



# **Awesome Chocolate Sales**

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## Objective

- Assess the overall sales performance of chocolates across different countries.
- Identify top-performing and underperforming regions and products.
- Calculate key metrics: total sales, boxes, shipments, cost, and profit.

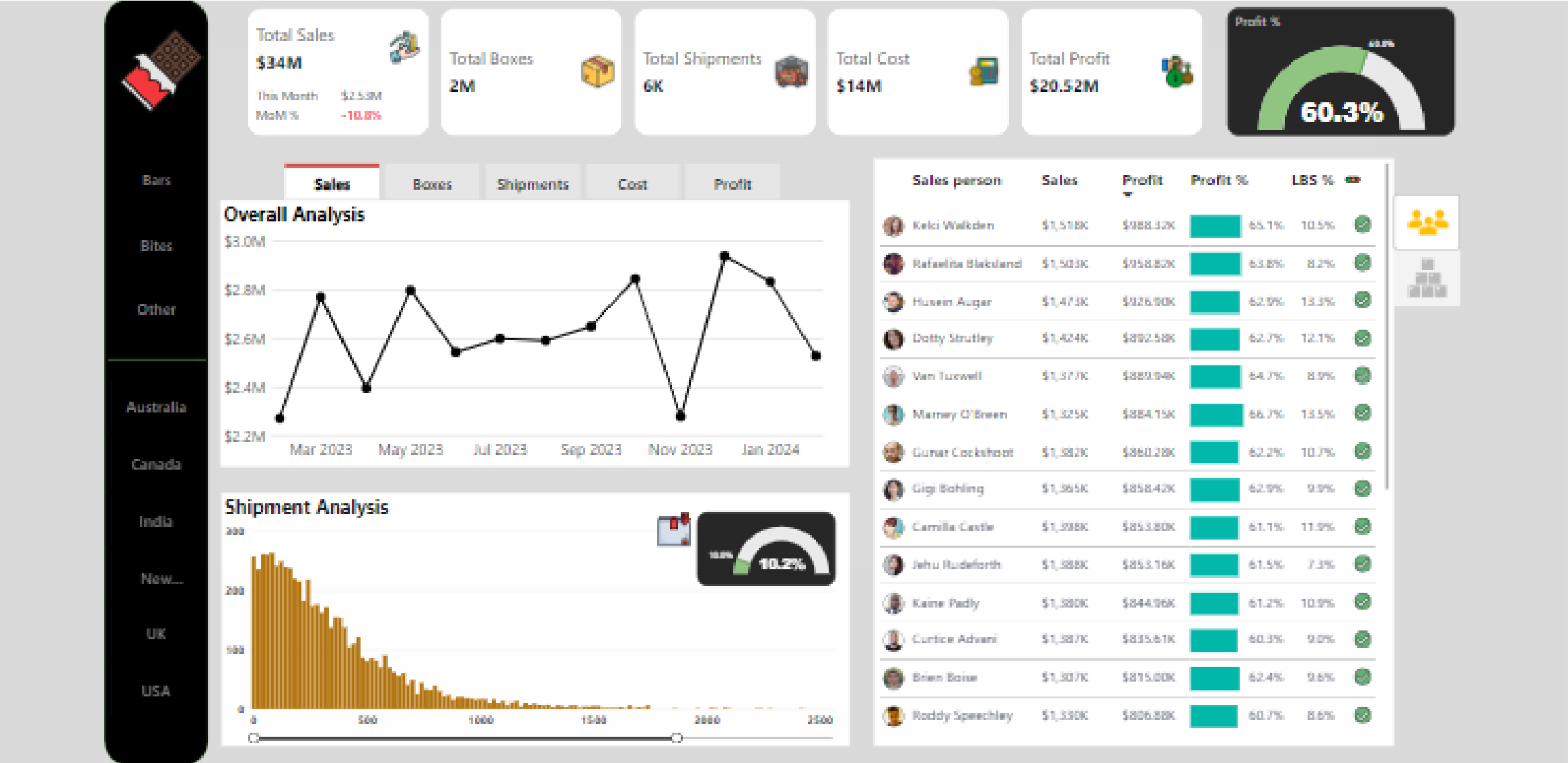
## Benefits

- Leads to improved decision-making for the business.
- Increased Profitability
- Enhanced Customer Satisfaction
- Competitive advantage

