



# Sales Performance Analysis

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Products by Country and Seasonal Trends

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# OUTLINE

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- Discussion
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# EXECUTIVE SUMMARY

- **Analysis Period:**
  - Sales performance from **January 2022** to **August 2022**.
- **Key Focus Areas:**
  - Sales trends
  - Product performance
  - Country-specific preferences
- **Key Insights:**
  - Significant seasonal fluctuations in sales, with large peaks in January and June.
  - Australia is top-performing market with the UK, India, and USA closely competing for 2nd top-performer.
  - New Zealand shows relatively lower sales compared to other countries but only slightly lower than Canada.
  - Product preferences vary across countries, suggesting the need for tailored marketing and product strategies.
- **Recommendations:**
  - Enhance sales performance by focusing on peak months (January and June).
  - Optimize inventory management based on seasonal trends.
  - Develop market-specific product strategies to cater to regional preferences and boost sales in underperforming markets.

# INTRODUCTION

This analysis examines sales data for chocolate products across multiple countries from January to August 2022. The objective is to uncover trends in sales performance, identify seasonal patterns, and assess product preferences across different markets. By understanding these dynamics, the company can refine marketing, inventory, and product strategies to improve overall sales and market penetration.



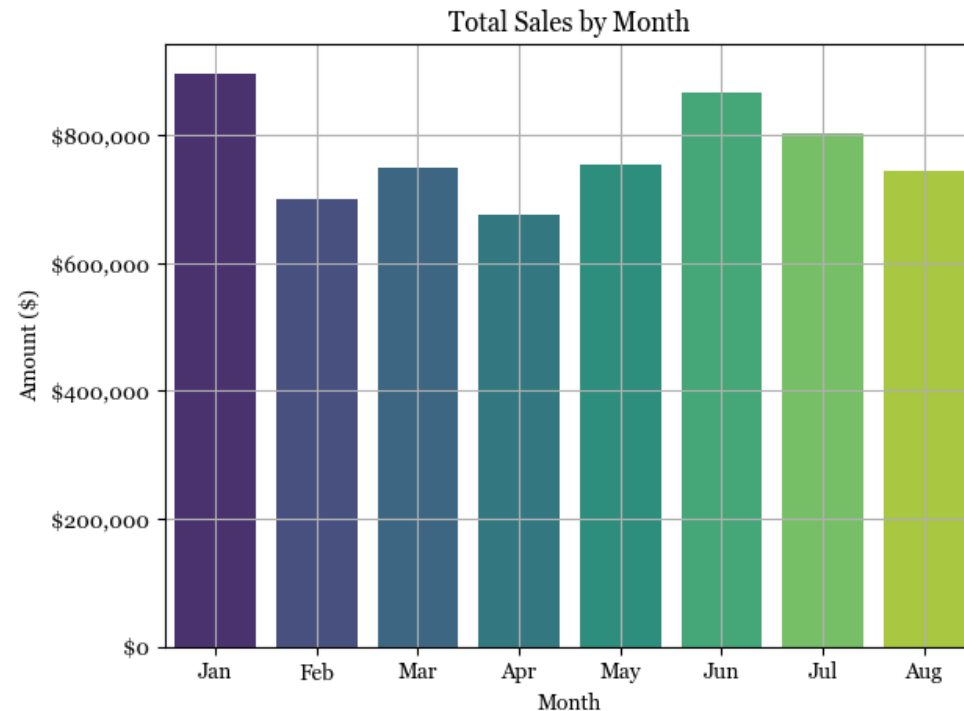
# METHODOLOGY

The data for this analysis was sourced from the company's internal sales records. The dataset includes sales figures, shipping volumes, product types, and country information for products sold between January 2022 and August 2022.

Data preprocessing included the following steps:

- **Data Cleaning:** Removal of irrelevant columns (e.g., employee names), and conversion of the 'Amount' column to a numerical format.
- **Time Series Preparation:** Extracting month and year information to analyze sales trends over time.
- **Grouping and Aggregation:** Data was aggregated by country and product to assess overall performance, and time-based grouping allowed for the identification of seasonal trends.

