

PROFIT ANALYSIS

UNLOCKING BUSINESS PERFORMANCE & GROWTH OPPORTUNITIES



30TH October 2025.



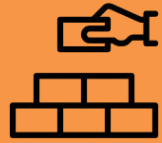
INTRODUCTION

Every successful candy company dreams of striking gold with a product line that captures the market and drives massive profit. For **DEWHITE CANDIES**, that success is evident in its steady growth and robust margins.

This project explores the sales and profitability trends in the candy business across **products, factories, and shipping modes**. Using **Power BI**, raw transaction data was transformed into an interactive dashboard to evaluate cost, revenue, and profit drivers. The goal is to uncover key performance patterns, identify underperforming areas, and guide strategic decisions for **sustainable growth**.

EXECUTIVE SUMMARY

The analysis confirms that DEWHITE candies is on a strong upward trajectory, with profit having grown by 63% from 2021 to 2024. Key performance indicators are highly favorable, but a closer look reveals critical dependencies on specific factories and shipping methods that require strategic attention to mitigate risk.



65.91%

PROFIT MARGIN

65.91% profit margin over the four-year period indicate good business strategy in offsetting cost while maintaining product quality and business growth.



\$142K

REVENUE

A Total of \$141,783.63 generated in sales over 4 years.



\$93.4K

PROFIT BY DIVISION

Chocolate Division consistently outperformed other business units with over 95% of profit generation

38,654

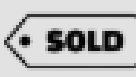
PRODUCT SOLD

A total of 38,654 unit of products were sold across all product division.



