

Chocolate

Sales Analytics



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Presented by
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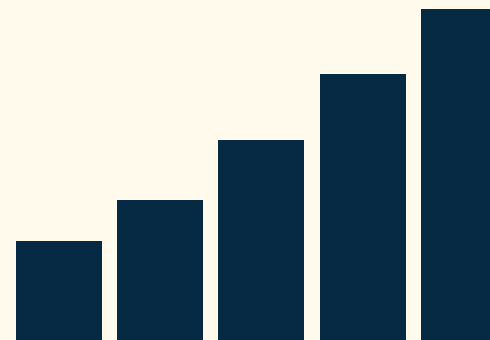
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Problem Statement

Analyze chocolate sales data by customer demographics, brand, and product categories across diverse geographic locations. Also, include the sales trends over various time periods throughout the year 2021.



Analyst Team



TINA
PROJECT MANAGER



MATT
SENIOR DATA ANALYST



KEITH
DATA ANALYST

Key Metrics

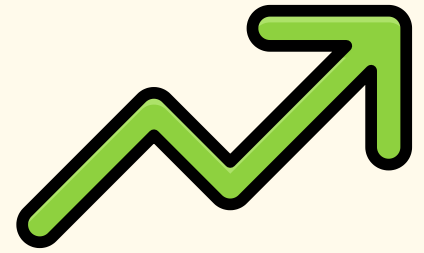
- **Customer Demographics**

- Total Purchase (\$) - Gender-wise
- Total Purchase (\$) by Age Group
 - Younger Age
 - Middle Age
 - Older Age
- Total Purchase (\$) by Loyalty Status
 - Platinum
 - Gold
 - Silver
 - Bronze
- Top 5 Customers in terms of Purchase Amount (\$)
- Top 5 Customers in terms of Purchase Amount (\$) during Festival Season



• Trends

- Overall Sales (\$) Trend
 - Quarterly
 - Monthly
 - Daily
- Month-wise Sales (\$) Trend for Different Chocolate Brands
- Month-wise Purchase(\$) Trend for Different Loyalty Status Customers



• Geographical Statistics

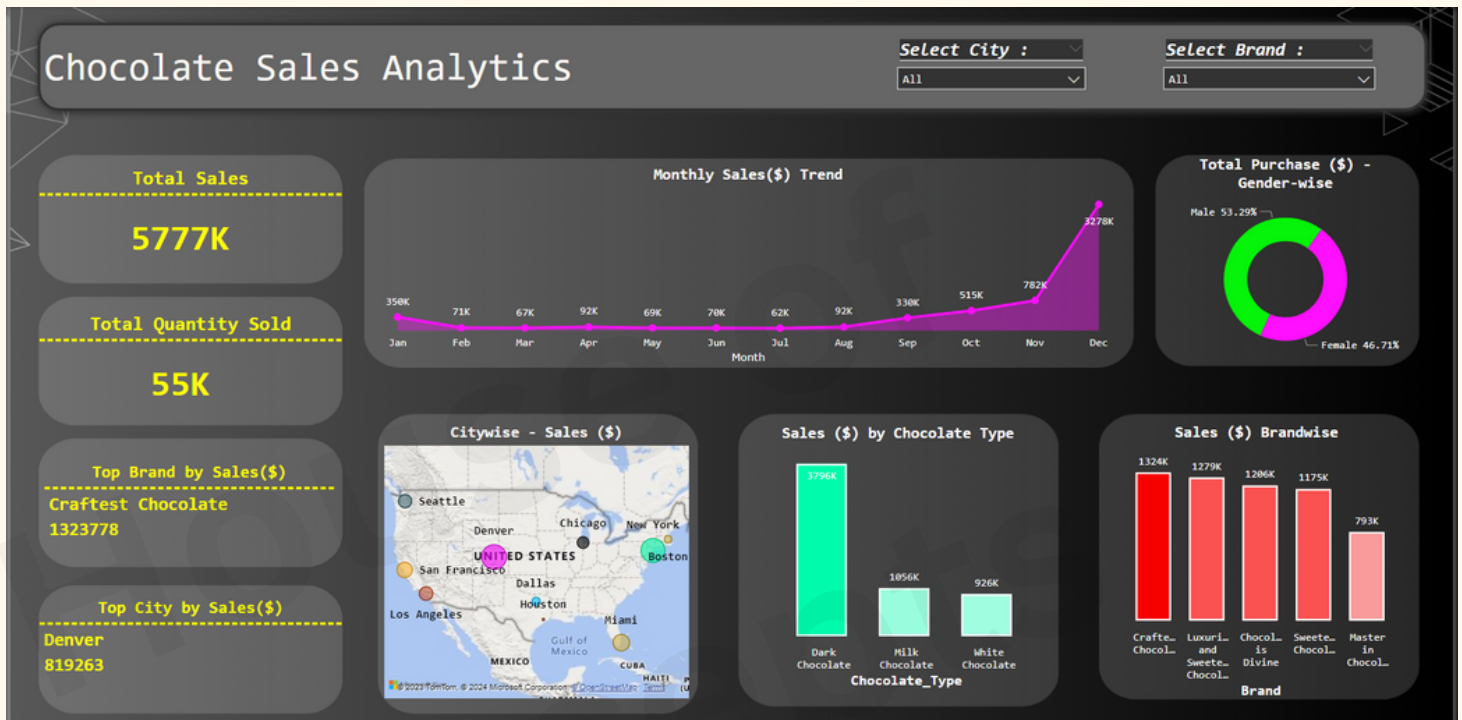
- City-wise Sales (\$)
- Sales (\$) by Cocoa Origin Region

