FNP Sales Dashboard Analysis

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Tools Used: Microsoft Excel, Power Query

1. Executive Summary

This project presents a detailed sales performance analysis for Ferns N Petals (FNP) using data from 1,000 online orders. The dashboard was created in Excel using Power Query for data cleaning and transformation, and Pivot Tables and Charts for visualization.

The analysis identifies key revenue drivers, top-performing product categories, customer spend patterns, seasonal demand, and regional performance. These insights support strategic decisions around product focus, campaign planning, and city-level growth opportunities.

2. Dataset Overview

Source: Simulated e-commerce order data for FNP
Total Records: 1,000 orders
Key Columns:
- Order ID
- City
- Order Date
- Delivery Date
- Category
- Occasion
- Product Name
- Revenue

3. Key Metrics

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

4. Revenue Insights

A. Revenue by Occasion
- Anniversaries generated the highest revenue, followed by Raksha Bandhan and Holi.
- Occasions like Diwali and Birthday had moderate performance.

B. Revenue by Product Category
- Colors category led with over ₹10L in revenue.
- Soft Toys and Sweets followed closely.
- Plants and Mugs contributed the least.

C. Top Products
- Best-selling product: Magnam Set (~₹1.2L in revenue)
- Other top products: Quia Gift, Dolores Gift, all near ₹1L+

D. Revenue by Hour
- Peak order times: 6 AM – 10 AM and 4 PM – 6 PM

E. Revenue by Month
- March and September showed strong seasonal sales performance.
- Lowest activity observed in April – June.

5. Regional Analysis
- Top cities by orders: Imphal, Kavali, Dhanbad
- Most high-performing cities were Tier 2/3, indicating untapped growth opportunities.
- Balanced order volume distribution shows potential for deeper market penetration.

6. Tools & Techniques
- Excel: Pivot Tables, Charts, Conditional Formatting
- Power Query: Data import, transformation, calculated columns (e.g., delivery time)

- Data Cleaning: Removed duplicates, parsed date fields, created calculated KPIs

7. Challenges & Learnings
Challenges:
- Normalizing category and product names
- Calculating accurate delivery duration
- Creating dynamic visualizations in Excel

Learnings:
- Improved understanding of Power Query transformations
- Gained practical experience in summarizing business insights using Excel
- Enhanced storytelling with data through structured visuals

8. Acknowledgments
This project was made possible with the guidance and tutorials provided by the 'WsCube Tech! ENGLISH' YouTube channel. Their content was instrumental in building the dashboard from start to finish.

9. Contact & Project Link
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