

Team 3: Coding Chocolatiers
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Chocolate Sales Analysis

Built for business intelligence and decision-making, this tool enables users to uncover sales trends, understand factors affecting chocolate sales and optimize business strategies for increasing revenue.



Overview

Providing an in-depth analysis of dataset and uncovering key insights into:

Hypothesis 1: Sales follow seasonal trends, with higher revenue during peak holiday months.

✓ **Validation:** Analyse monthly sales trends (e.g., January vs. February) using line charts and heatmaps.

Hypothesis 2: Certain countries have higher chocolate sales, and sales amount correlates with boxes shipped.

✓ **Validation:** Calculate revenue per box shipped and visualize with box plots and stacked bar charts.

Hypothesis 3: Some chocolate products/product category drive revenue more efficiently than others, making them more profitable.

✓ Compare total sales and boxes shipped per country using choropleth maps and bubble charts

Planning & Design

Ideation

Project Goal: Build interactive dashboards for data analysis

Business Requirement: understand factors affecting chocolate sales and optimize business strategies for increasing revenue, improving sales efficiency, and enhancing customer targeting.

Target Audience: Marketing professionals, Sales Managers, Product Managers, Retail Partners, Data Analysts, Executives and Business Owners.

Design

User Stories: "As a Business Analyst / Sales Manager, view monthly sales trends to identify seasonal demand fluctuations and compare sales performance across different countries

Intuitive UI: Clean layouts, easy navigation

Accessibility: Readable colours, labeling

Interactivity: Clickable filters, zoomable charts and maps

Hypothesis: Which products are popular in different countries

Technologies

Tools: Visual Studio Code, Jupyter Notebook, Power BI, Tableau, PowerPoint

Wireframing: Balsamic Wireframes

Project Management: GitHub Projects, Google Meets

Version Control: GitHub for collaboration

Libraries & Frameworks: Python (Pandas, NumPy, Plotly, Seaborn, Pingouin), Power BI, Tableau

Project Board

Chocolate Sales Analysis [Increased items preview](#) [Feedback](#) [Add status update](#)

View 1 View 2 + New view

Filter by keyword or by field [Discard](#)

Title	Assignees	Status	
4 Create Github repo #4	Iqra-qbl	Done	
5 Create Kanban board #5	Iqra-qbl	Done	
6 Ideation and Planning #18	babatolabejide, co...	Done	
7 AI hypothesis ideation #19	seldasen	Done	
8 AI ideation for planning #20	seldasen	Done	
9 Data Project Manager #1	Iqra-qbl	Done	
10 Data Architect - Day 1 #2	Iqra-qbl and UmmH3	Done	
11 Data Analyst - Day 2 #3	conormcdevitt, Iqr...	Done	
12 15 min break #21		Done	
13 Generate images for dashboard ideas #28	Iqra-qbl and seldasen	Done	
14 Create colour palette for project #29	Iqra-qbl	Done	
15 Data Cleaning #6	UmmH3	Done	

Assigned Tasks: 33

MoSCoW Prioritisation:

