

Project Title: Chocolate Sales Performance Analysis: A Power BI Visualization Project

Prepared by: Akshaykumar T A

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1. Executive Summary

This report presents a comprehensive sales performance analysis for our chocolate product line, visualized through a purpose-built Power BI dashboard. The project aimed to transform raw sales figures into a clear and actionable narrative. The dashboard successfully highlights key business drivers, revealing that the UK and USA jointly contribute nearly half (49.5%) of total revenue. Top salespersons Brien Boise and Madeleine Upcott are leading the growth trajectory, while Orange Choco and Drinking Coco stand out as clear customer favorites. A significant sales peak in mid-2023 indicates strong seasonal trends. Overall, the analysis covers \$27.99M in revenue from the sale of 2 million boxes, providing a solid foundation for data-driven decision-making.

2. Project Objective (The Problem)

While raw sales data was being collected, there was no centralized, intuitive way to understand performance at a glance. Key business questions were difficult to answer quickly:

- Which countries are our most valuable markets?
- What are our top-selling products?
- Who are our top-performing salespeople?
- Are there seasonal patterns in our sales?

The objective of this project was to design and build an interactive Power BI dashboard to provide clear, immediate answers to these questions and empower the leadership team with actionable insights.

3. Methodology & Process (The Steps)

As this was a visualization-focused project, the process centered on effective data presentation:

- **Data Connection:** A pre-structured and clean sales dataset was connected to Power BI Desktop.
- **Data Modeling:** The data was loaded into Power BI's data model. Implicit measures for key metrics like Total Amount and Sum of Boxes were created automatically.
- **Dashboard Design & Visualization:** The primary focus was creating a visually compelling and user-friendly dashboard.
 - A dark theme with orange as a highlight color was chosen for a modern, professional look with high readability.
 - A combination of visuals was selected to best represent the data: KPI cards for headline figures, an area chart for time-series trends, a donut chart for country contributions, and a bar chart and table for direct rankings.

4. Key Findings & Insights (The Story)

The dashboard tells a compelling story about our sales performance through four key insights:

Insight 1: The Market Cornerstones (Geography). The UK (27.1%) and USA (22.4%) are the undisputed leaders, accounting for a combined 49.5% of total revenue. This highlights their strategic importance to the business.

Insight 2: The Summer Peak (Seasonality). Sales exhibit a distinct seasonal trend, with a significant peak in July 2023. This suggests a strong correlation with summer holiday periods or marketing campaigns that can be replicated.

Insight 3: The Customer Favorites (Products). Orange Choco and Drinking Coco are the clear top-selling products, significantly outpacing the rest of the product line. This indicates strong market fit and customer preference for these items.

Insight 4: The Sales Champions (People). Brien Boise (\$2.17M) and Madeleine Upcott (\$2.02M) are the top-performing salespersons. Their success provides a blueprint that can be analyzed and shared across the entire sales team.

5. Conclusion & Business Recommendations

This visualization project successfully translated complex sales figures into a simple, interactive dashboard that empowers strategic decision-making. The insights gathered lead to the following recommendations:

- **For Marketing:** Double down on marketing efforts in the UK and USA. Plan major campaigns to align with the Q2-Q3 sales peak to maximize revenue.
- **For Inventory Management:** Ensure robust stock levels for Orange Choco and Drinking Coco, especially in the months leading up to the peak sales season.
- **For Sales Leadership:** Create a program to analyze and share the successful strategies of Brien Boise and Madeleine Upcott to elevate the performance of the entire team.