# ANALYSIS & FINDINGS



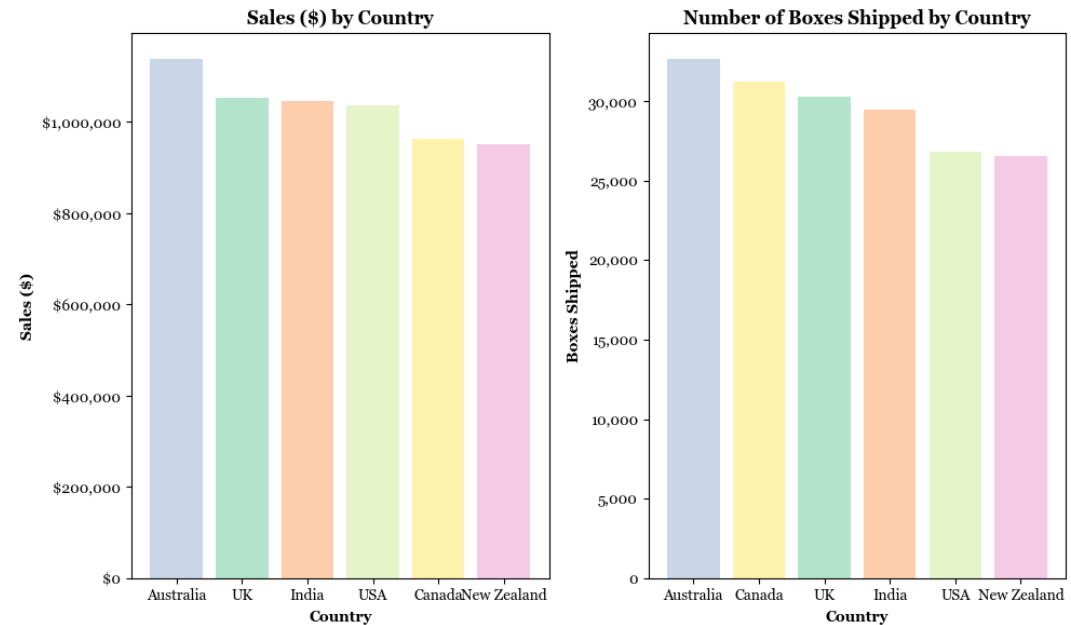
## Sales Trends Over Time

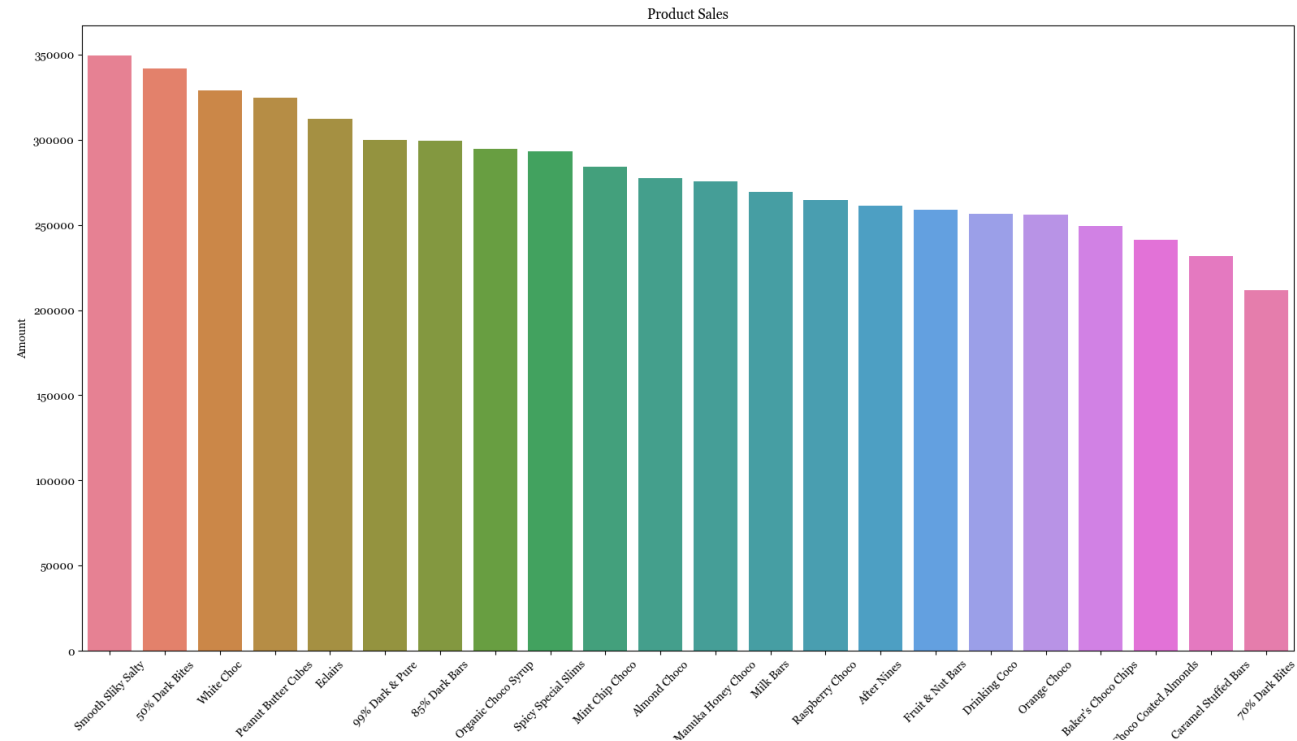
**Overall Trends:** Sales first peaked in January 2022, reaching approximately \$800,000 worth of sales, followed by a smaller but noticeable monetary spike in June. A general decline in sales was observed between February and April then again following June.