Must have: interactive dashboards: Tableau & PowerBi and proper documentation

Should have: simple and followable code

Could have: nicely stylized code and dashboard

Would have: sales forecast

Dashboard Wireframe

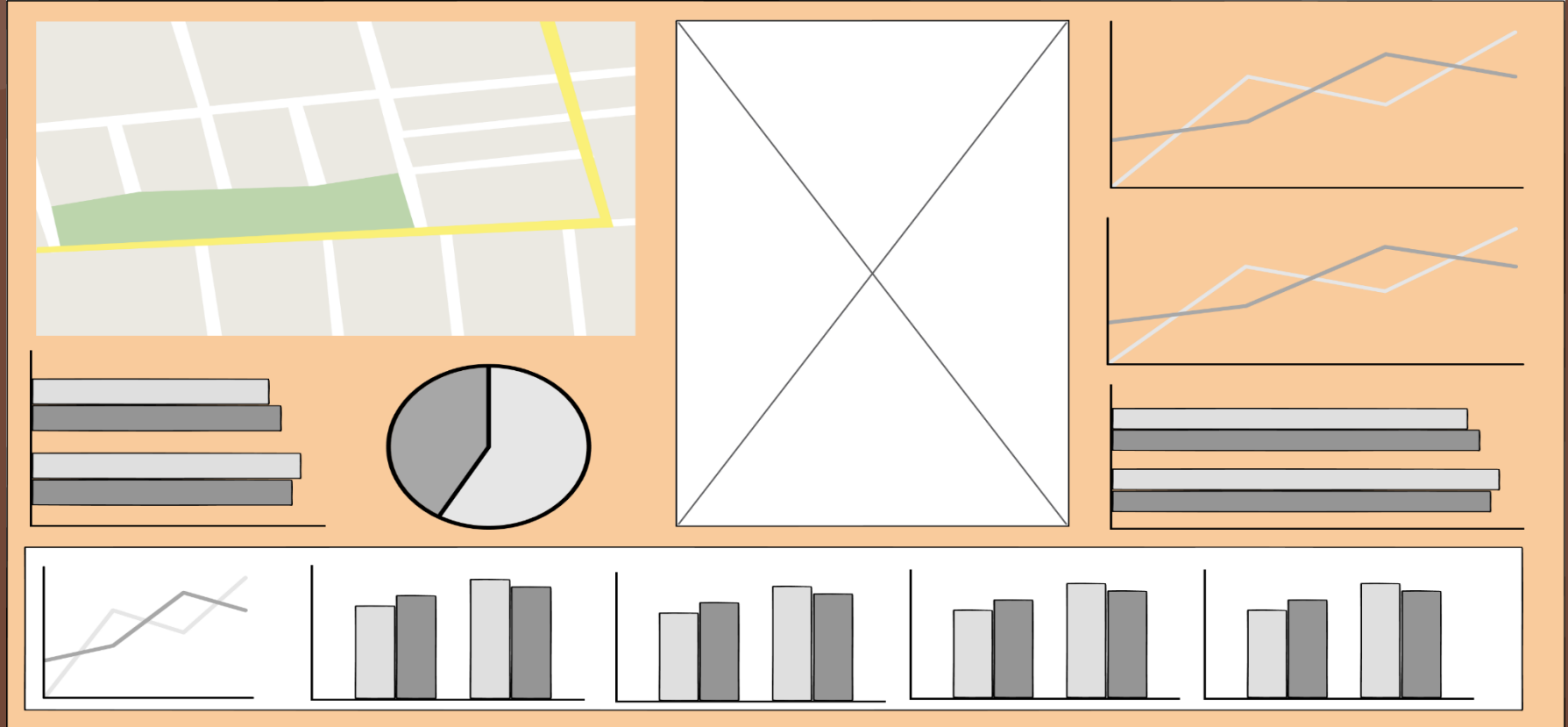


Tableau Features

1. **Interactive:** countries are filterable in map, the months and product category are filterable in chocolate sales line chart and bar chart

2. Ability to easily share dashboard with other users

3. Some information shows when you hover over the charts

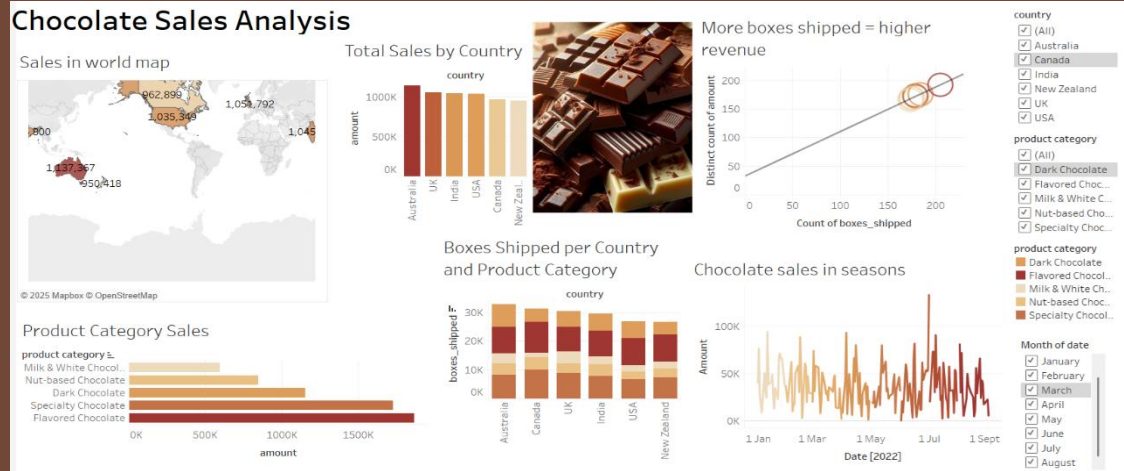
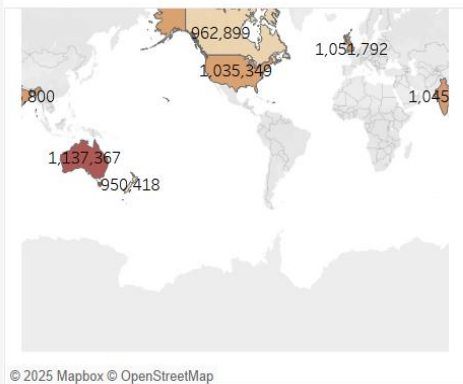