10194

ORDERS



38,654

UNIT SOLD

3.79

AVERAGE SALES VOLUME



\$48,340.83

PRODUCTION COST



\$141,783.63

REVENUE GENERATED



\$93.44K

PROFIT MADE



65.91%

PROFIT MARGIN

Overview

Dashboard

KPI

Year

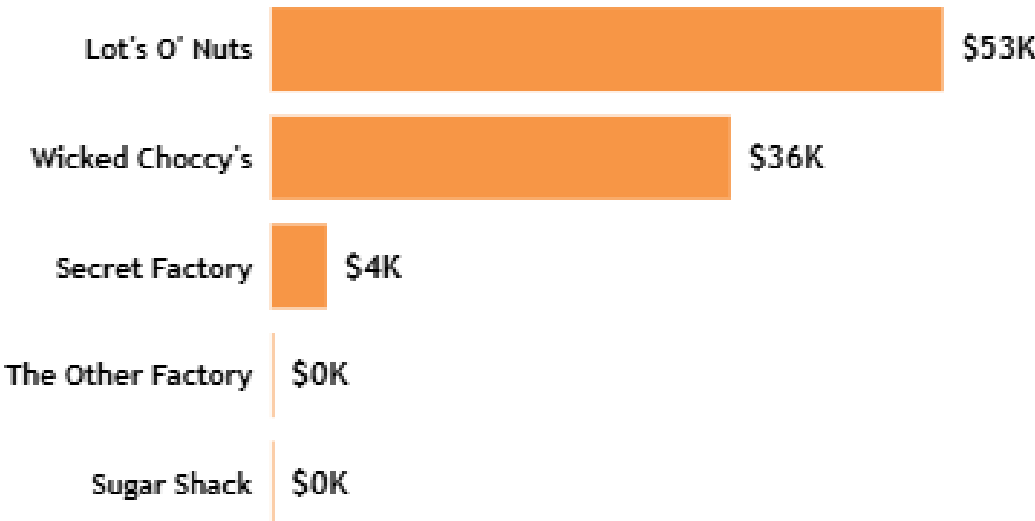
2021

2022

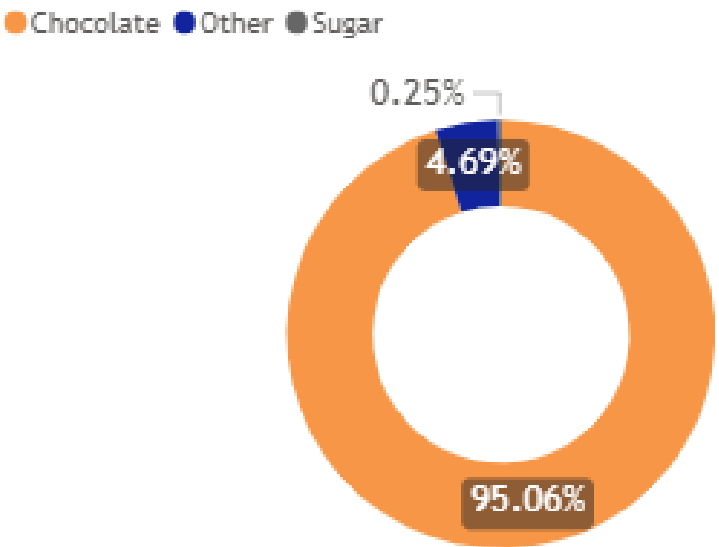
2023

2024

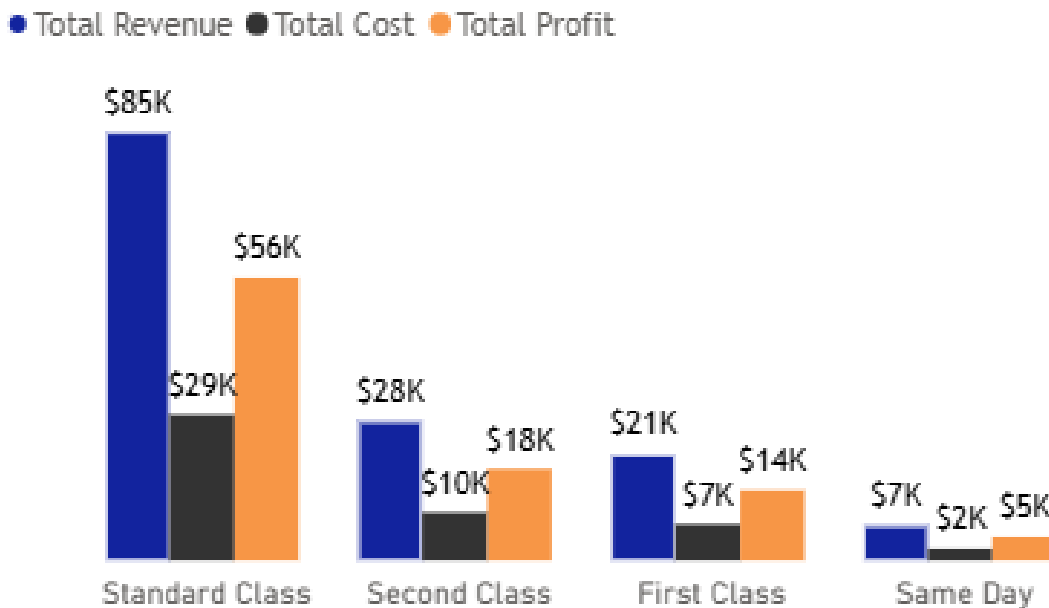
Profit by Factory



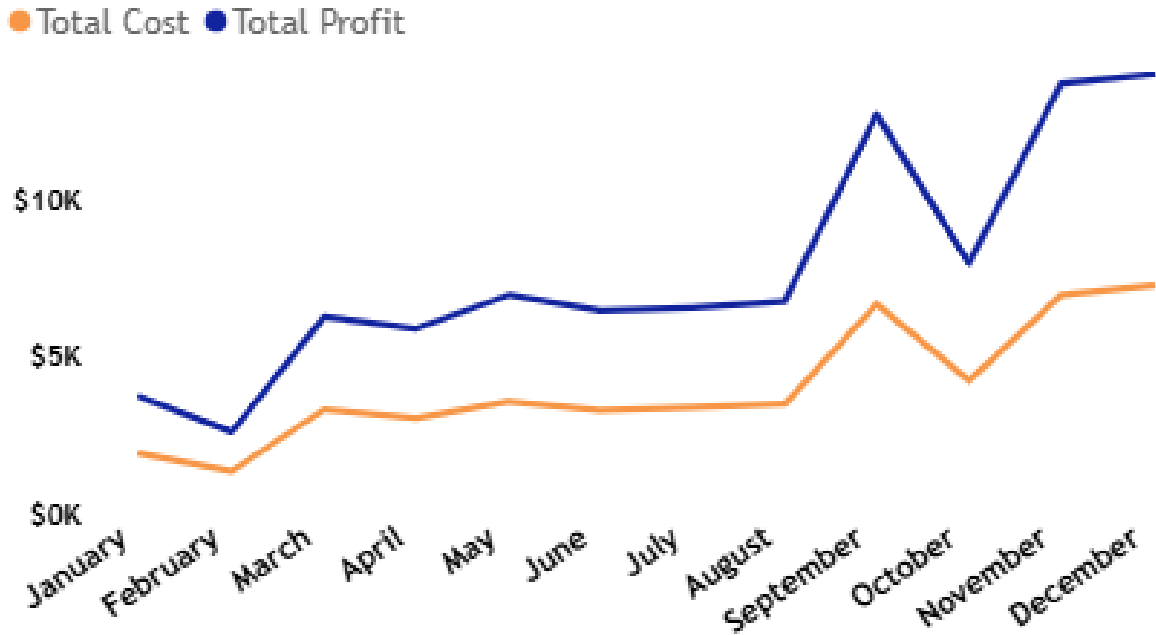
Profit by Division



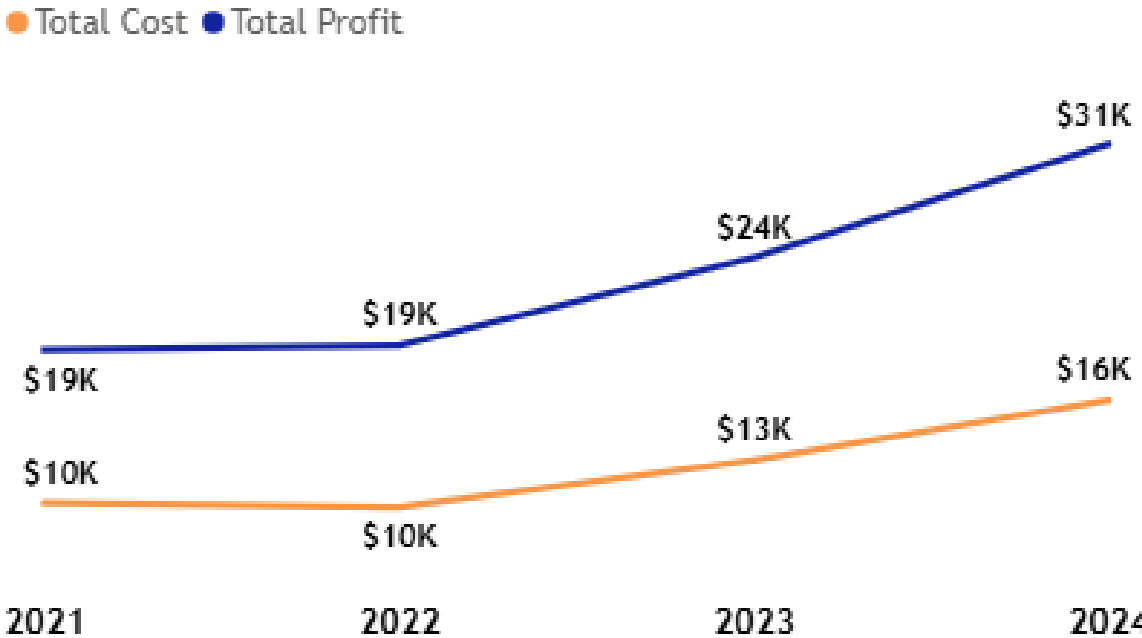
Revenue, Cost and Profit by Ship Mode



Cost and Profit by Month



Cost and Profit by Year



INSIGHTS:

Standard Class drives the highest profit (\$56K), making it the most profitable ship mode.

December records peak profit, while February is the lowest-performing month.

Lot's O' Nuts (\$53K) and Wicked Choccy's (\$36K) contribute nearly all factory profits.

Profit has grown 63% between 2021 (\$19K) and 2024 (\$31K).

Same Day shipping generates the lowest profit (\$5K), underperforming compared to other modes.



PROJECT FOUNDATION

DEWHITE CANDIES

DATASET OVERVIEW

The comprehensive dataset is structured around 4 key interconnected tables, provided in an Excel file (Candy_Capstone.xlsx).

Sales: Contains all transaction details, including time, cost, revenue, and profitability for each order line.

Products: Defines the product catalog, its cost, selling price, and the manufacturing location.

Factories: Provides geospatial coordinates for each factory, used for mapping and logistical analysis.

US Zips: Geographical lookup table used to enhance regional analysis with location and population data.



BUSINESS QUESTIONS

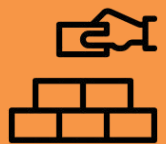
- Which factories generate the highest profit?
- Which ship mode contributes most to profitability?
- How has profit grown year-over-year (2021-2024)?
- Which months deliver the highest and lowest profits?