# ANALYSIS & FINDINGS

## Country Performance Comparison

**Sales by Country:** Australia led in total sales monetarily, followed by the UK. New Zealand had the lowest sales amount and volume across the analysis period, closely trailing behind Canada.



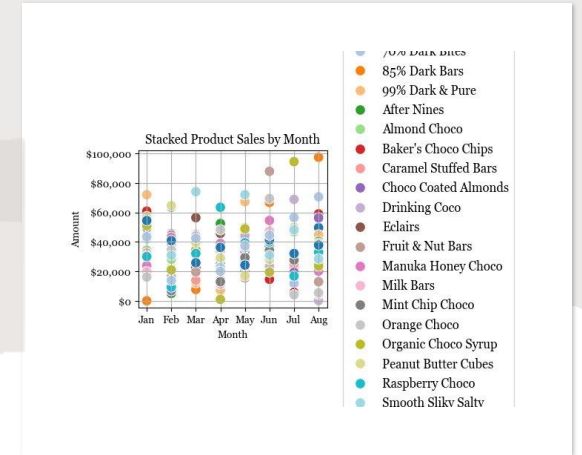
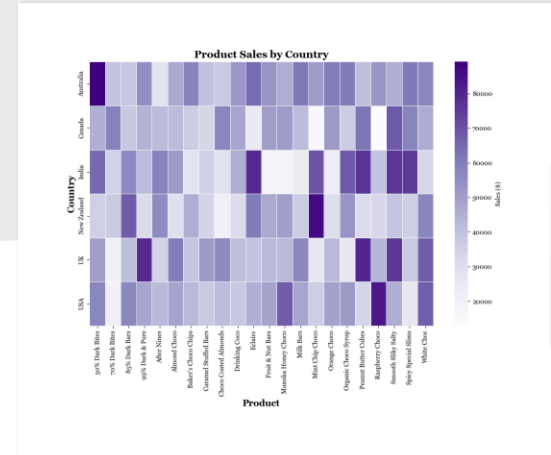
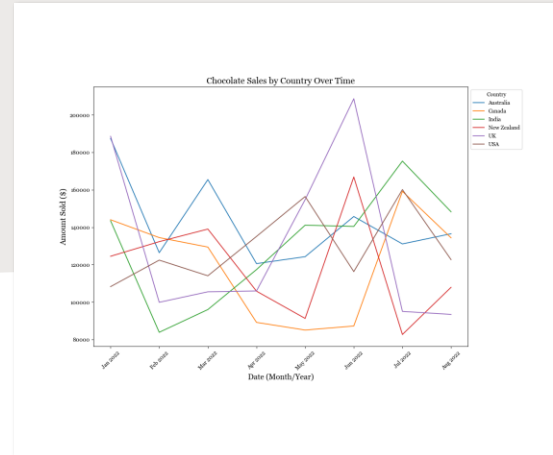
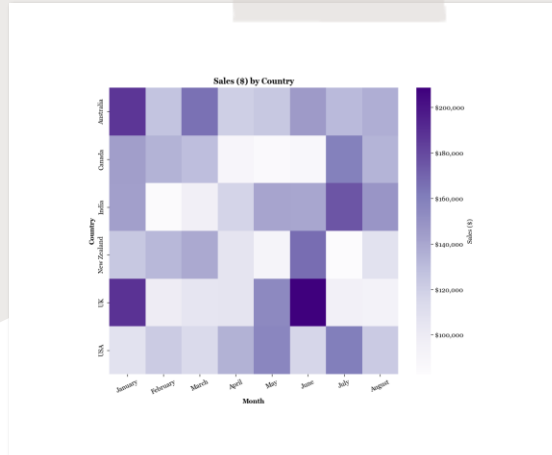