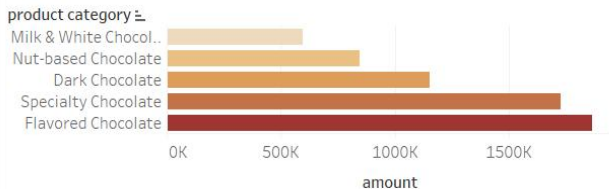
Tableau Features

Chocolate Sales Analysis

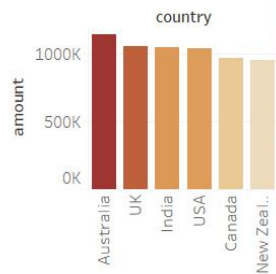
Sales in world map



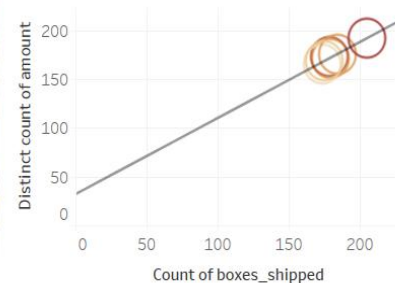
Product Category Sales



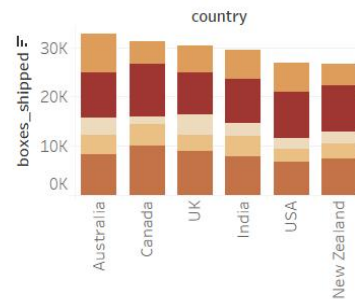
Total Sales by Country



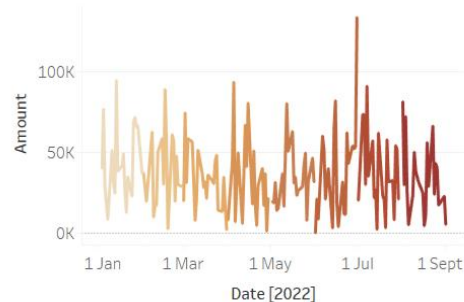
More boxes shipped = higher revenue



Boxes Shipped per Country and Product Category



Chocolate sales in seasons



country

- ☐ (All)
- ☒ Australia
- ☒ Canada
- ☒ India
- ☒ New Zealand
- ☒ UK
- ☒ USA

product category

- ☐ (All)
- ☒ Dark Chocolate
- ☒ Flavored Chocolate
- ☒ Milk & White Chocolate
- ☒ Nut-based Chocolate
- ☒ Specialty Chocolate

product category

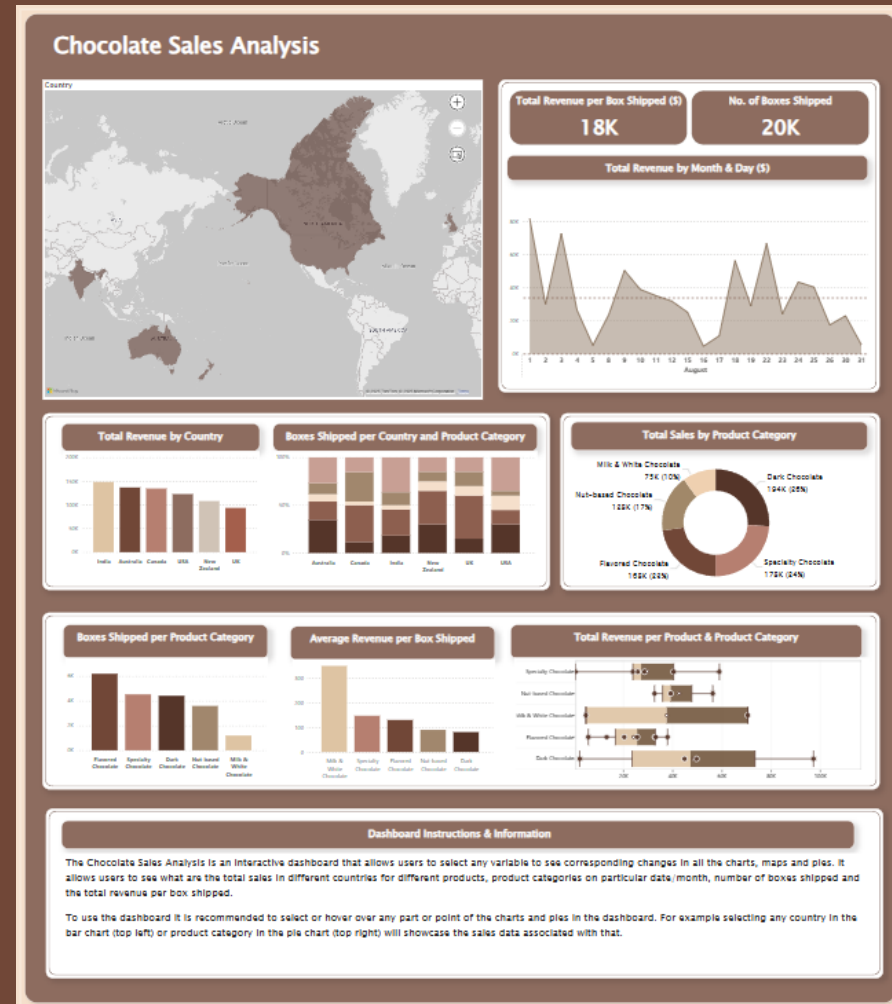
- ☒ Dark Chocolate
- ☒ Flavored Chocolate
- ☒ Milk & White Chocolate
- ☒ Nut-based Chocolate
- ☒ Specialty Chocolate

