

Sales



Marketing



Brand Performance



Supply Chain



Chocolate Company - Confectionery Insight Project

Sales Dashboard

Gender

All



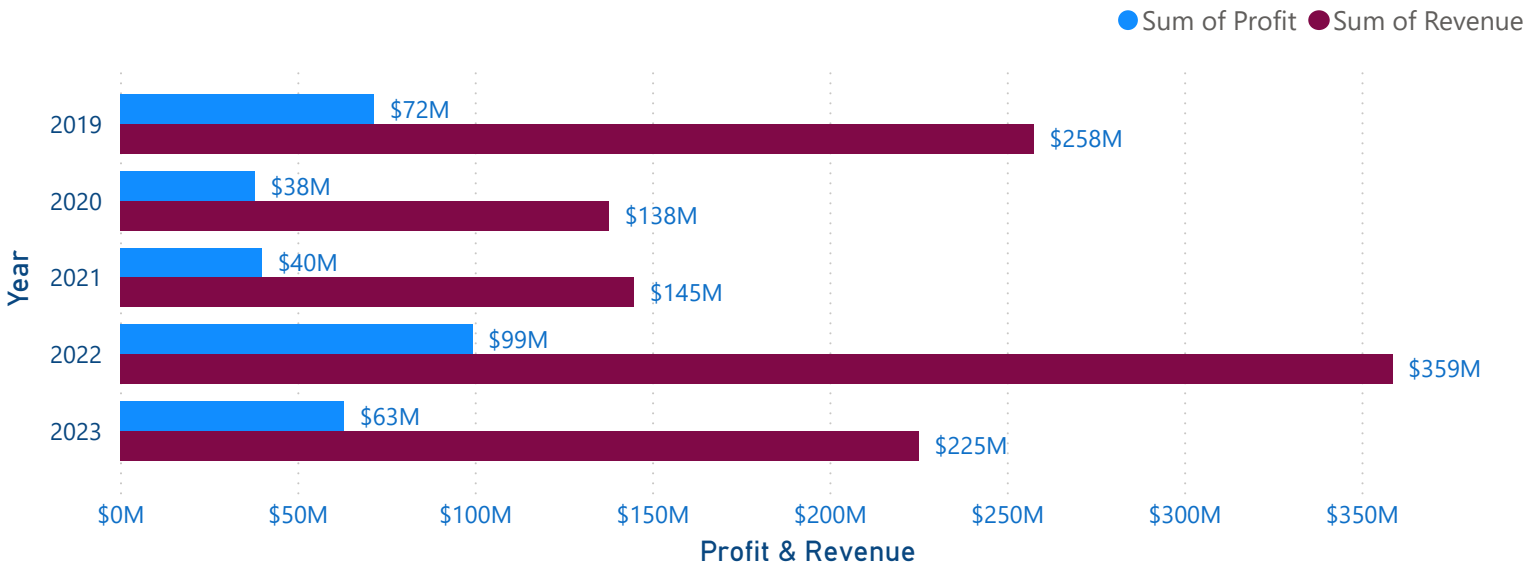
Total Revenue

\$1.12bn

Total Profit

\$311.86M

Revenue & Profit by YOY



YOY

2019

2020

2021

2022

2023

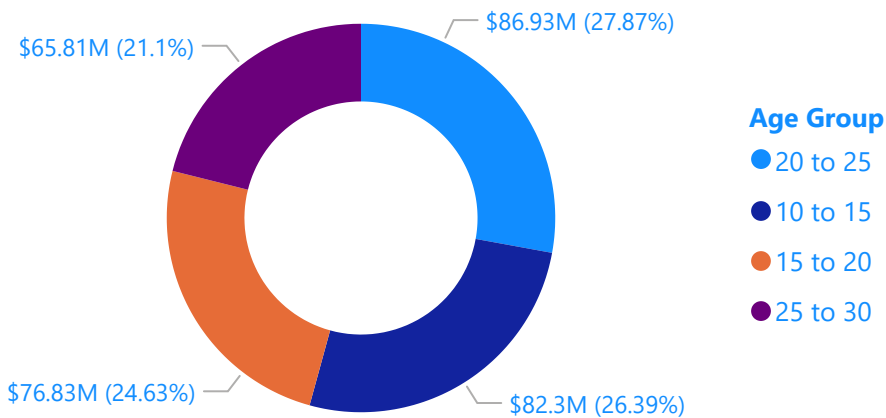
Region

Asia

Europe

North America

Profit by Age Group



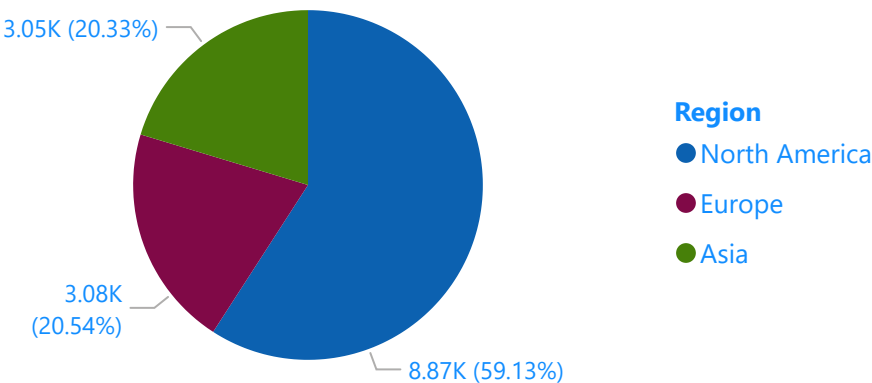
Product Category

Chocolate

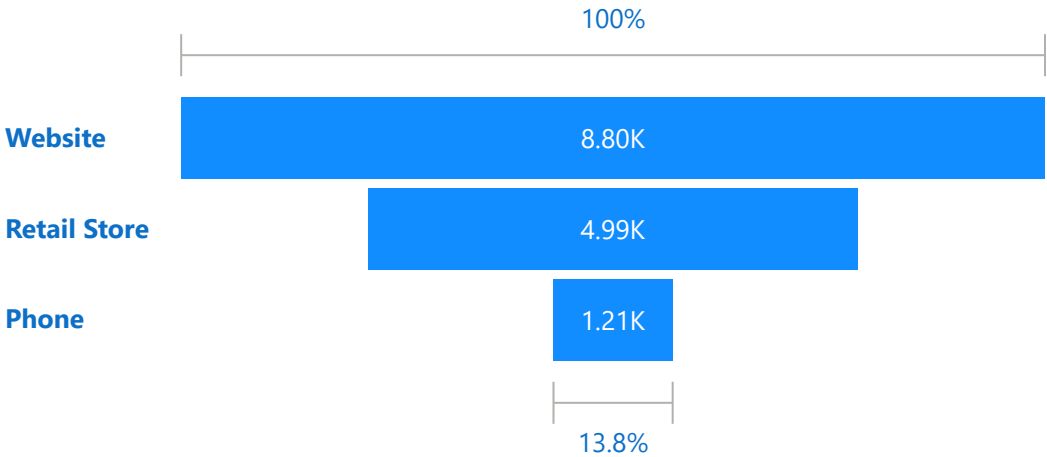