• Brands and Chocolate Statistics

- Overall Brand-wise Sales (\$)
- Overall Sales (\$) by Chocolate Types
- Month-wise Change in Sales (\$)
- Top 5 Chocolate by Sales (\$)
- Division of Sales (\$) by Cost Segment



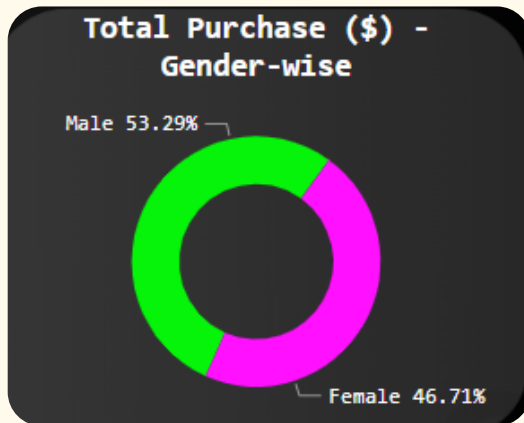
360 Degree Overview



The dashboard offers a comprehensive 360-degree view of total sales, including insights into how sales are occurring across different dimensions such as city, gender, brand, and month.

In addition, it presented the overall sales value, the total quantity of chocolate sold, and identified the leading brand and city in terms of sales.

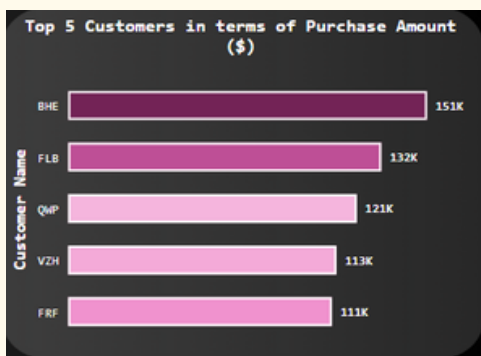
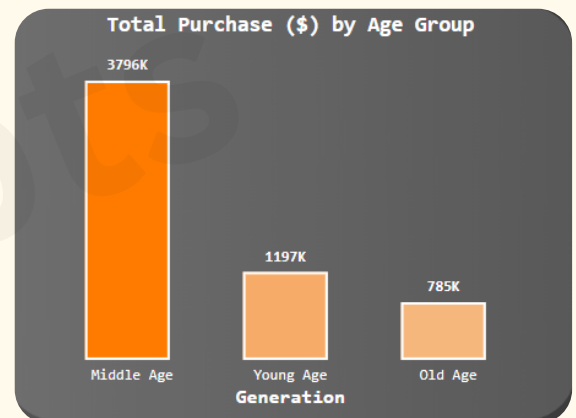
Customer Demographics