Month of date

- ☒ January
- ☒ February
- ☒ March
- ☒ April
- ☒ May
- ☒ June
- ☒ July
- ☒ August

PowerBi Features

1. **Interactive:** all variables i.e. total revenue, country, total sales by category, boxes shipped, product category are interlinked so selecting one will show all the relevant data across different charts and map
2. At the bottom there are instructions on using the different features of the dashboard
3. Hovering over any chart will further explain the data specific e.g. regarding total revenue, product/product category, country etc



Chocolate Sales Analysis



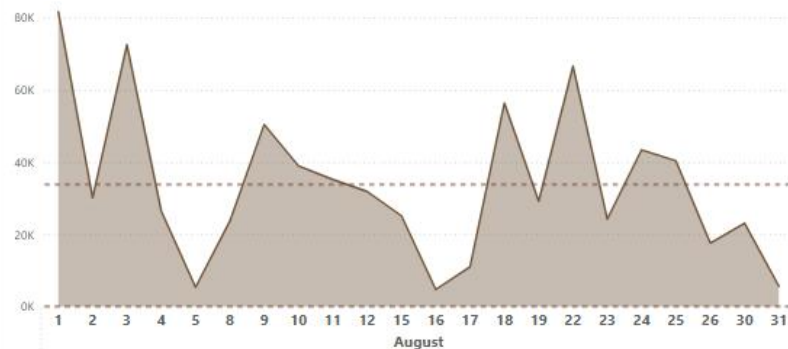
Total Revenue per Box Shipped (\$)

18K

No. of Boxes Shipped

20K

Total Revenue by Month & Day (\$)



Total Revenue by Country



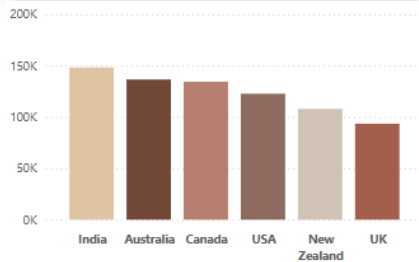
Boxes Shipped per Country and Product Category



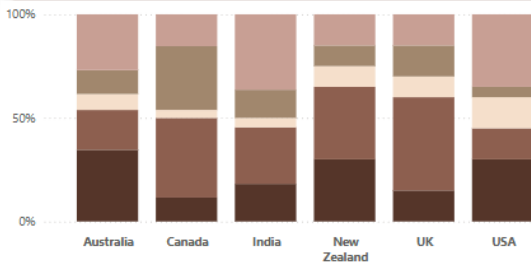
Total Sales by Product Category



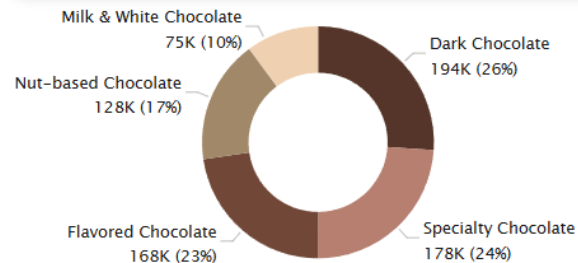
Total Revenue by Country



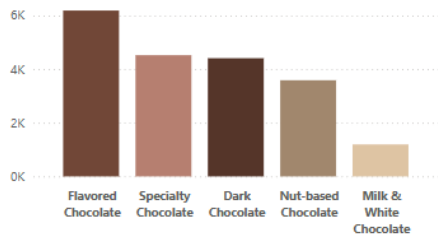
Boxes Shipped per Country and Product Category