FINDINGS

PERFORMANCE ANALYSIS



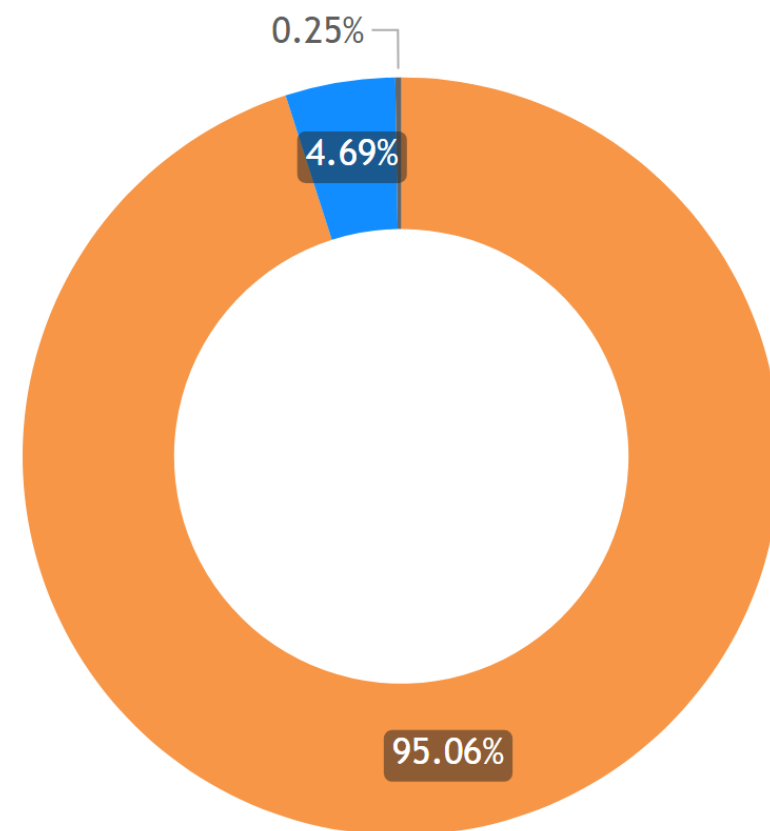
Our analysis reveals significant performance variation across product divisions and factory operations, ship mode, month to month performance and yearly profit growth.