Product Type



Manager by Region



Channel Based Sale

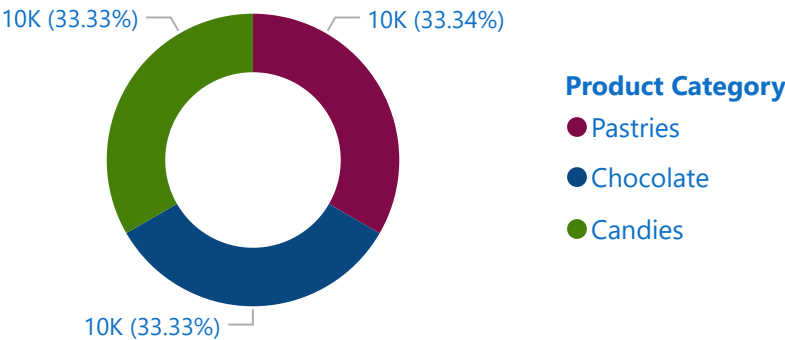


Marketing Dashboard

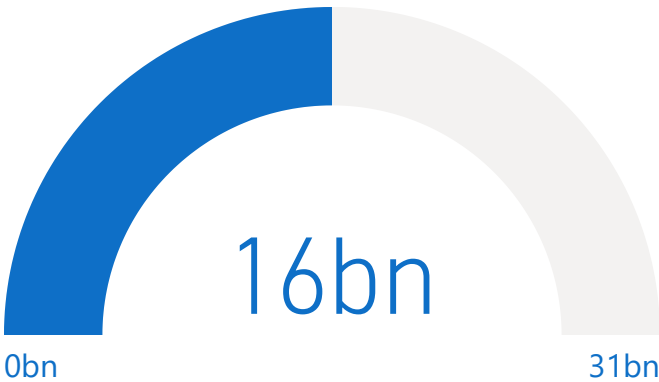
Total Amount Spent

82M

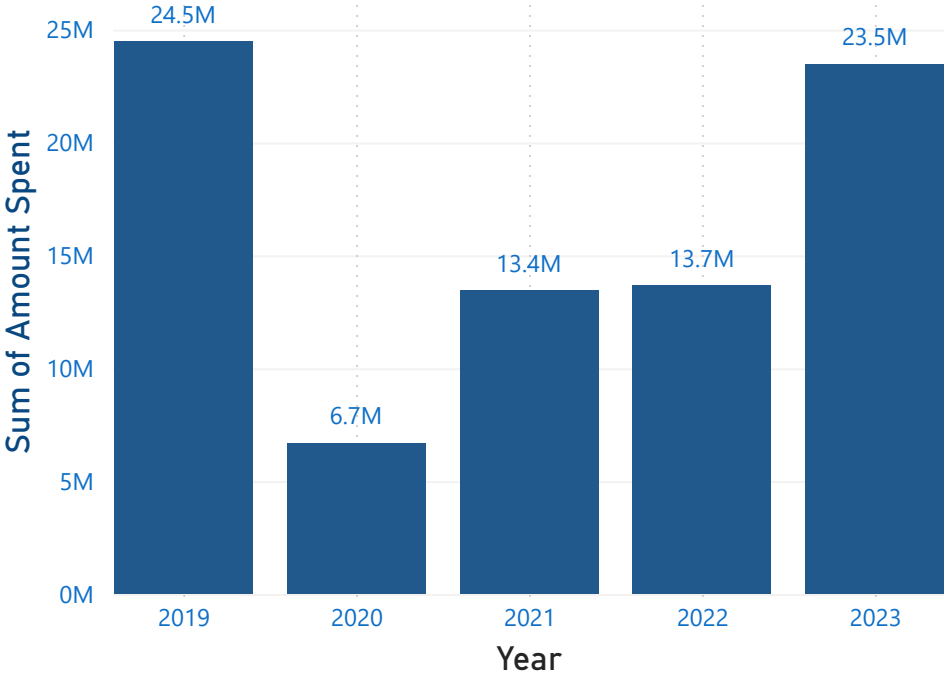
Product Category by Amount Spent



Social Share of Voice



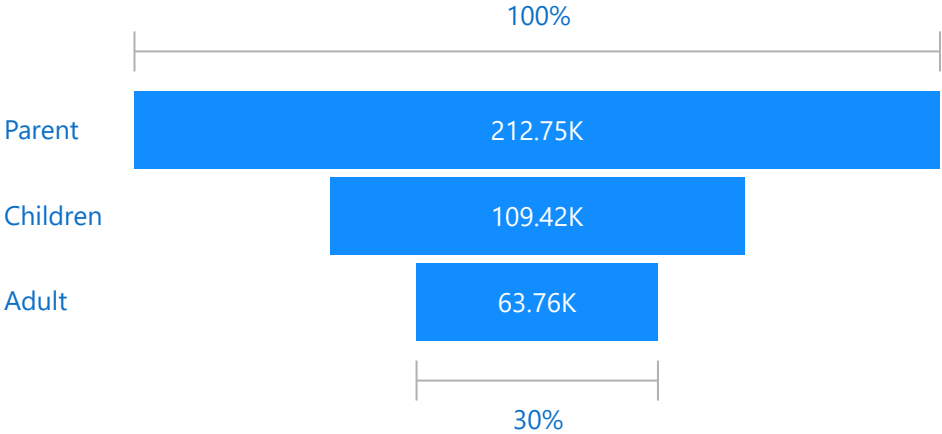
Amount Spent by YOY



Target Audience Ratio



Purchase Data by Audience



Marketing Channel

Region	Marketing Channel	Target Audience	Sum of Amount Spent
North America	Social Media	Parent	10724280
North America	Banner	Parent	8533567
North America	Social Media	Children	5377446
North America	Word of Mouth	Parent	5266859
North America	Banner	Children	3938273
Europe	Social Media	Parent	3738626
Asia	Social Media	Parent	3679548
North America	Word of Mouth	Children	3019712
North America	Social Media	Adult	2956882
Europe	Banner	Parent	2757252
Asia	Banner	Parent	2487785
North America	Banner	Adult	2383578
Asia	Word of Mouth	Parent	2089978
Total			81719163