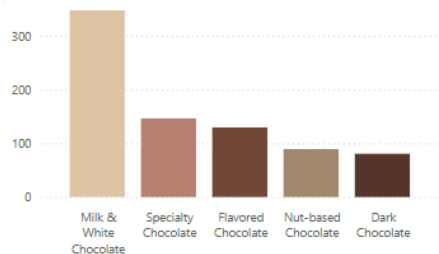
Total Sales by Product Category



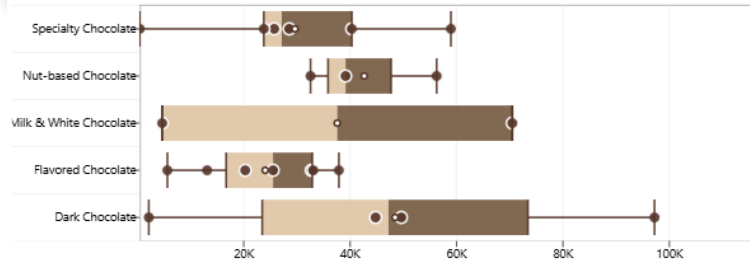
Boxes Shipped per Product Category



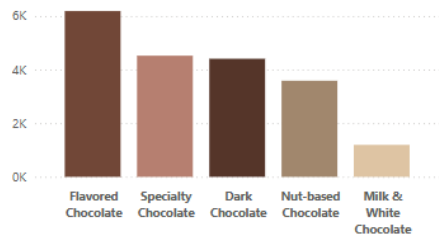
Average Revenue per Box Shipped



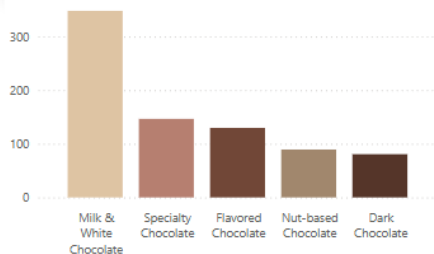
Total Revenue per Product & Product Category



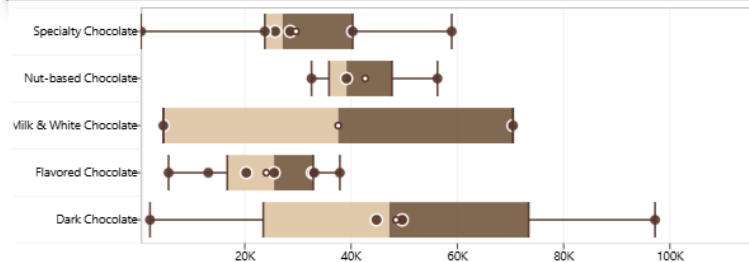
Boxes Shipped per Product Category



Average Revenue per Box Shipped



Total Revenue per Product & Product Category



Dashboard Instructions & Information

The Chocolate Sales Analysis is an interactive dashboard that allows users to select any variable to see corresponding changes in all the charts, maps and pies. It allows users to see what are the total sales in different countries for different products, product categories on particular date/month, number of boxes shipped and the total revenue per box shipped.

To use the dashboard it is recommended to select or hover over any part or point of the charts and pies in the dashboard. For example selecting any country in the bar chart (top left) or product category in the pie chart (top right) will showcase the sales data associated with that.

Chocolate Sales Analysis – Data Analytics Project

Objectives

- Load and preprocess the Chocolate dataset.
- Clean the dataset by removing columns not required, standardise date column, normalise and convert columns where needed.
- Perform exploratory data analysis (EDA) to understand data distribution and relationships.

Inputs

- **Dataset:** `kagglehub.dataset_download("atharvasoundankar/chocolate-sales")`
- **Required Libraries:** Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn, Plotly
- **Columns of Interest:** 'Sales Person', 'Country', 'Product', 'Date', 'Amount', 'Boxes Shipped'

Outputs

- **Cleaned dataset:** Processed dataset stored as a CSV file for analysis (`df_cleaned.csv`).

Section 2: Sales Data Analysis



Importing Libraries and Packages

Loading Python packages that we will be using in this project to carry out the analysis. For example Numpy to compute numerical operations and handle arrays, Pandas for data manipulation and analysis, Matplotlib, Seaborn and Plotly to create different data visualisations

```
import numpy as np
import pandas as pd
import matplotlib.pyplot as plt
import seaborn as sns
sns.set_style('whitegrid')
import plotly.express as px
import warnings
warnings.filterwarnings('ignore')
```

[4]

Python

Loading the previously cleaned dataset in previous section and then using `.head()` to check correct dataset has been selected

```
df = pd.read_csv("Output\df_cleaned.csv")
df.head()
```

[5]

Python

Section 3 : Advance Data Visualisation

Changing work directory

To run the notebook in the editor, the working directory needs to be changed from its current folder to its parent folder. Thus, we first access the current directory with `os.getcwd()`

```
import os
current_dir = os.getcwd()
current_dir
```

