



US CANDY DISTRIBUTION ANALYSIS



Project Overview

Power BI Dashboard

- **Created an interactive Power BI dashboard with various charts, graphs, and slicers to visualize key metrics and trends, facilitating better decision-making.**

2021202220232024

Division

All

Factory

All

Product Name

All

Total Sales CY

\$45,959

Target: 45000 (+2.13%)

\$47K

Total Cost

\$92K

Total Profit

38K

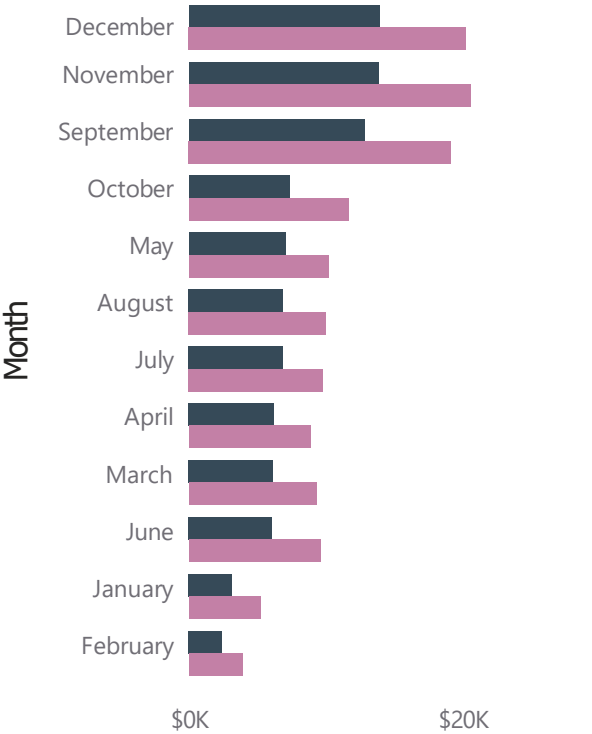
Quantity Sold

66%

Gross Profit Margin...

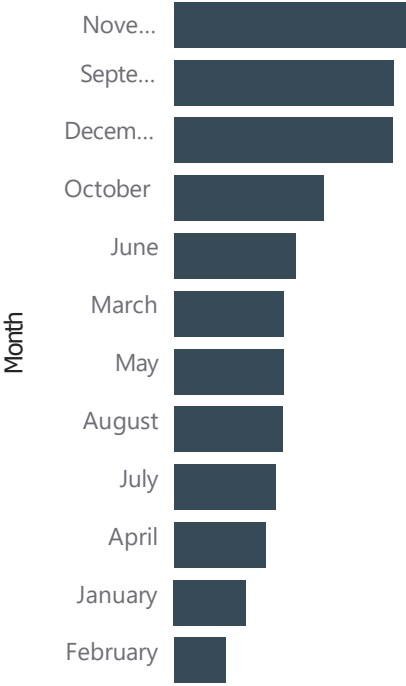
Total Sales CY vs LY

Previous Year Sales (ADD DATE) Total Sales CY



Previous Year Sales (ADD DAT...

