

# **Chocolate Sales Performance Documentation**

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## **A. Dataset Name :**

Chocolate Sales Dataset

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## **B. Problem Statement :**

To create a Power BI report on ‘Chocolate Sales Performance’ in order to analyze sales trends, product performance, country-wise sales, and salesperson contribution using tabular and matrix-based visualizations for better business decision-making.

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## **C. Data Description :**

The dataset contains chocolate sales transaction data with the following attributes:

- **Sales Person:** Name of the salesperson responsible for the sale
- **Country:** Country where the chocolate products were sold
- **Product:** Type of chocolate product sold
- **Date:** Date of the sales transaction
- **Amount (\$):** Sales value in dollars
- **Boxes Shipped:** Number of chocolate boxes shipped

This data helps in analyzing sales quantity, revenue, and performance across different dimensions.

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## **D. Visualizations Used :**

### **◆ KPI Cards -**

#### **Purpose:**

To provide a quick summary of overall sales performance at a glance.

- Total Sales Amount (\$)
- Total Boxes Shipped
- Countries Covered
- Total Salespersons

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- ◆ **Line Chart – Sales Trend Over Time -**

**Purpose:**

To analyze monthly sales trends and identify growth patterns or seasonality in chocolate sales.

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- ◆ **Clustered Column Chart – Sales by Country -**

**Purpose:**

To compare total sales amounts across different countries and identify top-performing regions.

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- ◆ **Stacked Column Chart – Top 5 Products: Boxes Shipped by Country -**

**Purpose:**

To visualize the distribution of shipped boxes for the top 5 products across countries, improving readability and focusing on high-impact products.

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- ◆ **Bar Chart – Top Selling Chocolate Products -**

**Purpose:**

To identify best-selling chocolate products based on total sales amount and compare product-wise performance..

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- ◆ **Slicers (Filters) -**

**Purpose:**

To enable interactive analysis and allow users to filter the dashboard by:

- Country
  - Product
  - Salesperson
  - Date Range
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**E. Conclusion :**

The Chocolate Sales Performance dashboard provides a comprehensive and interactive view of sales data across countries, products, and salespersons. By using KPIs, trend analysis,

comparative charts, and filters, the dashboard supports effective monitoring of business performance and helps stakeholders make data-driven decisions efficiently.

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