# ANALYSIS & FINDINGS

- **Product Performance**
- **Top Products:** Smooth Silky Salty chocolates made the most money, followed closely by 50% Dark Bits, with White Chocolate coming in 3rd.
- **Product Hierarchy:** The analysis revealed a clear but relatively close hierarchy in product performance, with premium chocolates consistently outperforming standard offerings.



# ANALYSIS & FINDINGS

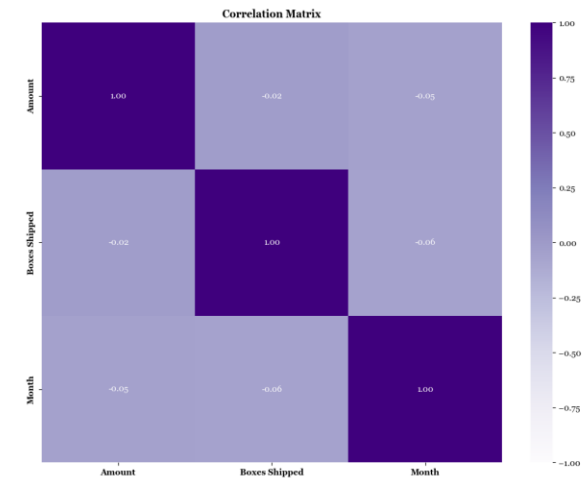
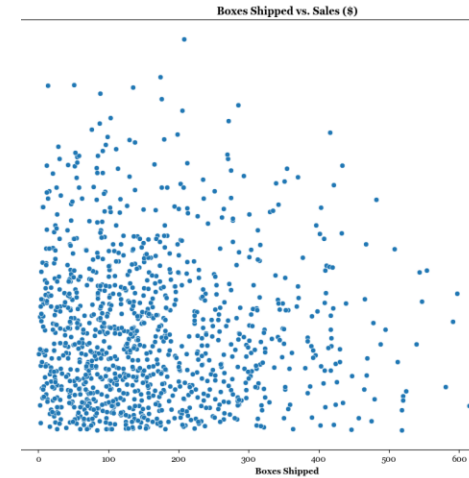


- **Sales performance by country:** there is a clear relationship between the sales to specific countries depending on the month. This indicates a pattern likely related to holidays related to each country respectively.
- **Key Finding:** It is evident based on the heatmaps that certain products sell very well depending on the country they are sold in

# ANALYSIS & FINDINGS

**Shipping Volumes:** A very weak to almost-zero negative correlation was observed between the sales amount, month, and number of boxes shipped. This is most likely due to discounts or sales companies give for buying in bulk.

**Key Finding:** There is a non-linear relationship between boxes shipped and the sales amount



# CONCLUSION

- Australia purchases the most chocolate from a monetary standpoint
- Smooth Silky Salty Chocolates have made the most money during this period
- Sales mostly depend on the time of year and the country purchasing although peak seasons are in January and June
- New Zealand purchases the least chocolate from a monetary standpoint, trailing closely behind Canada
- 70% Dark Bites has made the least money during this period
- Sales tend to decline in February and April then again (although smaller) following the peak in June