PROFIT DISTRIBUTION

Profit by Division

● Chocolate ● Other ● Sugar



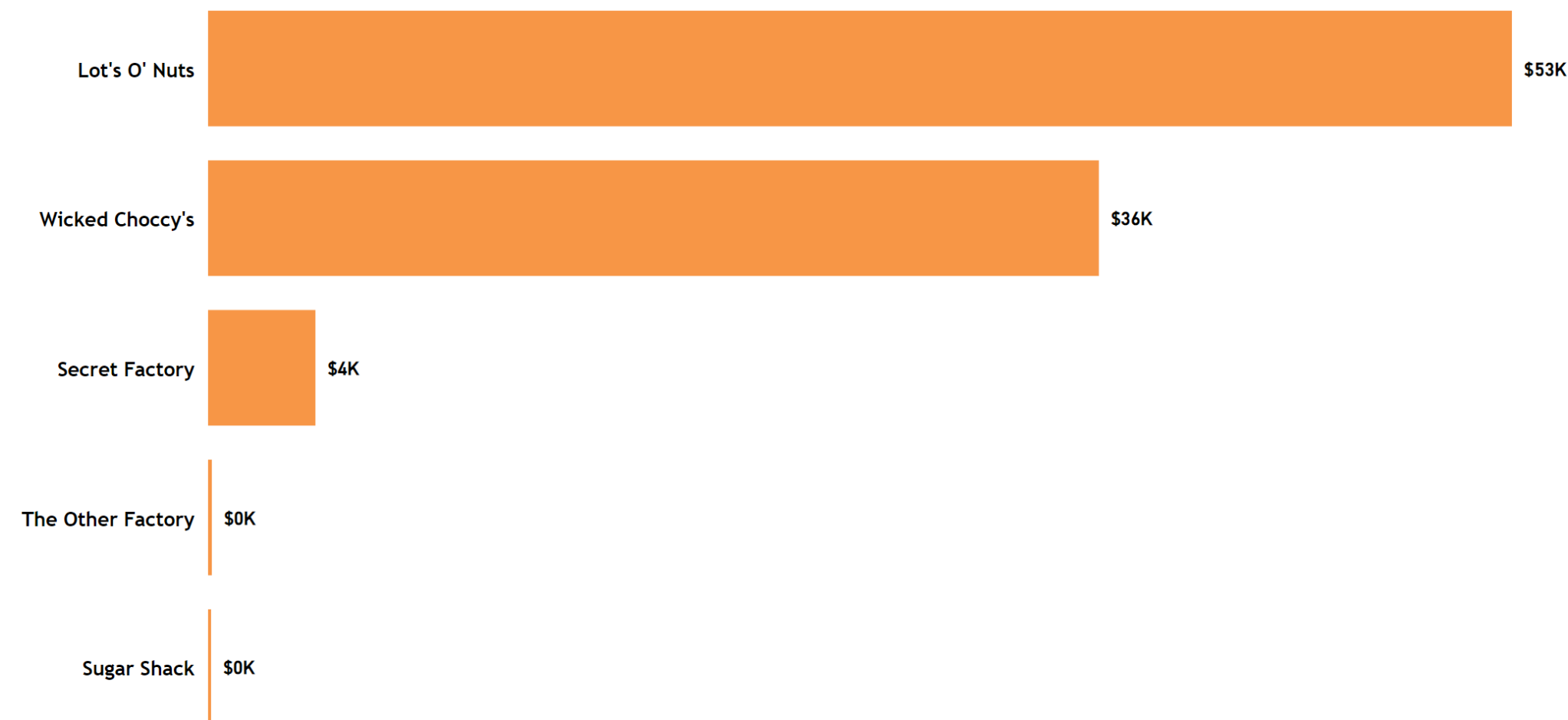
95%

DIVISION DISTRIBUTION
Chocolate

Chocolate Division consistently outperformed other business units with over 95% of profit generation

FACTORY PERFORMANCE

Profit by Factory



Lot's O' Nuts is the most profitable factory, generating **\$53K profit**, followed by Wicked Choccy's with **\$36K**. Secret Factory contributes only **\$4K**, while both The Other Factory and Sugar Shack recorded **no profit**. This highlights a heavy reliance on Lot's O' Nuts and Wicked Choccy's as the main profit centers, with the other factories underperforming or inactive.