## Key Questions

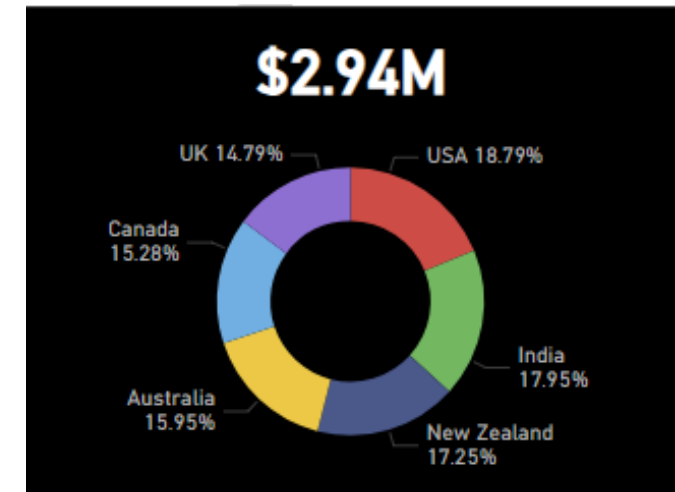
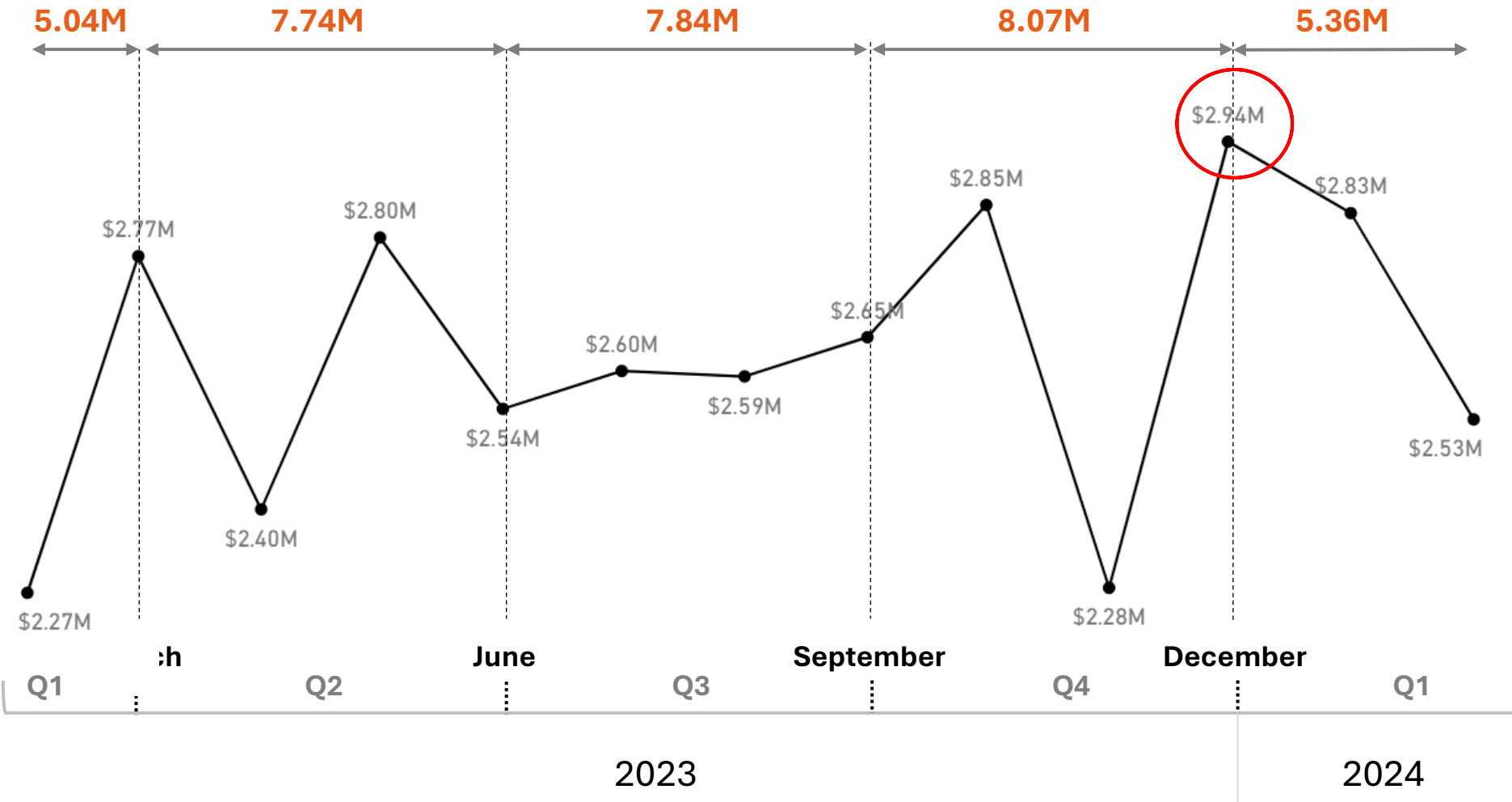
- Which countries are driving the most sales and profit?
- Are there any countries underperforming? And who are the salespersons responsible?
- Which products are most popular in each country?