YOY

2019

2020

2021

2022

2023

Region

Asia

Europe

North America











Brand Performance Dashboard

YOY

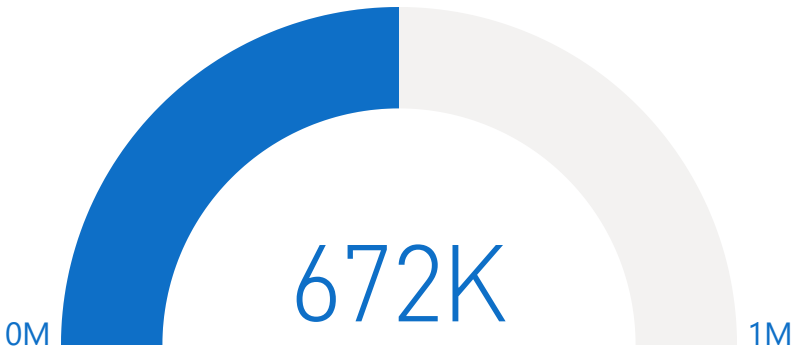
Number of Brands

5

Total Profit

\$356.31M

Repeated Purchase Metric



Brand Name

- ☐ ChocoBomb
- ☐ FlavorFusion
- ☐ Fountain
- ☐ GourmetGoodies
- ☐ MeltingMagic

2019

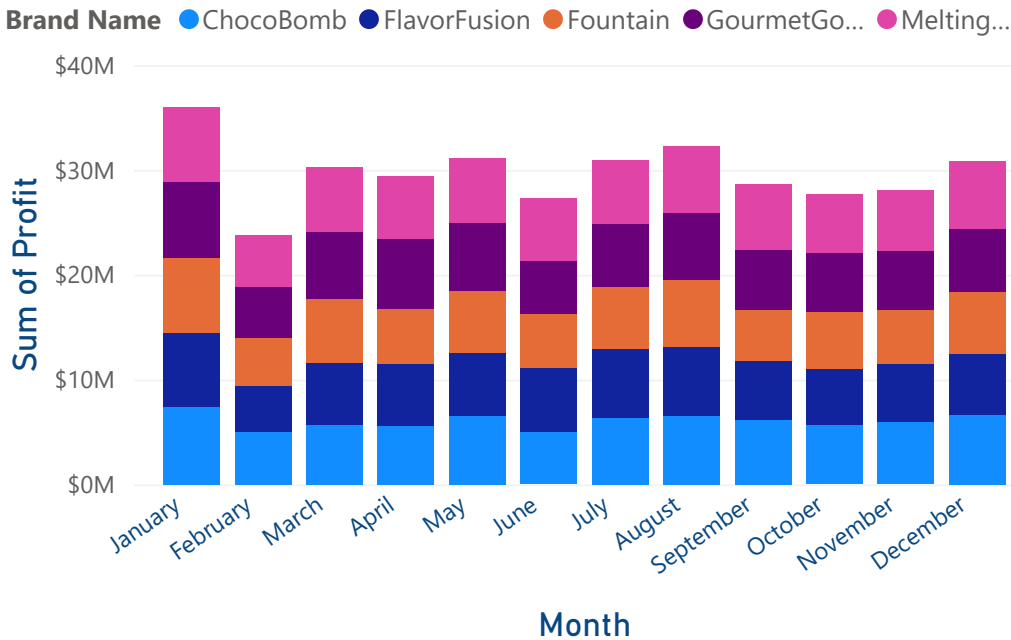
2020

2021

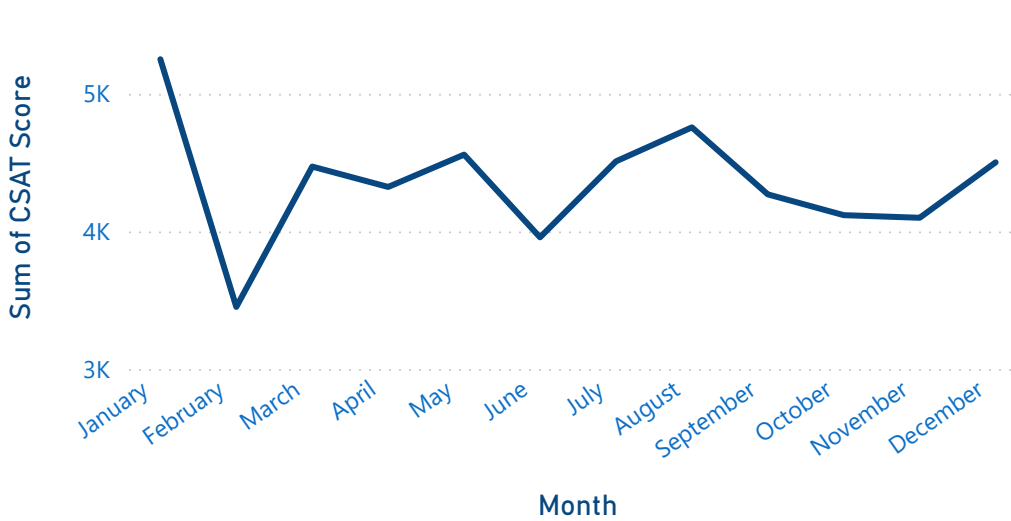
2022

2023

Brand Profit by Month



Month-wise Customer Satisfaction Score



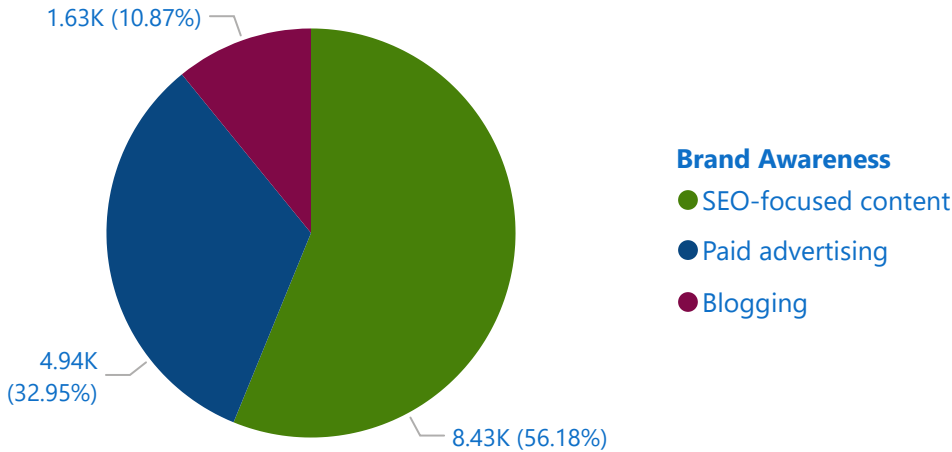
Region

Asia