[1] ✓ 0.0s

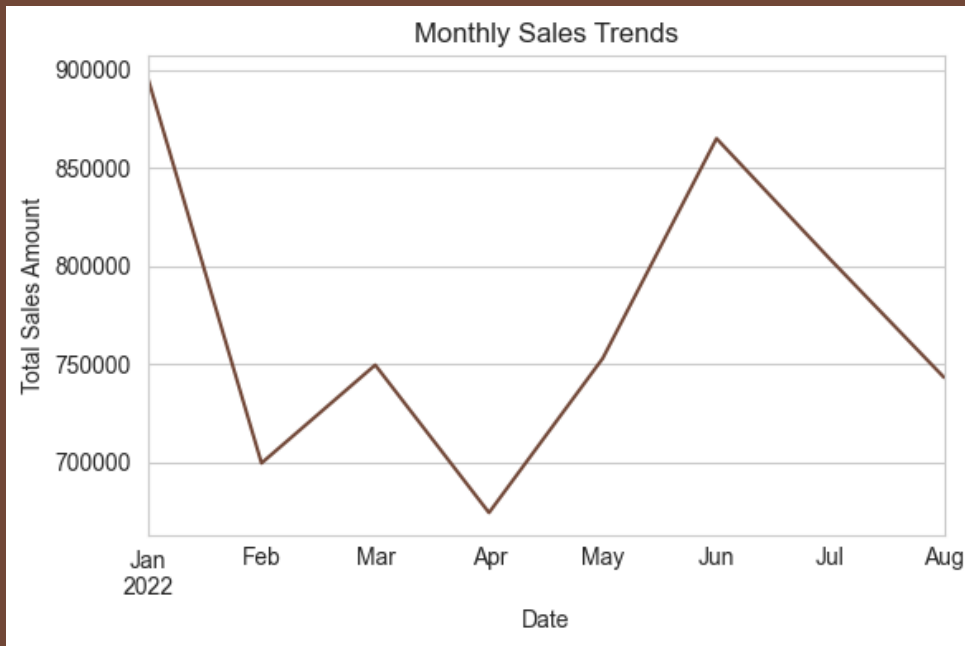
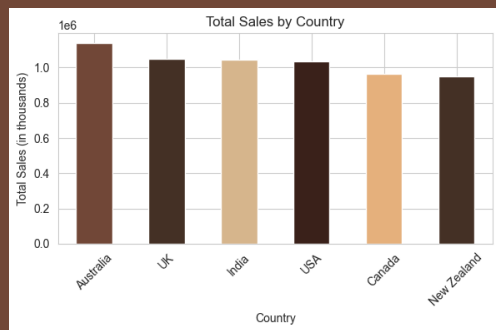
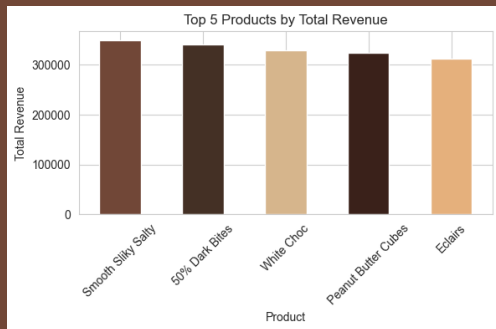
Python

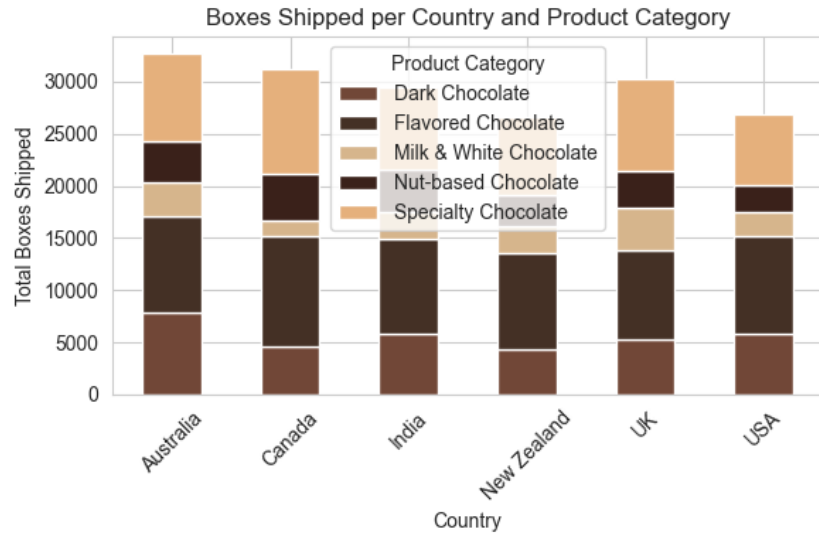
```
... 's:\\Documents\\Code Institute\\vscode-projects\\Chocolate Sales Analysis\\Chocolate-Sales-Analysis\\jupyter_notebooks'
```

Then we make the parent of the current directory the new current directory by using:

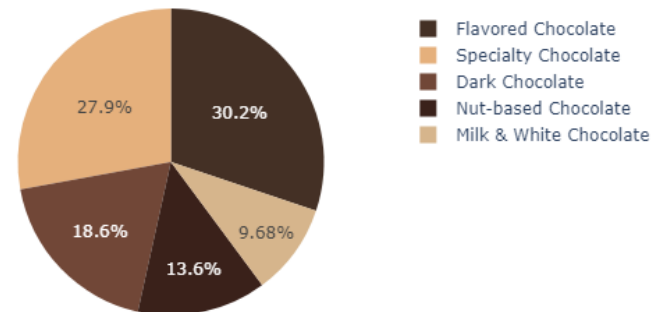
- `os.path.dirname()` to get the parent directory
- `os.chdir()` to define the new current directory

```
os.chdir(os.path.dirname(current_dir))
print("You set a new current directory.")
```





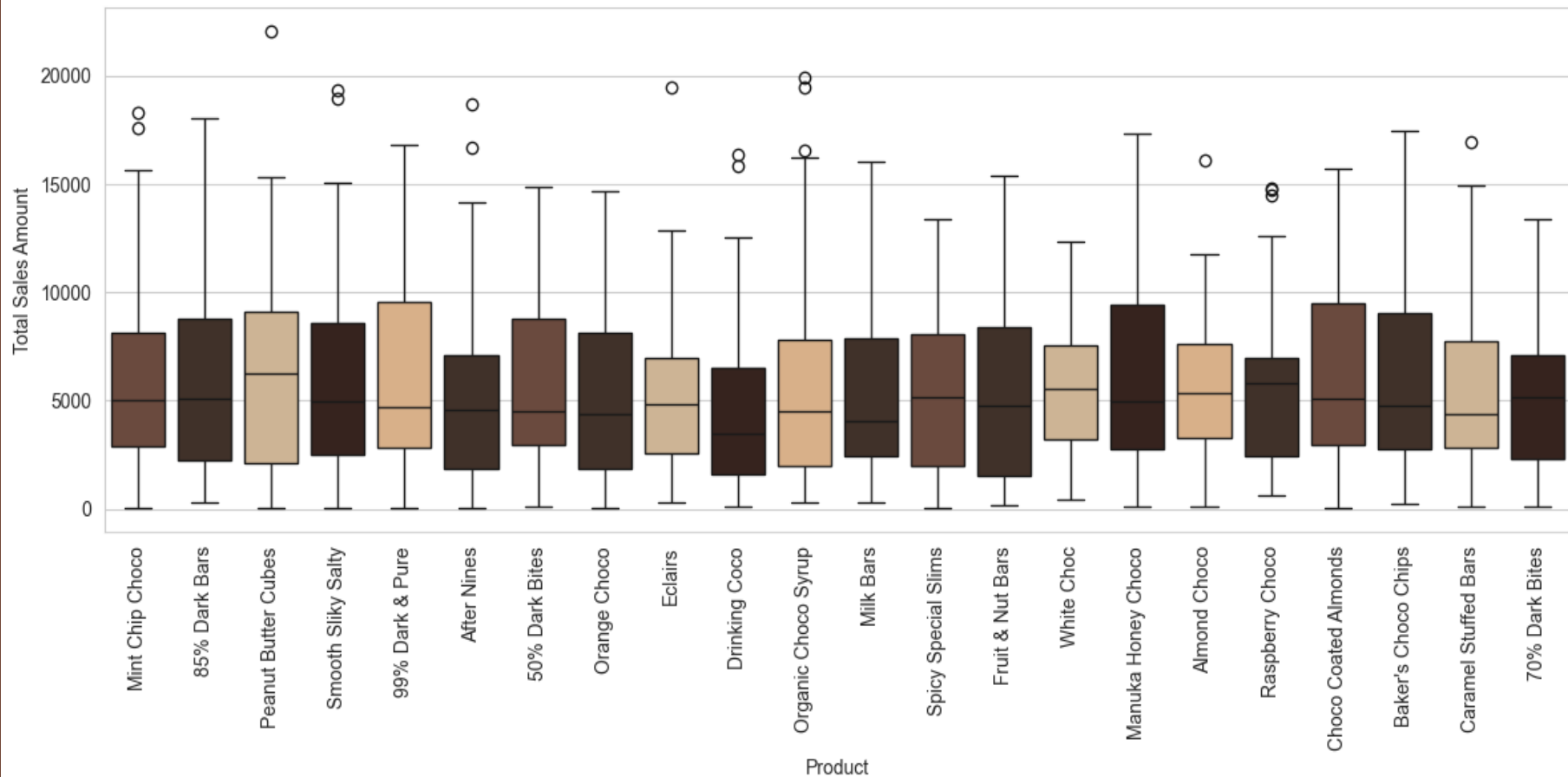
Total Sales by Product Category



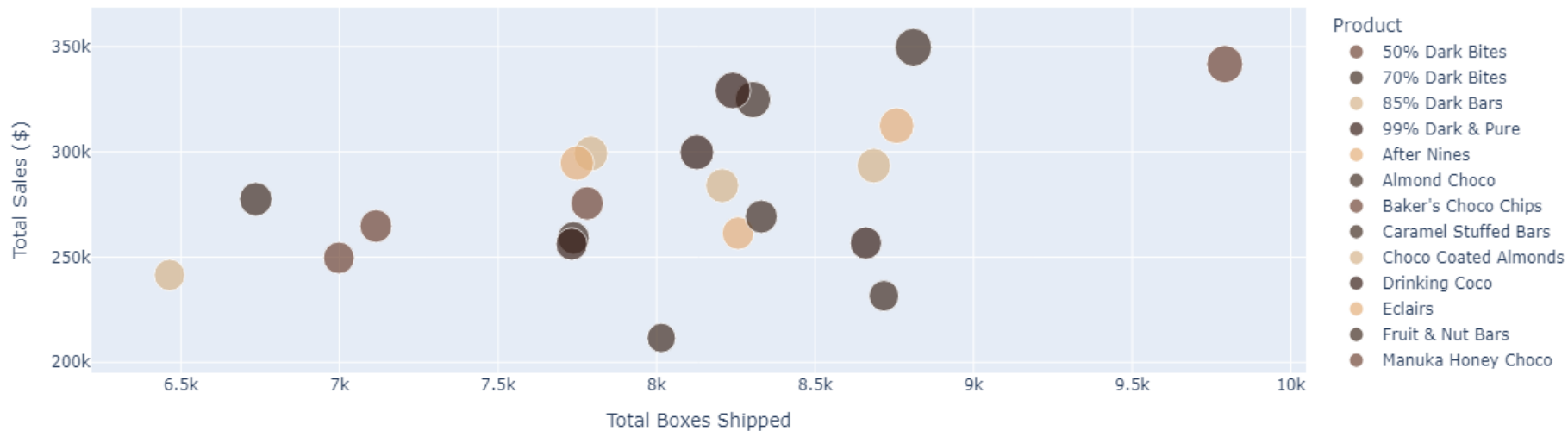
Sales Breakdown by Country & Product Category



Product Performance Distribution



Relationship Between Boxes Shipped & Sales Revenue



Insights & Finding

1. Summary Statistics (Sales & Shipments)

- **Average Sales Amount per Transaction:** \$5,652.31
- **Standard Deviation of Sales:** \$4,102.44 (indicating high variability)
- **Minimum Sale:** \$7.00 | **Maximum Sale:** \$22,050.00
- **Median Sales Amount:** \$4,868.50
- **Average Boxes Shipped per Transaction:** 161.8

2. Correlation Analysis

- **Sales Amount vs. Boxes Shipped:** -0.0188 (Weak Negative Correlation).
- This suggests that increasing the number of boxes shipped does not strongly impact total revenue. Some high-revenue sales may involve fewer boxes but premium-priced chocolates

3. Top 5 Countries by Total Sales Revenue

- Australia (\$1,137,367), UK (\$1,051,792), India (\$1,045,800), USA (\$1,035,349) and Canada – (\$962,899)
- Australia leads in total sales, followed closely by UK and India
- India's high sales suggest strong demand despite potentially different market dynamics

4. Top 5 Best-Selling Chocolate Products

- Smooth Silky Salty (\$349,692), 50% Dark Bites (\$341,712), White Choc (\$329,147), Peanut Butter Cubes (\$324,842), Eclairs (\$312,445)