# Awesome Chocolates Dashboard



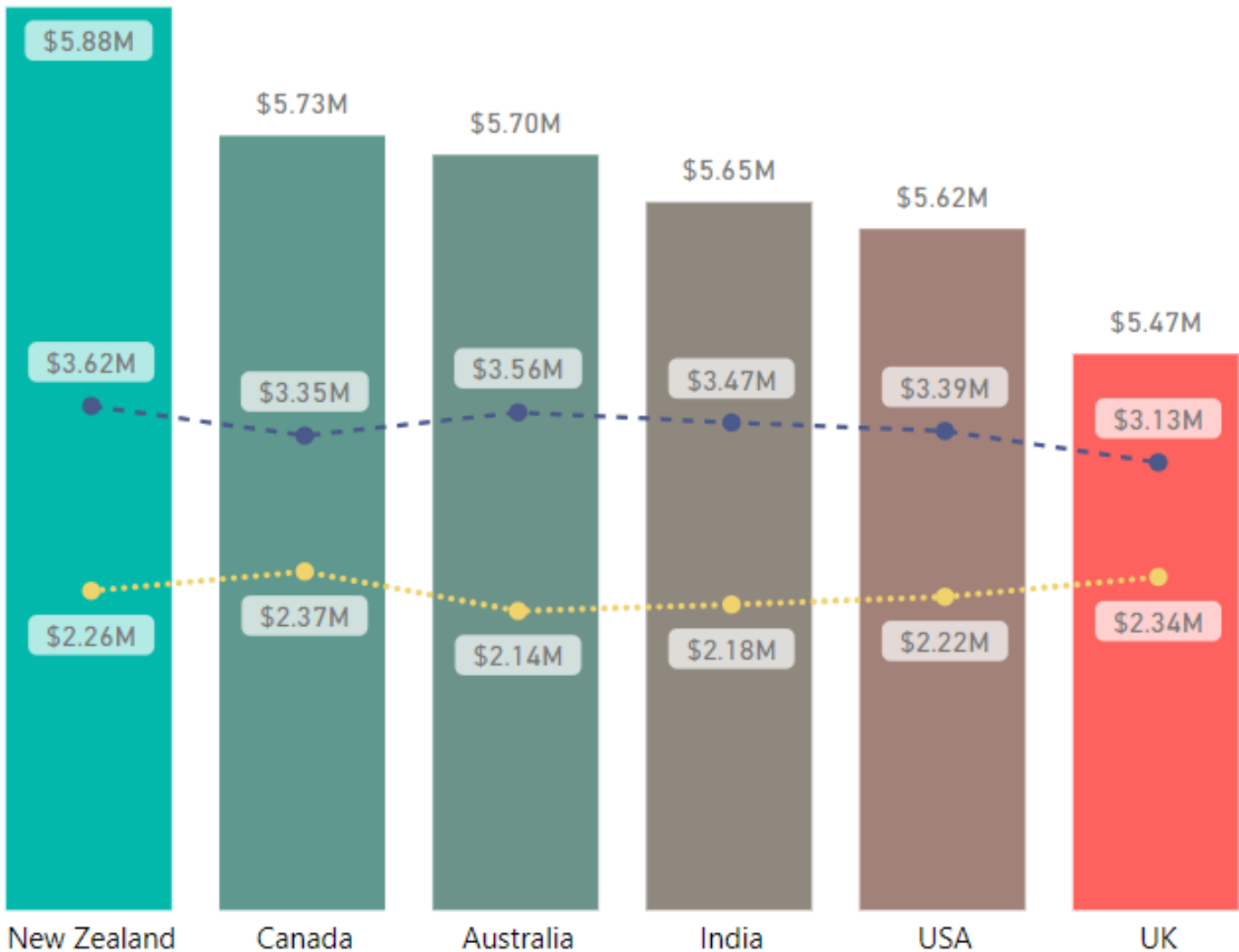
# Total Sales from February 2023 to February 2024

The highest revenue was in December 2023 at 2.94M, followed by October 2023 at 2.85M, and January 2024 at 2.83M.

