OBJECTIVE

The Cake Company wants to create an interactive performance dashboard for 2019–2020 to understand profit trends, monthly sales behavior, and market performance across countries and cookie types. This insight helps the company make better production and marketing decisions and increase sales in the upcoming years.

Sample Questions

1. Compare **total units sold vs profit** using a single chart.

2. Which **month** recorded the highest units sold and highest profit?

3. Which **country/market** contributes the most to overall profit?

4. What is the **profit distribution** across different cookie types?

5. Which cookie type is the **highest selling**?

6. How do **monthly sales trends** change across the year?

7. How does performance vary between **2019 and 2020**?

8. Which country shows the strongest growth?, etc.

Results of Analysis

Based on the dashboard:

- **Units sold** climb noticeably toward the end of the year, with **October** showing the highest spike.

- **Profit by month** also peaks around **October**, making it the most successful month overall.

- Across markets, **Malaysia** contributes a large portion of total profit, leading all regions in the stacked bar chart.

- **Chocolate Chip, White Chocolate Macadamia Nut, and Snickerdoodle** appear to be the top profit-generating cookie types.

- Monthly trends reveal that sales dip mid-year and then surge again from **September to December**.

Final Conclusion to Improve Cake Company Sales

Focus marketing and stock allocation on the **high-performing cookie types** (Chocolate Chip, White Chocolate Macadamia Nut, Snickerdoodle) while strengthening campaigns in **Malaysia**, the most profitable market. Boost production and promotions ahead of **September–December**, since these months show strong sales and profit momentum. This seasonal pattern can guide inventory planning and targeted offers for both retail stores and online platforms.