SHIPING MODE

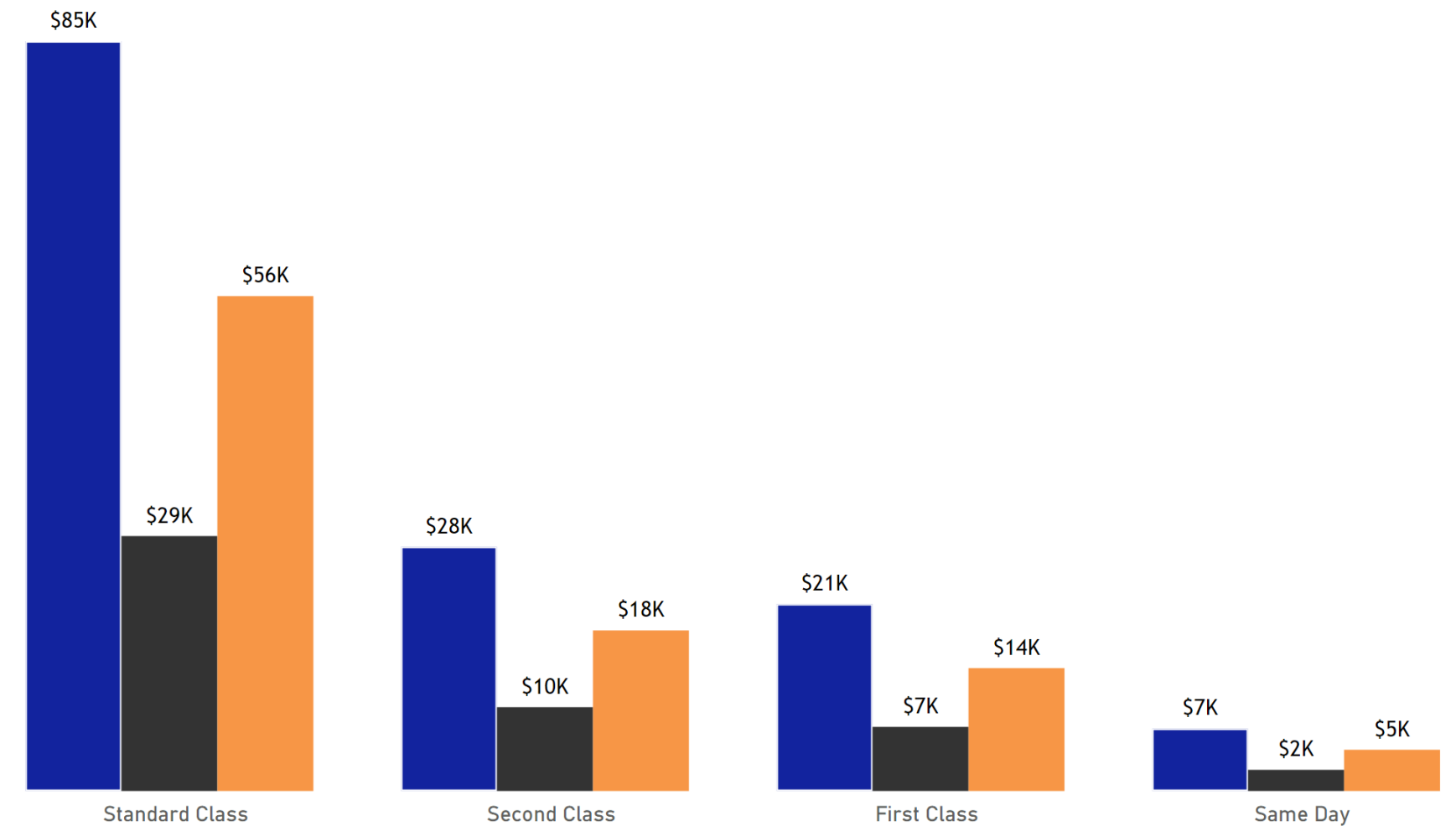
\$56k

TOP SHIP MODE
Standard Class

- **Standard Class** is the key profit driver, generating **\$56K profit** and should remain the **primary shipping option**.
- **Second Class** delivers a solid **\$18K profit**, showing moderate contribution.
- **First Class** contributes **\$14K profit** — a balanced but smaller contributor.
- **Same Day** significantly underperforms, producing only **\$5K profit**, making it the **least impactful shipping mode** and a candidate for re-evaluation.