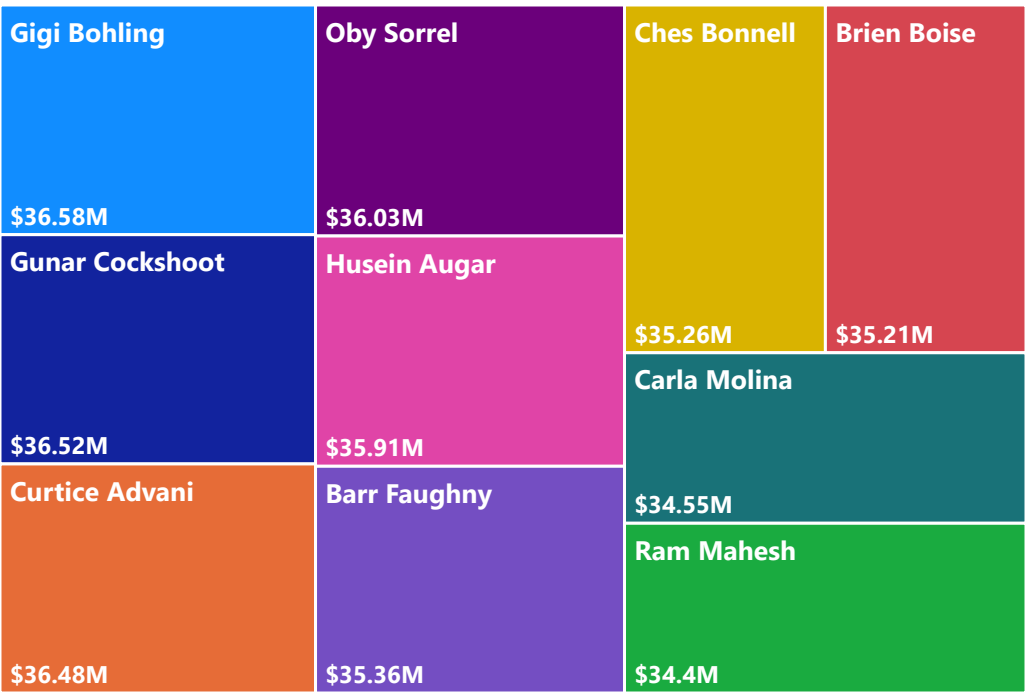
Europe

North America

Brand Awareness by Region



Brand Profit by Managers



Supply Chain Dashboard

YOY

2019

2020

2021

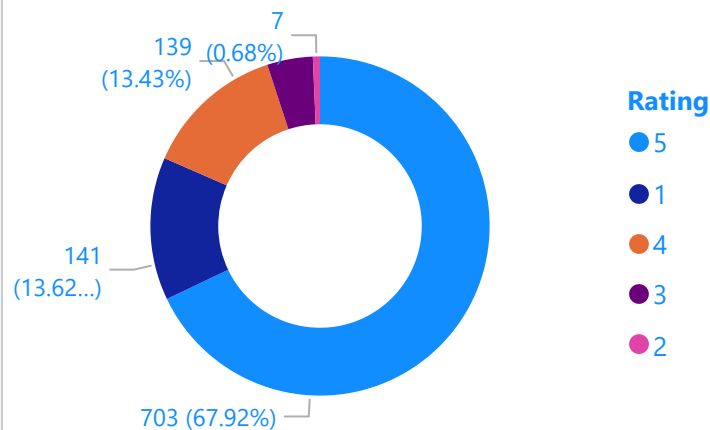
2022

2023

Total Number of Supplier

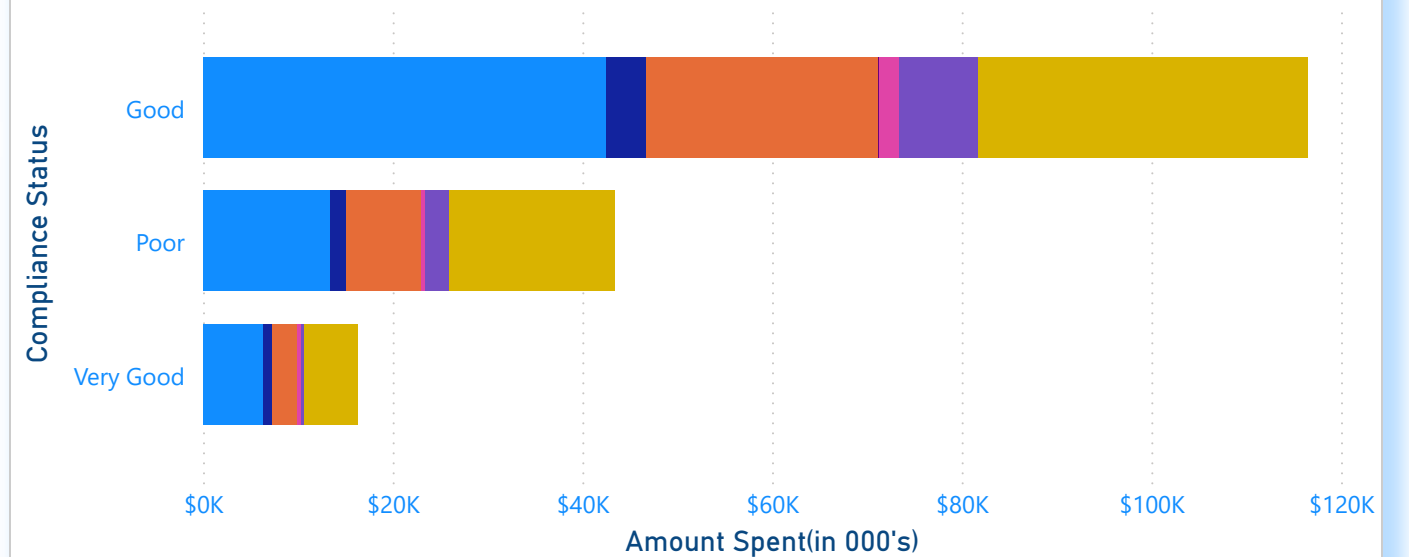
1035

Supplier Performance Metric

