

# Executive Summary

## FNP Sales Performance Analysis Dashboard | Excel

### Overview

This project analyses sales performance data to evaluate revenue trends, customer purchasing behaviour, and operational efficiency. A dynamic Excel dashboard was created to transform raw transactional data into actionable insights for business and sales teams.

### Key Metrics Analyzed

- Total Orders Placed: 1,000
- Total Revenue: ₹35,20,984
- Average Delivery Time: 5.53 days
- Average Customer Spend: ₹3,520.98

### Key Insights

- **Anniversary** and **Raksha Bandhan** occasions generate the highest revenue, highlighting strong seasonal demand.
- A small group of products, led by **Magman Quia Gift Set**, contributes disproportionately to total revenue.
- City-wise analysis shows **Imphal** and **Dhanbad** as top order-generating locations.
- Monthly revenue trends reveal sharp spikes during festive periods, indicating strong event-driven sales.
- Certain categories such as **Colors** and **Soft Toys** consistently outperform others.

### Business Impact

The dashboard helps business stakeholders identify revenue drivers, optimize inventory planning, and focus marketing efforts on high-performing products, cities, and occasions. The insights support data-driven sales strategies and improved operational planning.

### Tools & Techniques

Microsoft Excel | Pivot Tables | Charts | Slicers | Dashboard Design