- Dark chocolate & peanut butter varieties perform well, suggesting a preference for premium or unique flavours
- Smooth Silky Salty is the best-selling product, potentially due to unique taste or marketing strategies

Insights & Finding

5. Monthly Sales Trend (First 7 Months of 2022)

- January 2022: \$896,105, February 2022: \$699,377, March 2022: \$749,483, April 2022: \$674,051, May 2022: \$752,892
- January has the highest sales (possibly due to post-holiday chocolate purchases)
- Sales drop in February and April, suggesting potential seasonality effects
- Sales increase in June again, maybe due to summer holidays



Collaboration & Outcomes

Outcomes

Are you happy with the final product?
Yes

What do you hope to achieve in the next development cycle?

Create sales forecast for next months

What would you do differently if you could start again?

Maybe select dataset with more months or years recorded data

Development Problems

Problems that arose during development?:

Git collaboration

In group conflicts and resolutions?
No

Did you find any of the behaviour related content useful? Teamwork, problem solving etc?

Yes, mindful collaboration and problem- solving, work division

Interactivity: Overall good

Summary

Overall group dynamic:
Good, friendly, professional

Overall satisfaction: 9/10 (-1 sales forecast)

What we learned:
Working with new team members

Our experiences: We had good troubleshooting and mindset for the project

Q & A