Chocolate Purchasing Trends in Relation to Gender for 2021

According to recent statistics, males accounted for 53.29% of chocolate purchases in 2021, while females accounted for 46.71%.

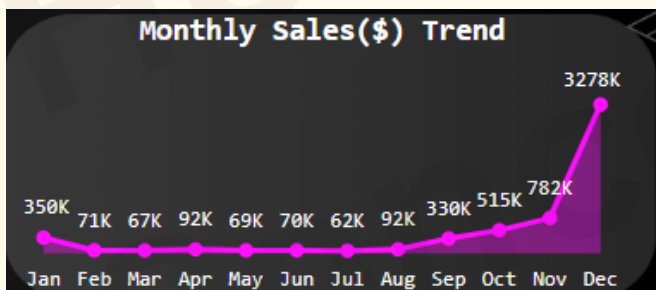
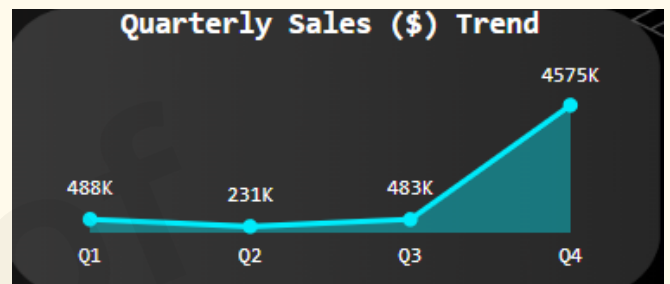
The Middle Age Group exhibited a higher purchase rate than both the Younger and Older Age Groups.



BHE, FLB, QWP, VZH, and FRF are our top five customers regarding purchases. As a result, we need to conduct a more in-depth analysis of their purchasing patterns.

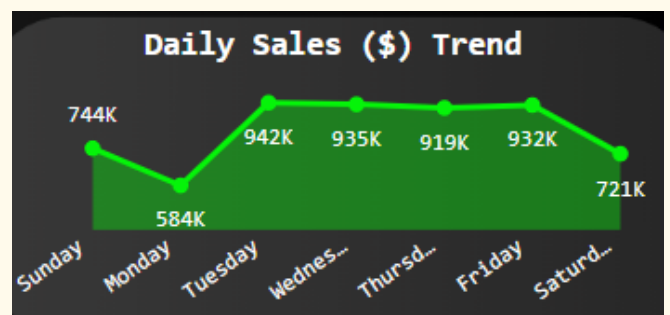
Sales Trend

The Quarterly Chocolate Sales Trend experienced an abrupt spike in Quarter 4, which is unsurprising as this period comprises several festivals.