Revenue, Cost and Profit by Ship Mode

● Total Revenue ● Total Cost ● Total Profit



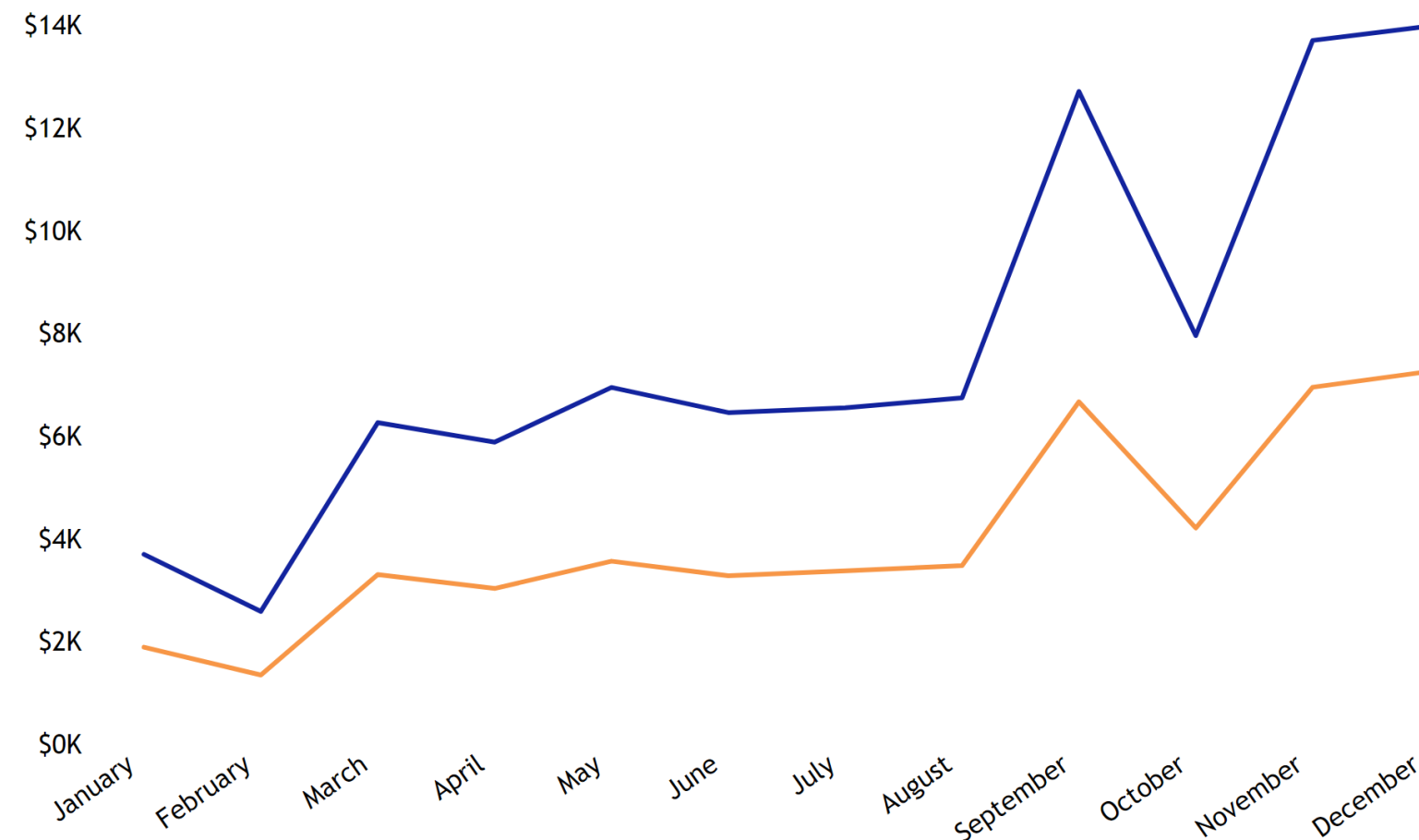
MONTHLY PROFIT

\$13.98K

TOP MONTH
DECEMBER

Cost and Profit by Month

● Total Cost ● Total Profit



Analysis of monthly profit across the past four years shows clear seasonality.

December generated the **highest profit** with **\$13.98k**, boosted by holiday sales. **November** followed closely with **\$13.70k**, reflecting strong pre-holiday demand.

In contrast, **February recorded the lowest profit**, totaling **\$2.59k**, likely due to post-holiday slowdowns in consumer spending.

This pattern suggests that the business relies heavily on year-end sales peaks, and could benefit from strategies to smooth revenue and profit performance across the quieter months.

