Sales Analysis Report for FNP (Ferns N Petals)

Introduction:

This report presents a comprehensive analysis of the sales data for Ferns N Petals (FNP), an online gifting platform based in India. The analysis was carried out using Excel, utilizing its powerful features like Power Query, Pivot Tables, and Charts. These tools helped in cleaning, analyzing, and visualizing data derived from three key datasets: Customers, Orders, and Products. The data cleaning process, executed through Power Query, ensured that the data was ready for analysis, with any errors, missing values, and inconsistencies addressed. Once the data was cleaned, it was modeled into different tables that allowed effective analysis and reporting.

Data Sources:

The primary datasets used for this analysis include:

1. **Customers Data**: This dataset contains detailed customer information, such as demographics and region.

2. **Orders Data**: This dataset includes transaction details, including order date, product name, quantities, and prices.

3. **Products Data**: This data contains information on all products, including categories and prices, sold by FNP.

These datasets were merged and linked effectively to provide a unified view of FNP's operations. The data was then structured in such a way that it allowed easy access to specific insights through **Pivot Tables** and **Excel Charts**.

Data Cleaning and Preparation:

The data cleaning process began by using **Power Query**, which allowed us to import, filter, and transform the datasets. In Power Query, we addressed issues such as removing duplicates, handling missing values, and ensuring the correct data types were applied. For example, columns like **Order Date** and **Revenue** were formatted as date and currency types, respectively. The clean data was then loaded into Excel, where we created relational links between the customers, orders, and product tables. This modeling step ensured that our analysis would be consistent and reliable across different datasets.

Key Insights:

Total Revenue and Order Volume:

FNP generated ₹3,520,984.00 from 1,000 orders, indicating strong sales performance across various product categories. This reflects effective market penetration and product offerings.

Top 5 Products by Revenue:

The top revenue-generating products for FNP are Magnum Set, Quia Gift, Dolores Gift, Harum Pack, and Deserunt Box. These products are customer favorites, and targeted promotions could further boost their sales.

Orders by Occasion:

Anniversary and Raksha Bandhan were the highest-revenue occasions, while Diwali showed slightly lower revenue. FNP should focus marketing efforts on these high-revenue occasions.

Orders Placed by Days:

Tuesday and Sunday saw the highest order volumes, while Wednesday had the lowest. FNP could consider mid-week promotions to address the sales dip on Wednesdays.

Order Percentage by Gender:

The gender breakdown was almost equal, with 51% male and 49% female customers. FNP should continue offering gender-neutral products while tailoring marketing for both segments.

Revenue by Product Category:

Colors and Soft Toys generated the most revenue. In contrast, categories like Sweets and Plants were less profitable, suggesting opportunities for targeted promotions.

Revenue by Hour (Order Time):

Sales peaked from 0:00 to 12:00 hours, with a significant drop after 18:00. FNP can explore promotions during the evening to boost late-day sales.

Top 5 Cities by Order Volume:

Imphal, Dhanbad, Kavali, Haridwar, and Bidhannagar were the cities with the highest order volume. FNP can target these areas with localized campaigns and optimized delivery strategies.

Dashboard Overview (Excel):

The **Sales Analysis Dashboard** was created in **Excel**, utilizing **Pivot Tables** and **Charts** for data visualization. Key insights were displayed through:

- **Bar charts** showing the top 5 products by revenue and the revenue breakdown by occasion.

- **Pie chart** displaying the gender distribution of customers.

- **Line chart** visualizing revenue by hour to understand peak sales periods.

- **Bar chart** showing the top 5 cities by order volume, allowing quick insights into geographic performance.

These charts were linked to the underlying pivot tables, which provided dynamic, real-time updates as the data was filtered by various dimensions (like **occasion**, **product**, **gender**, **location**, etc.).

Conclusion and Recommendations:

Based on the findings, here are some recommendations:

1. **Leverage Peak Days for Promotions**: Since **Tuesday** and **Sunday** see the highest order volumes, FNP should consider running exclusive discounts or promotions on these days to boost sales further.

2. **Target Underperforming Categories**: Product categories like **Sweets** and **Plants** could be promoted more actively through online campaigns, seasonal sales, or bundle offers.

3. **Expand Marketing to Both Genders**: With a balanced customer base, FNP should focus on gender-specific marketing strategies to cater to both male and female customers, driving engagement and conversion.

4. **Increase Late-Night Engagement**: Given the decline in sales post-18:00, FNP could introduce late-night flash sales or targeted offers to stimulate more purchases during these hours.

5. **Focus on High-Performing Cities**: Since cities like **Imphal** and **Dhanbad** show strong order volume, FNP could enhance its reach in these areas with localized promotions, delivery discounts, or exclusive regional products.

Tools and Techniques Used:

- **Excel**: For data analysis and visualization using Pivot Tables and Charts.

- **Power Query**: For data cleaning and transformation.

- **Pivot Tables**: To summarize data and facilitate analysis.

- **Charts**: To visualize sales patterns and key business metrics.