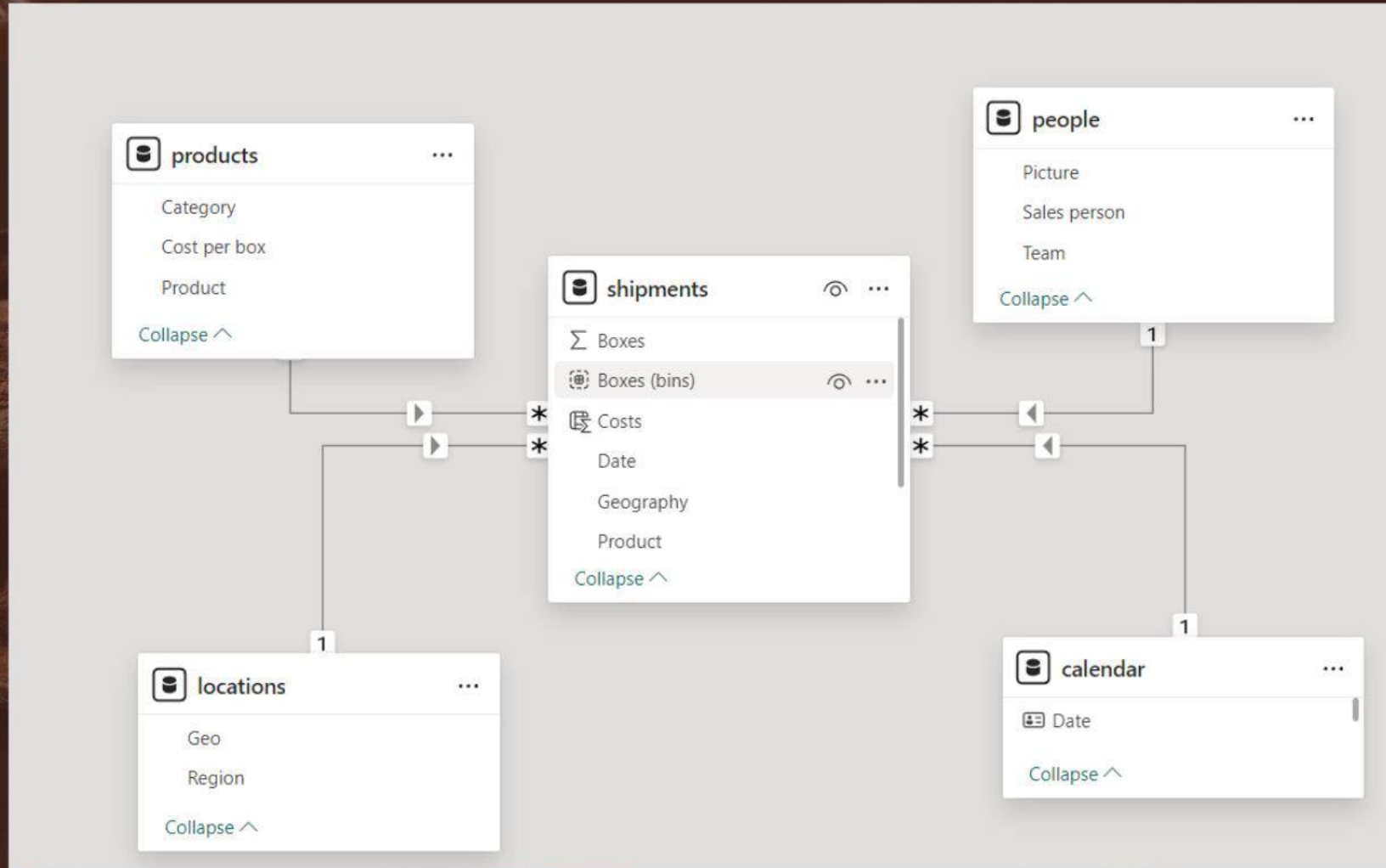# Chocolate Sales Analysis

— 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'Breen**

    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 !!