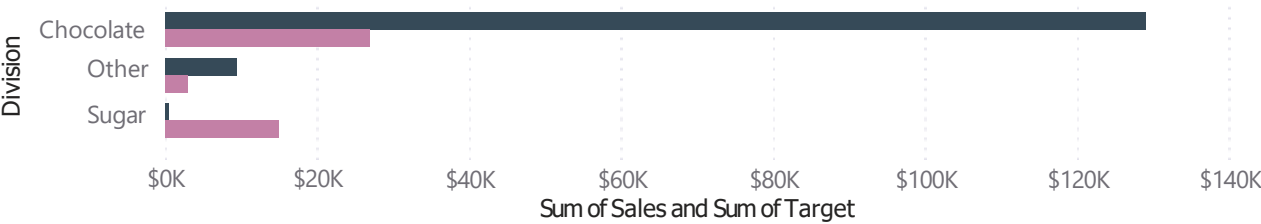
LY vs CY



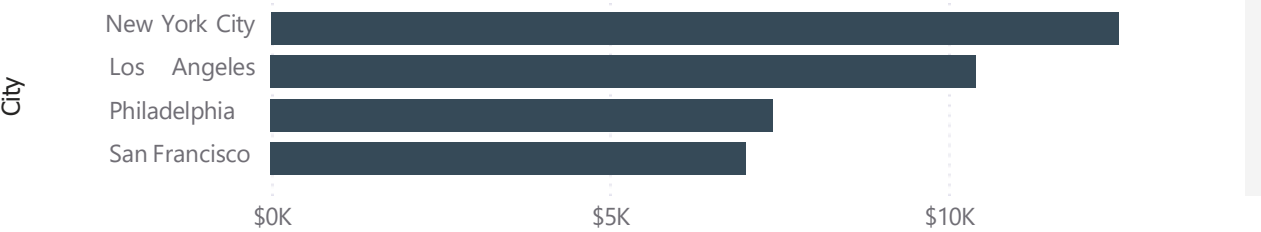
Diff.Total Sales LY vs CY

Sales by Division

Sum of Sales Sum of Target



Sum of Sales by City



City	Sum of Sales	Sum of Gross Profit	Sum of Units	Average of Profit M
New York City	\$12,514.90	\$8,240.51	3417	32.46%
Los Angeles	\$10,408.75	\$6,898.61	2879	34.15%
Philadelphia	\$7,415.52	\$4,813.82	1981	32.51%
San Francisco	\$7,018.61	\$4,650.77	1935	34.34%
Seattle	\$5,893.39	\$3,880.68	1590	32.96%

Total Sales CY

\$45,959

Target: 45000 (+2.13%)

10K

Total Orders

\$47K

Total Cost

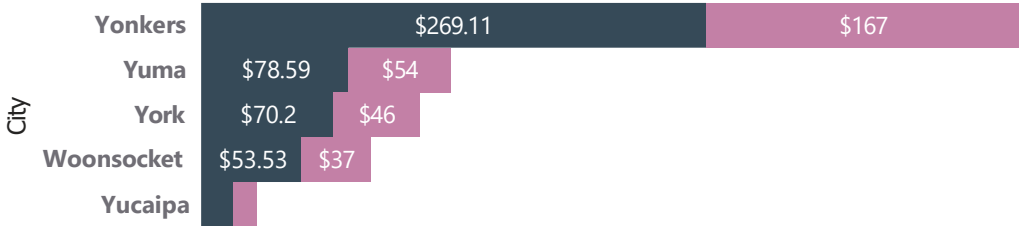
38K

Quantity Sold

66%

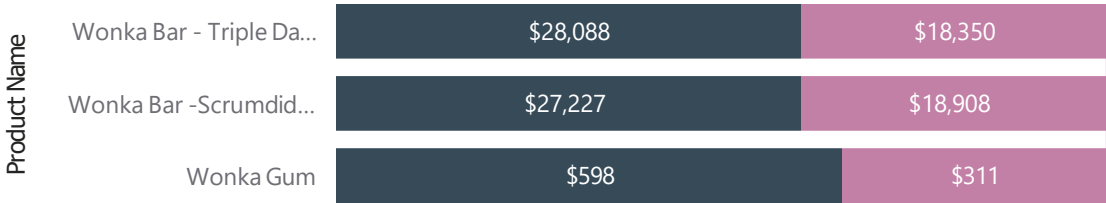
Gross Profit Margin %

Top 5 Cities by Sales and Profit Margin



Sum of Sales and Sum of Gross Profit

Top 3 Products by Sales and Profit Margin



Sum of Sales and Sum of Gross Profit



Factory Name	Sum of ProductOrders	Sum of ProductProfit	Sum of ProductQTY	Sum of Pr
Lot's O' Nuts	4669	\$51,802	21019	\$74
Secret Factory	209	\$4,205	870	\$8,
Sugar Shack	33	\$121	107	\$2
The Other Factory	98	\$152	388	\$1,
Total	8389	\$91,508	37873	\$138

Division	Sum of Sales	Sum of Gross Profit	Sum of Units	Average of Profit Margin
Sugar	\$427	\$285	137	32.82
Other	\$9,383	\$4,193	1228	20.41
Chocolate	\$129,020	\$87,030	36508	33.71
Total	\$138,830	\$91,508	37873	33.30