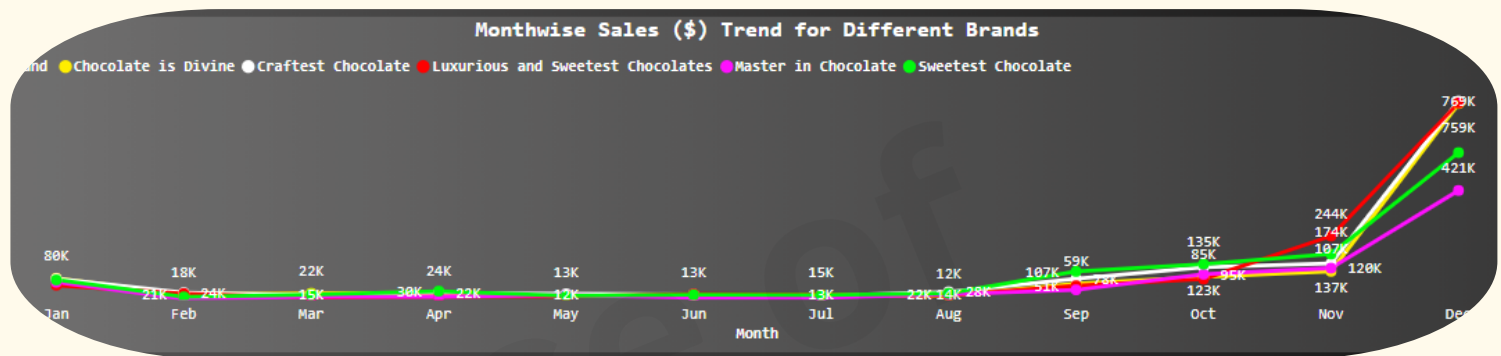


The Monthly Sales Trend indicates positive growth overall. However, starting from August, there was a steady increase, which spiked up significantly in November and December due to the festive season.

Sales for Tuesday, Wednesday, Thursday, and Friday seem to show minimal variance. However, it's noteworthy that sales experienced a significant decline on Monday, warranting further evaluation.



Sales Trend (contd)

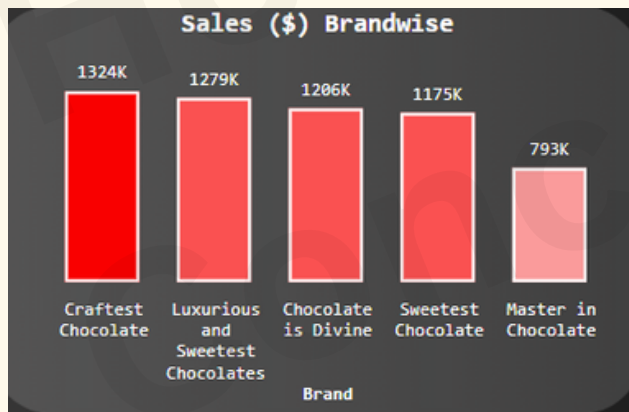
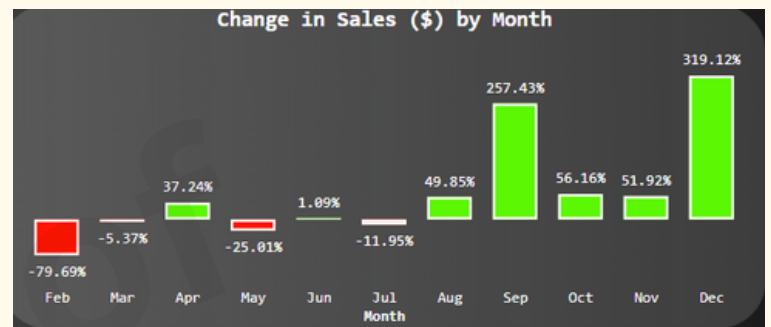


Based on the overall sales trend, it can be inferred that sales increased during the Oct-Dec quarter. Additionally, there was a significant spike in sales during the month of December, attributable to the festive season.

With respect to brand-wise sales, Crafttest Chocolate reported the highest sales, while Master in Chocolate saw the lowest sales during December.

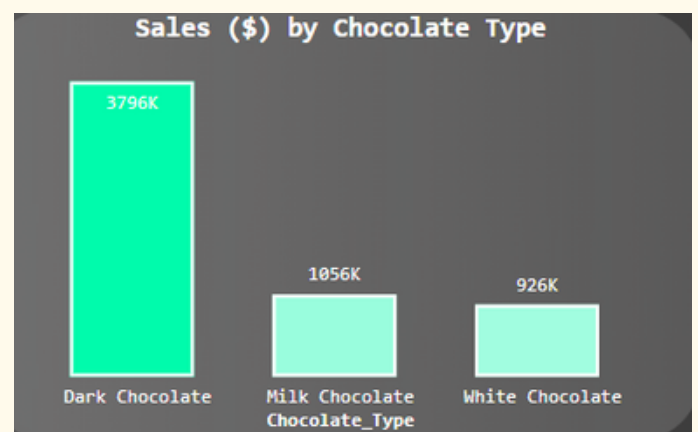
Brand & Product Statistics

There has been a notable shift in sales during the months of September and December. In February, we observed a sudden decline in sales, which can be attributed to the conclusion of the festival season. However, sales remained relatively steady during March, April, May, and June.



