**POWER BI REPORT-CHOCOLATE AND COCOA ANALYSIS**

This Power BI report aims to provide a clear view into the chocolate industry’s production practices, with a particular emphasis on cocoa content and country of origin. The main objective was to identify patterns, relationships, and opportunities for further exploration within the data.

**QUESTIONS OR PROBLEMS WE WANT TO ANSWER**

Knowing what our customers want is a necessity when it comes to analysing performance in a business. We seek to find the consumer preferences and what to do in our next batch or production, whether it's a change of bean type, the cocoa percentage and where to import cocoa beans from. Here are some questions asked below;

* What trends can we observe in bean type selections between 2006 and 2017?
* Which companies lead in terms of bean origin diversity?
* How does cocoa percentage vary across different company locations?
* How has cocoa percent evolved over the years based on review data?

**FINDINGS FROM POWER BI REPORT**

* **Bean Type Chosen Over The Years.**

A steady increase in unique bean types was noted from 2006, peaking at 285 types in 2016.There was a dramatic drop in 2017 to only 21, indicating either a decrease in available data or a shift in industry focus.

* **Top 5 Companies By Bean Origin Count.**

Zotter leads the chart with **17** bean origins — significantly higher than the rest. Others in the top five include:

Zak’s and Zart Pralinen (6 each), Zokoko (5), Xocolla (2), This suggests Zotter's robust sourcing strategy and potential emphasis on bean diversity.

* **Cocoa Percent By Company Location.**

The USA dominates with a cocoa percent of 37, likely reflecting both production scale and variety. Other prominent locations like UK (19), Switzerland (13), Spain (10), Venezuela (9) and Vietnam (8) both origin countries suggest growing involvement in manufacturing. This indicates global diversity in production, with both traditional and emerging players in the mix.

* **Cocoa Percent By Review Year.**

A noticeable peak occurs in 2015 (205), followed by a dip in 2016 (157), and a sharp fall in 2017 (17). This decline could reflect fewer reviews, changing rating metrics, or a drop in product launches. The pattern might hint at shifting consumer preferences or industry disruptions.

**RECOMMENDATIONS**

1. **Expand Bean Type Exploration.**

A peak in 2016 followed by a sharp decline in 2017 suggests a drop in diversity or reporting of bean types. Encourage manufacturers and reviewers to document newer or underrepresented bean types. This could invigorate market interest and spotlight emerging origins.

1. **Leverage Zotter's Strategy as a Benchmark**

Zotter leads significantly in bean origin diversity, possibly giving it an edge in product uniqueness. Other companies could analyze Zotter’s sourcing and marketing tactics to diversify their own portfolios and appeal to ethically-conscious or adventurous consumers.

1. **Enhance Review Participation Post-2016**

There was a steep drop in reviews after 2016, which may affect market visibility and product feedback loops. Launch campaigns that incentivize tasting panels, consumer reviews, or third-party assessments to rebuild the review momentum and ensure consistent tracking.

1. **Tailor Products by Location-Based Cocoa Preferences**

Cocoa percentage preferences vary by company location, with the USA having the broadest cocoa spectrum. Conduct regional market research to match product formulations (e.g. cocoa content) to local taste profiles. Consider localized product lines to maximize resonance.

1. **Monitor and Prepare for Market Shifts**

The drastic drop in data for 2017 could signal industry changes—either operational or consumer-driven. Stay alert to factors like supply chain disruptions, certification standards, or shifting consumer priorities. Develop contingency plans or trend forecasts accordingly.

In conclusion, the dashboard reveals significant shifts in the chocolate and cocoa landscape. An evident boom in innovation or variety from 2006-2016, followed by contraction in 2017. Zotter stands out for global bean sourcing a potential competitive edge. Cocoa content continues to be a major differentiator, with the USA leading the trend. The fluctuating review volumes raise questions about data consistency or market behavior in later years.