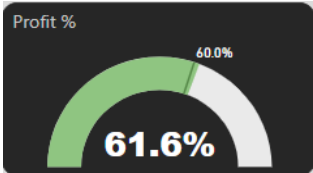


# Total Sales, Profit, and Cost in Each Country

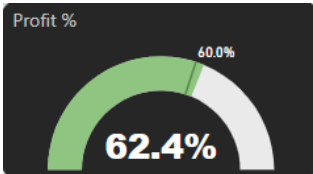
New Zealand has the highest sales, Australia has the highest profit percentage, and the UK and Canada are the unperforming countries.



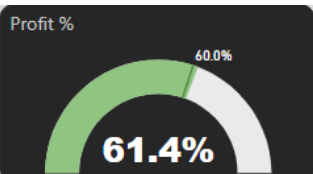
New Zealand



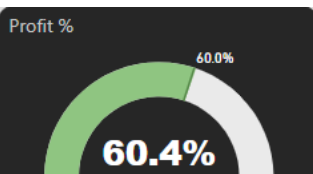
Australia



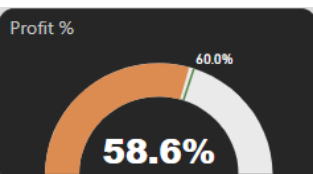
India



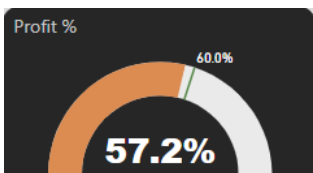
USA



Canada



































UK

































# Underperforming Sale Representatives in Canada and UK

The UK has 16 underperforming sale representatives with 9 reaching well below the target, and Canada has 15 underperforming sales representatives with also 9 well below the target.