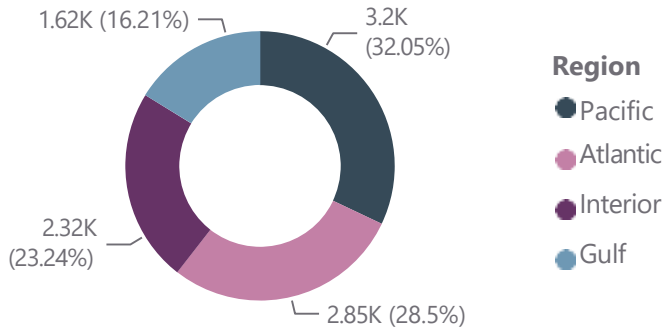
Total Sales CY

\$45,959

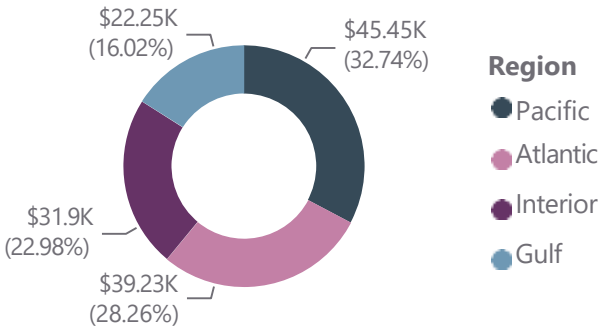
Target: 45000 (+2.13%)

9994	5009	2207	44%
Total Orders	No. of Customers	Repeated Customers	Customers Retention R...

Customers by Market



Sales by Region



Customer Distribution Map



Customer ID	Sum of Total Orders	Sum of Total Quantity Ordered	Sum of Total Sales	Sum of Gross Profit	Gr
100111	14	52	\$182	\$126	
117457	9	46	\$168	\$112	
122336	4	39	\$352	\$193	
164756	8	35	\$304	\$166	
163790	6	31	\$209	\$114	
163328	6	23	\$198	\$109	
165344	3	21	\$189	\$103	
124163	4	19	\$247	\$128	
164770	2	19	\$232	\$123	
138247	6	17	\$176	\$95	
164147	3	16	\$205	\$107	
140326	3	15	\$202	\$105	

Factory Name	Product Name	ProductSales	ProductProfi
Lot's O' Nuts	Wonka Bar - Fudge Mallows	\$24,451	\$16,301
Lot's O' Nuts	Wonka Bar - Nutty Crunch Surprise	\$23,257	\$16,593
Lot's O' Nuts	Wonka Bar -Scrumdiddlyumptious	\$27,227	\$18,908
Secret Factory	Everlasting Gobstopper	\$130	\$104
Secret Factory	Lickable Wallpaper	\$7,580	\$3,790
Secret Factory	Wonka Gum	\$598	\$311
Sugar Shack	Fizzy Lifting Drinks	\$79	\$47
Sugar Shack	Fun Dip	\$12	\$5
Sugar Shack	Laffy Taffy	\$54	\$33
Sugar Shack	Nerds	\$15	\$7
Sugar Shack	SweeTARTS	\$62	\$29

Conclusion : Key Insights & Strategic Focus

Total Sales and Targets: Analyzed total sales against targets, identifying areas of success and potential improvement. In 2024, total sales reached \$46,959, successfully meeting the set target! This demonstrates a strong performance overall.

✦ **Customer Segmentation:** Identified key customers based on order volume and sales value. We discovered that a small number of customers (approximately 10%) account for a significant portion (around 95%) of total sales. This highlights the importance of maintaining strong relationships with these key accounts.

✦ **Geographic Distribution:** Mapped customer locations and sales by region. The analysis revealed that the Pacific region is a key market, generating the highest sales volume, while the Gulf region presents an opportunity for growth, currently showing the lowest sales figures. This suggests targeted regional strategies are needed.

✦ **Product Performance:** Analyzed product sales to identify top performers and underperforming products. "Wonka Bar—Triple Dazzle Caramel" emerged as the top seller, with sales of \$28,087, significantly outperforming other products. This indicates strong market demand for this product.

Based on these insights, I recommend:

💡 **Strategic Account Management:** Focus on nurturing relationships with the key customers who drive a significant portion of revenue. Implementing a dedicated account management program could further strengthen these partnerships and potentially increase sales.

💡 **Targeted Marketing Campaigns in the Gulf Region:** Develop and implement targeted marketing campaigns in the Gulf region to increase brand awareness and drive sales growth. This could involve local advertising, promotional events, or partnerships with local retailers.

💡 **Product Portfolio Optimization:** While "Wonka Bar - Scrumdiddlyumptious" is a clear winner, further analysis should be conducted on underperforming products to understand the reasons for their lower sales. This could lead to product improvements, repositioning, or potentially discontinuing less profitable items to optimize the product portfolio.

💡 **Supply Chain Optimization for Top Seller:** Given the high demand for "Wonka Bar Scrumdiddlyumptious," ensure the supply chain is optimized to meet this demand.