales Dashboard Project Report
- Project Title:

Retail Sales Analysis Dashboard for FNP (Ferns N Petals)

Objective:

The primary goal of this project is to **analyze and visualize retail sales data** from FNP using Excel and Power BI. The dashboard enables business users to explore revenue trends, customer spending patterns, seasonal demand, and product performance, empowering decision-making and operational improvements.

Dataset Overview:

The dataset contains information about 1,000 customer orders, including:

- Order Date and Delivery Date
- Product Categories (Cakes, Flowers, Soft Toys, Mugs, etc.)
- Occasions (Anniversary, Diwali, Raksha Bandhan, etc.)
- Order Time (Hour of the Day)
- Cities, Revenue, and Customer Spending

Key Metrics Computed:

Metric Value

Total Orders 1,000

Total Revenue ₹35,20,984

Avg. Customer Spend ₹3,520.98

Avg. Delivery Time 5.53 Days

Dashboard Features & Insights:

- 1. Revenue by Occasions
 - High revenues observed for **Anniversary**, **Holi**, and **Raksha Bandhan**.
 - Events like **Diwali** and **Valentine's Day** show moderate performance.
- 2. Revenue by Product Category
 - Flowers/Colors lead in revenue, followed by Soft Toys and Sweets.

Categories like Plants and Mugs show lower contribution.

3. Hourly Revenue Trend

- Peak order times are between 10 AM to 8 PM.
- Revenue dips during early morning hours.

4. Revenue by Month

- March and August exhibit spikes in sales, likely driven by seasonal or festival campaigns.
- Sales are lower in May, June, and December.

5. Top Products by Category

• Bestsellers include Magnam Set, Dolores Gift, and Quia Gift.

• 6. Top Cities by Orders

• Cities like Imphal, Dhanbad, Kavali, and Guwahati dominate order volume.

K Tools & Technologies Used:

Tool Purpose

Microsoft Excel Data preprocessing, cleaning

Power BI Data visualization and dashboarding

DAX & Slicers Dynamic calculations and interactivity

© Business Value:

This dashboard helps stakeholders:

- Identify high-performing occasions and product categories.
- Understand **customer behavior** by time and region.
- Track **monthly sales trends** to plan marketing campaigns.
- Optimize inventory and delivery logistics.

Future Enhancements:

- Connect to live retail databases for real-time updates.
- Add customer segmentation based on RFM analysis.
- Integrate **predictive analytics** to forecast demand.
- Include sales conversion funnels for marketing insights.

Files:

• FNP Sales Dashboard.jpg: Dashboard snapshot

• README.md: Project documentation

• FNP_Sales_Data.xlsx (optional): Source data

• FNP_Sales_Dashboard.pbix (optional): Power BI file

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