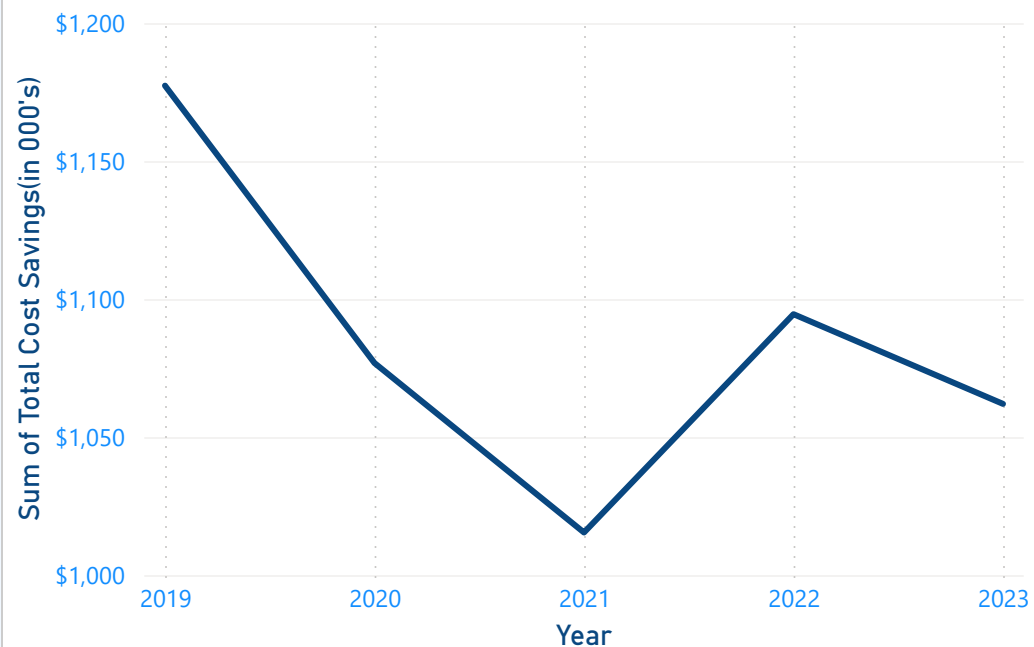


Suppliers Compliance Based on Location by Amount Spent

Supplier Location ● Australia ● Brazil ● France ● India ● Indonesia ● Mexico ● USA



Total Cost Savings(in 000's) by Year



Total Cost Savings(in 000's) by Mode of Delivery

