A top-down view of various chocolate-related items on a wooden surface. In the top left, a wooden spoon holds dark chocolate chips, with more chips scattered nearby. The top right features several whole, dark brown cacao beans. The bottom left shows broken pieces of a dark chocolate bar. The bottom right contains a wooden spoon filled with fine cocoa powder, with more powder scattered around it. A central dark brown rectangle with a thin white border contains the title and author information.

Chocolate Sales Analysis

— Deepshikha Paty

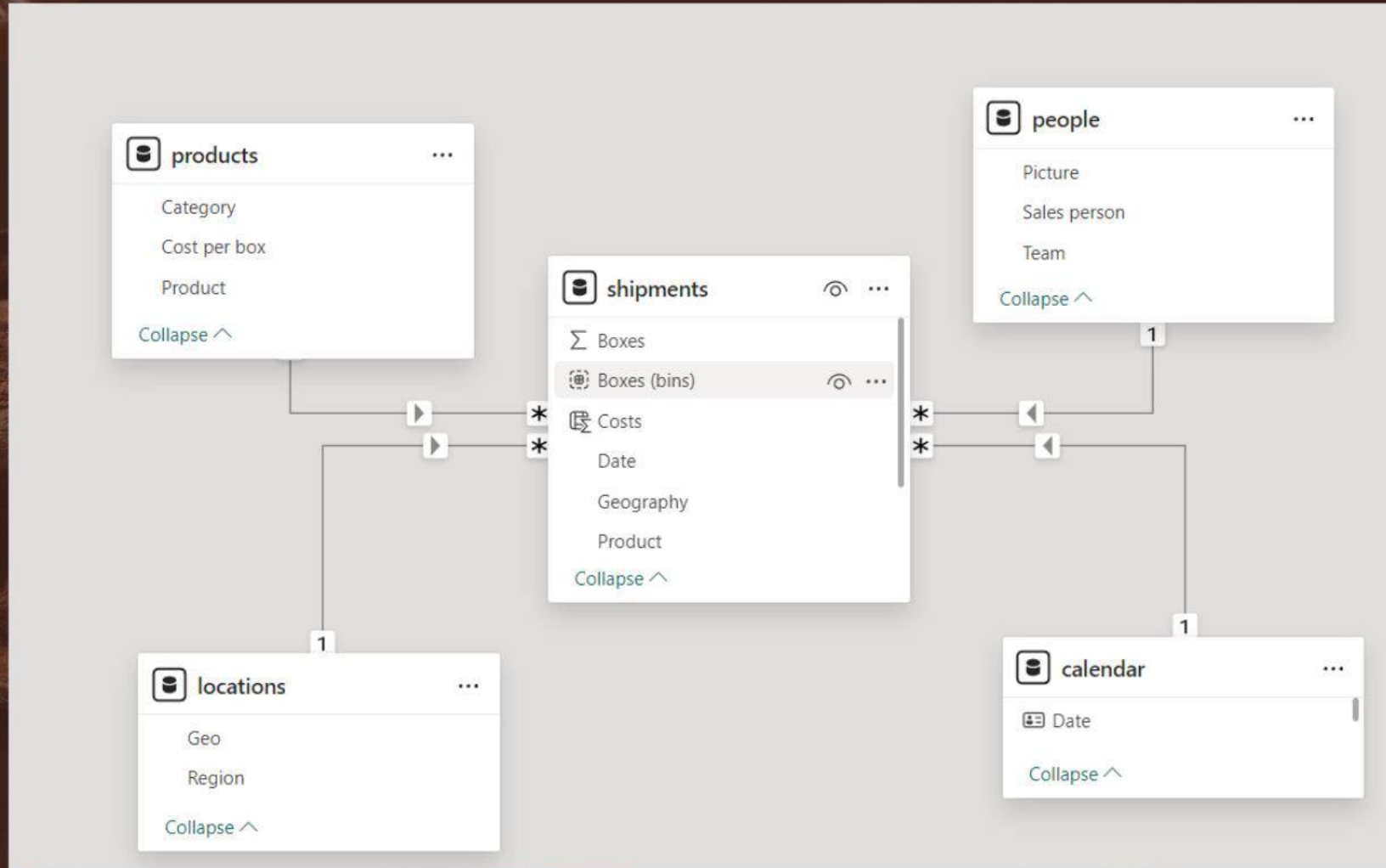
Introduction :

The dashboard provides detailed insights into sales, profits, and customer behavior across chocolate types and geographical regions.

Objective :

To analyze sales and profit trends, identify top-performing salespeople and products, and improve low box sales percentages.

Star Schema Representation :



Key insights :

1) *Month with highest profit ?*

--> Chocolate type : Bars

Month : **DECEMBER**

Region : New Zealand

Chocolate type : Bites

Month : **AUGUST**

Region : India

Chocolate type : Others

Month : **MAY**

Region : Australi

2) *Best-selling product in the year ?*

--> Bites

3) *Month with lowest sales ?*

--> Chocolate type : Bars

Month : **NOVEMBER**

Region : New Zealand

Chocolate type : Bites

Month : **SEPTEMBER**

Region : Canada

Chocolate type : Bites

Month : **NOVEMBER**

Region : Australia

4) Product that has the highest LBS % ?

--> Chocolate type : Bites

LSB % : 0.12%

5) Top performing salespersons in each chocolate type?

--> Chocolate type : Bars

Name : **Brien Boise**

Profit% : 69.11 %

Chocolate type : Bites

Name : **Gigi Bohling**

Profit% : 72.41 %

Chocolate type : Others

Name : **Marney O'Brien**

Profit% : 68.62 %

6) Salesperson with highest LBS % in each chocolate

--> Chocolate type : Bars

Name : **Gunar Cockshoot**

LSB % : 0.13 %

Chocolate type : Bites

Name : **Dotty Strutley**

LSB % : 0.21 %

Chocolate type : Others

Name : **Husein Augar**

LSB % : 0.20 %

Conclusion :

- Focus marketing efforts on top-selling products and regions.
- Enhance demo product (Low Box sales) through strategic promotions and personalized offers.
- Offer additional training or incentives to salespeople to boost low box sales performance and maximize profitability.
- Introduce promotions for underperforming products or reconsider product mix in regions with lower sales.



THANK YOU !!