## UK

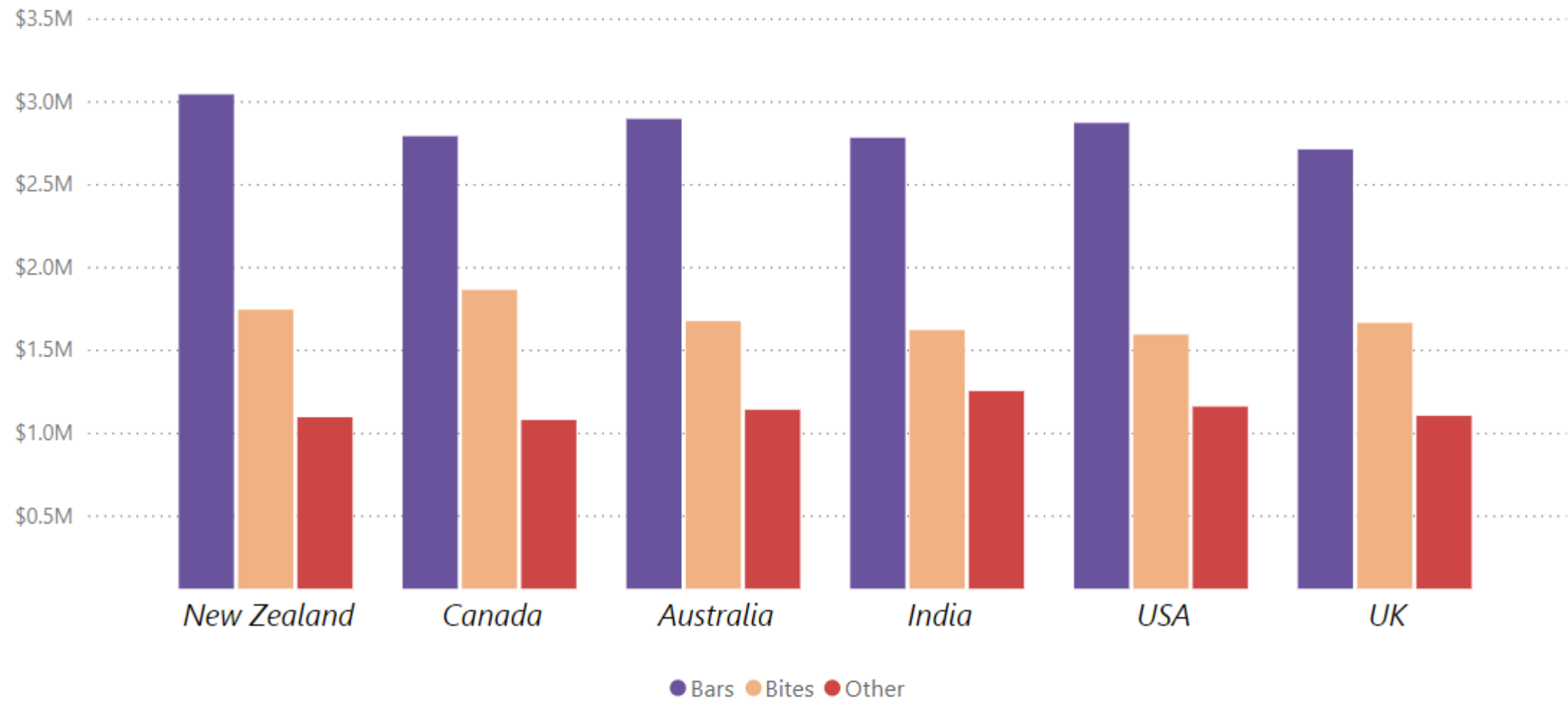
| Sales person  | Sales  | Profit    | Profit %  | LBS % |   |
|---|--------|-----------|---|-------|---|
|  Camilla Castle      | \$234K | \$139.08K |  59.3%   | 7.1%  |   |
|  Dennison Crosswaite | \$213K | \$122.50K |  57.6%   | 7.5%  |   |
|  Ches Bonnell        | \$206K | \$118.28K |  57.5%   | 2.4%  |   |
|  Kaine Padly         | \$215K | \$121.91K |  56.8%   | 17.5% |   |
|  Dotty Strutley      | \$226K | \$128.50K |  56.7%   | 13.2% |   |
|  Beverie Moffet      | \$189K | \$105.11K |  55.7%   | 12.2% |   |
|  Jan Morforth        | \$239K | \$132.70K |  55.6%   | 4.7%  |   |
|  Oby Sorrel          | \$264K | \$139.48K |  52.9%   | 9.5%  | ✗ |
|  Curtice Advani      | \$213K | \$111.42K |  52.4%   | 5.0%  | ✗ |
|  Andria Kimpton     | \$199K | \$102.96K |  51.7%  | 2.5%  | ✗ |
|  Marney O'Brien    | \$200K | \$102.76K |  51.4% | 10.5% | ✗ |
|  Wilone O'Kielt    | \$175K | \$89.42K  |  51.2% | 5.0%  | ✗ |
|  Karlen McCaffrey  | \$213K | \$108.02K |  50.8% | 4.5%  | ✗ |
|  Mallorie Waber    | \$188K | \$94.81K  |  50.3% | 9.5%  | ✗ |
|  Madelene Upcott   | \$227K | \$107.62K |  47.4% | 2.4%  | ✗ |
|  Barr Faughny      | \$208K | \$96.41K  |  46.3% | 5.1%  | ✗ |

## Canada

| Sales person   | Sales  | Profit    | Profit %  | LBS % |   |
|--|--------|-----------|---|-------|---|
|  Husein Augar       | \$212K | \$125.70K |  59.3%   | 7.3%  |   |
|  Roddy Speechley    | \$223K | \$130.55K |  58.6%   | 2.4%  |   |
|  Kaine Padly        | \$241K | \$139.25K |  57.9%   | 7.1%  |   |
|  Marney O'Brien     | \$188K | \$108.11K |  57.5%   | 2.6%  |   |
|  Mallorie Waber     | \$188K | \$107.27K |  56.9%   | 13.2% |   |
|  Barr Faughny       | \$232K | \$127.13K |  54.7%   | 7.5%  |   |
|  Beverie Moffet     | \$243K | \$129.45K |  53.3%   | 11.6% | ✗ |
|  Jan Morforth       | \$230K | \$122.21K |  53.1%   | 11.9% | ✗ |
|  Madelene Upcott    | \$230K | \$120.67K |  52.5%   | 11.6% | ✗ |
|  Curtice Advani    | \$216K | \$112.49K |  52.0%  | 9.1%  | ✗ |
|  Brien Boise      | \$243K | \$126.38K |  51.9% | 9.3%  | ✗ |
|  Andria Kimpton   | \$187K | \$93.66K  |  50.0% | 5.0%  | ✗ |
|  Ches Bonnell     | \$201K | \$93.76K  |  46.7% | 2.5%  | ✗ |
|  Oby Sorrel       | \$184K | \$85.43K  |  46.5% | 9.5%  | ✗ |
|  Karlen McCaffrey | \$203K | \$92.05K  |  45.3% | 4.9%  | ✗ |