YEARLY PROFIT

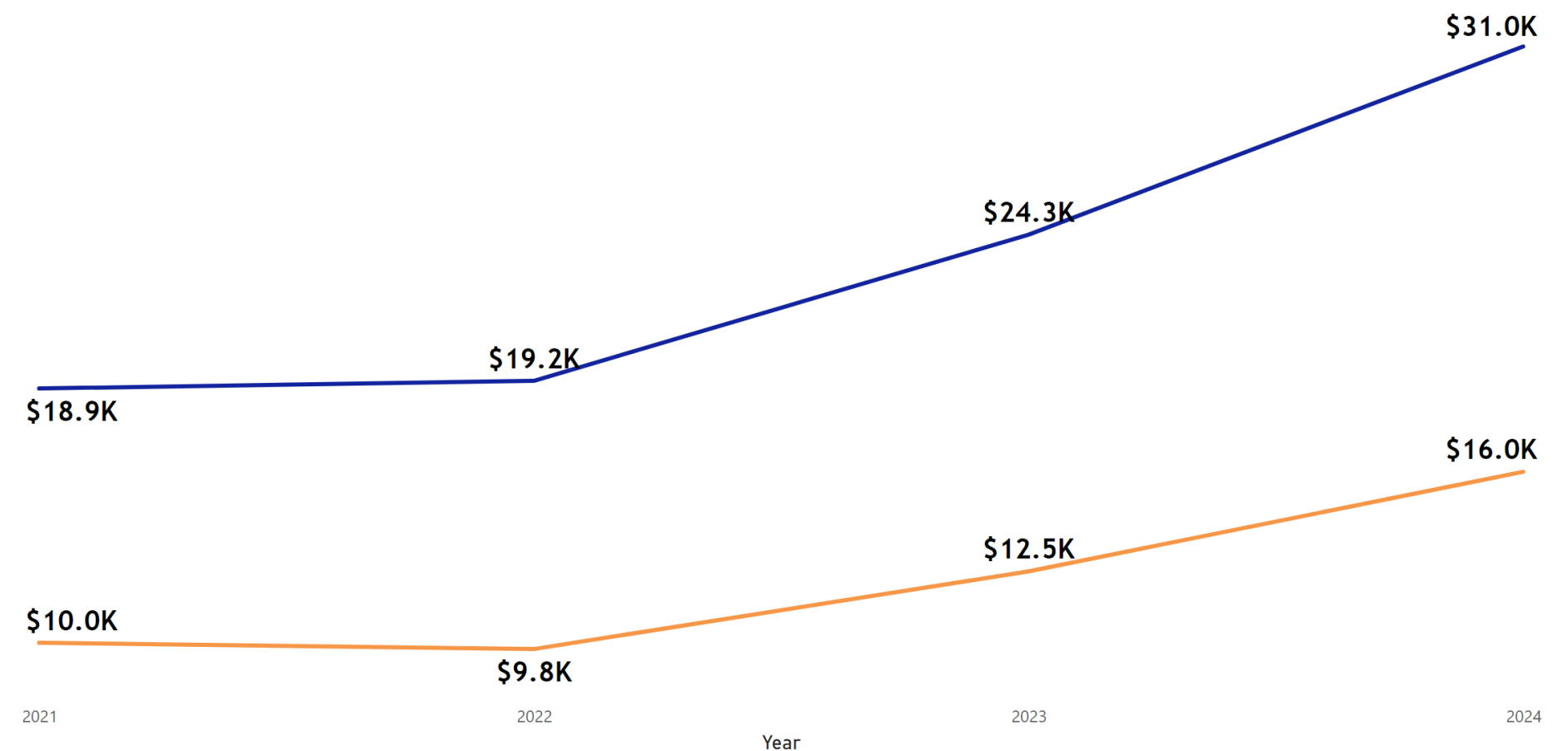
\$31K

TOP YEAR
2024

Profit has grown consistently over the four years, rising from **\$19K in 2021** to **\$31K in 2024**. This represents a **63% overall increase**, with the strongest jump occurring between **2022 (\$19K) and 2023 (\$24K)**. The steady upward trend indicates sustained profitability and positive business momentum year over year.

Cost and Profit by Year

● Total Cost ● Total Profit



REVENUE 2024 VS 2023

DEWHITE FACTORIES

141.78k

+49.5%

REVENUE 2024

2024 saw a steady growth in Revenue with a total of **\$141,783.63** achieved in sales. A **+48.5%** increase from the previous year.

REVENUE 2023

2023 saw a big upward growth in Revenue with a total of **\$94,815.52** achieved in sales. A **+63.6%** increase from the previous year.

94.82k

+63.6%

Although revenue continued to grow in 2024 (+\$46,968 compared to 2023, which is higher than the +\$36,859 growth seen in 2023), the **percentage growth rate declined** from **+63.6% (2023)** to **+49.5% (2024)**.

This indicates that while absolute revenue is increasing, the **pace of growth is slowing** as the revenue base becomes larger.

RECOMMENDATION

STRATEGIC ACTIONS & FOCUS AREAS

Based on our analysis, Dewwhite candies should focus on four key areas:

- **logistics** : scale standard class shipping while restructuring the pricing model for same day delivery to improve its low profit contribution.
- **Operations:** optimize or reconsider underperforming factories like secret factory and sugar shack, potentially consolidating production to the highly profitable sites like lot's o' nuts and wicked choccy's.
- **Sales & marketing:** develop targeted campaigns to boost sales in February, the weakest month, while capitalizing on December's peak performance.
- **Product strategy:** correct pricing issues in the 'other' division (44.97% margin) and launch dedicated sales initiatives for the highly efficient 'sugar' division (68.10% margin).

CONCLUSION

The candy capstone analysis demonstrates how effective data modeling and visualization can uncover actionable insights. Profitability is steadily rising (**63% from 2021 to 2024**), but performance heavily depends on a few key operational areas. The high profit margin of **65.91%** indicates an efficient operation, while the chocolate division contributes **95.06%** of total profits. By implementing the strategic recommendations, focusing on logistics optimization, factory utilization, and smoothing seasonal variations, Dewwhite candies is positioned to achieve sustainable, diversified growth.



WANT TO SAY

THANK YOU