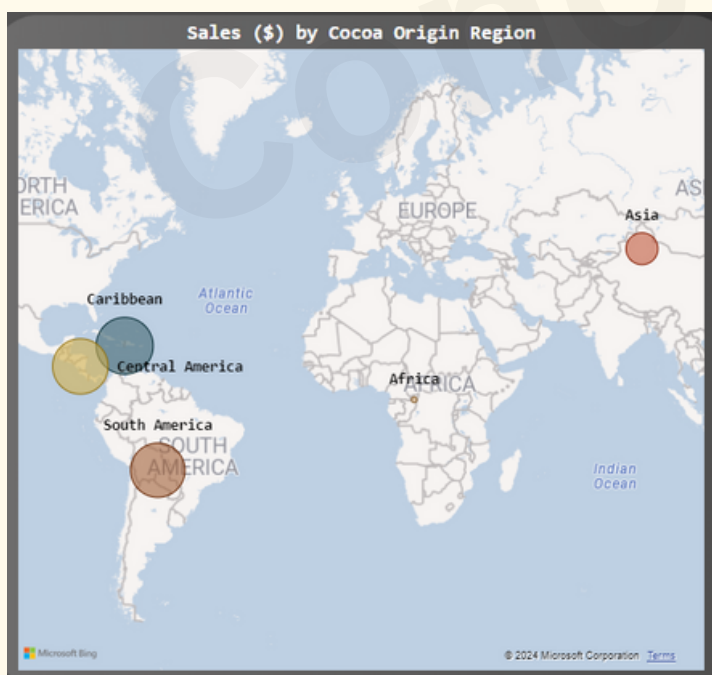
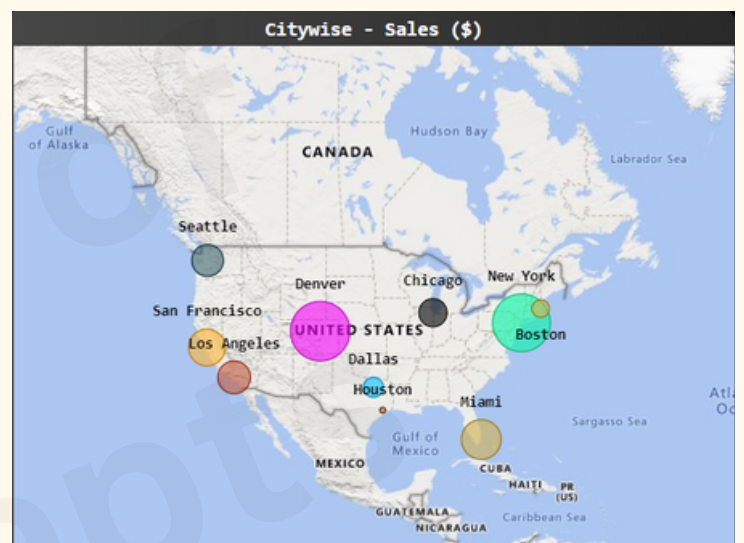
Crafttest Chocolate Brand has emerged as the highest-selling brand, while Master in Chocolate has performed poorly and finished at the bottom among the five brands.

Dark chocolate is the most popular type of chocolate, while white chocolate is not as favored.



Geographical Sales

The city of Denver has recorded the highest sales in terms of revenue (\$). This is evident from the size of the bubble, which indicates the same.



The sales of chocolate made from the Caribbean region are the highest, while sales for chocolate made from the African region are the lowest.

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