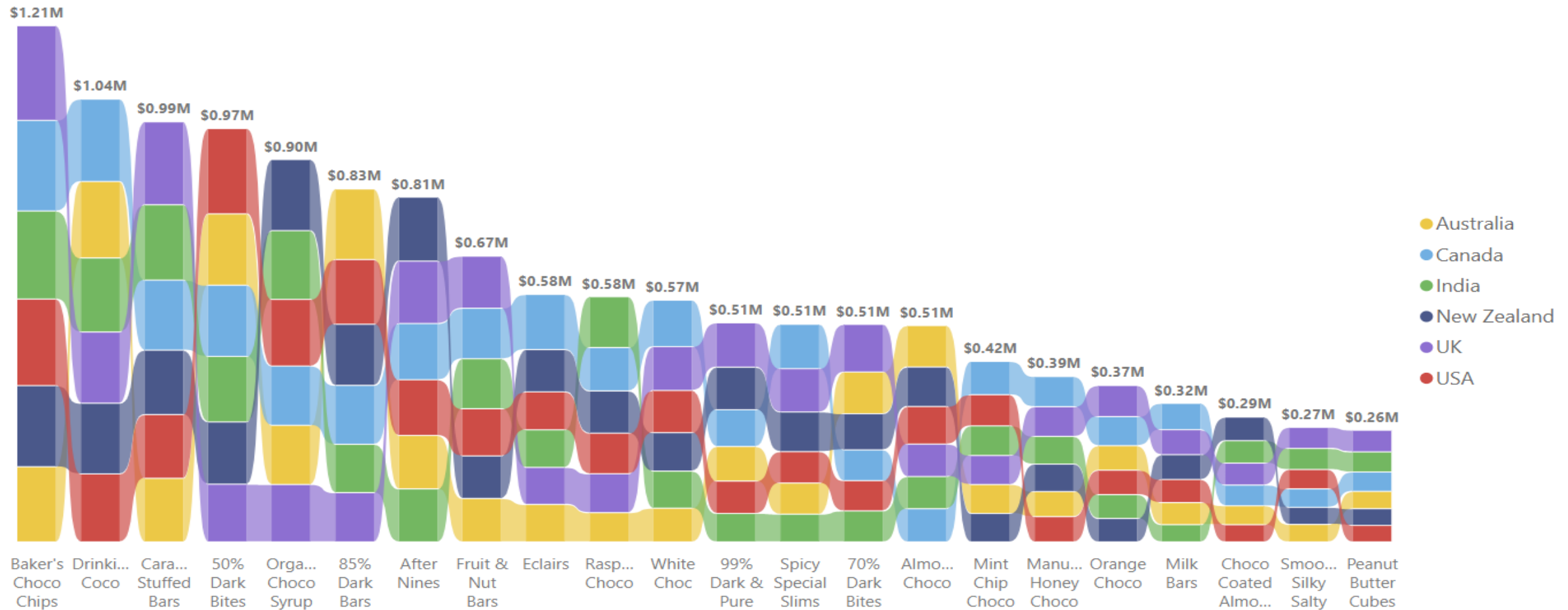
# Chocolate Sales: Country-by-Country Breakdown

Chocolate bars are the most popular, followed by chocolate bites, then other chocolates.



# Global Market Analysis: Chocolate Product Performance

Barker's Choco Chips generated the most sales at \$1,200,000 and peanut butter cubes chocolate generated the least sales at \$260,000.





# Conclusion

- New Zealand and Australia emerged as top performers, generating \$5.88M and \$5.70M in sales, respectively, with impressive profit margins of 61.8% and 62.4%
- The UK and Canada fell short of the 60% profit margin target. Despite Canada's high sales, its high costs hindered profitability. The UK, with the lowest sales and high costs, was also below target.
- A closer look at the salesforce reveals that the UK and Canada are facing challenges with underperformance. In the UK and Canada, 16 and 15 representatives, respectively, are underperforming with both having 9 falling significantly below the target of 60% profit.
- Chocolate bars are the most popular product across all regions. In the UK, Bakers Choco Chip is the top-selling chocolate bar, suggesting that targeting this product could drive significant sales and profit growth.