

# **Chocolate Sales Analysis Dashboard Report**

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# Contents

- 1. Introduction**
  - 1.1 Report Objectives
  - 1.2 Business Context
- 2. Dataset Overview**
  - 2.1 Calendar Table
  - 2.2 Dim Locations
  - 2.3 Dim People
  - 2.4 Dim Products
  - 2.5 Fact Shipments
- 3. Dashboard Design & KPIs**
  - 3.1 Visual Theme
  - 3.2 Interactive Controls
  - 3.3 Top Panel KPIs
- 4. Key Visual Insights**
  - 4.1 Sales Leaderboard Table
  - 4.2 Team-wise Sales Data
  - 4.3 Monthly Sales Trend
- 5. Product & Regional Insights**
  - 5.1 Top 10 Sold Products Treemap
  - 5.2 Region-wise Product Sales Matrix
  - 5.3 Top 10 Low Sales Products Bar Chart
- 6. Interactivity and Usability**
  - 6.1 Slicers
  - 6.2 Reset Button
  - 6.3 Conditional Formatting
  - 6.4 Responsive Layout
- 7. Analytical Findings and Insights**
  - 7.1 Seasonal Trends
  - 7.2 Regional Opportunities
  - 7.3 Product and Team Focus
  - 7.4 Underperformers
- 8. Conclusion & Recommendations**

# **1. Introduction**

## **1.1 Report Objectives**

This report presents an analysis of chocolate sales using an interactive dashboard created in Power BI. The main goal is to offer management and stakeholders a clear overview of sales performance, illustrate key patterns and trends, and support better decision-making for future business strategies. By examining data across products, regions, teams, and seasons, the dashboard helps identify strengths to build upon and areas needing improvement.

## **1.2 Business Context**

Chocolate sales fluctuate throughout the year due to seasonality and changing consumer preferences. With new products and growing regional markets, companies must carefully track sales figures to remain competitive. Using detailed sales data, this dashboard brings transparency to business operations—helping managers see what’s working, spot missed opportunities, and respond quickly to shifts in the marketplace. Ultimately, this project aims to show how data analysis and visualization can drive smarter, more effective decisions in the chocolate industry.

## **2. Dataset Overview**

The dashboard leverages a multi-table star schema dataset. Key tables and their roles are:

### **2.1 Calendar Table**

This table organizes all date-related fields, mapping each sale to specific days, months, quarters, and years. Fields like Month Name and Quarter Name are used extensively in trend and comparative analysis, allowing users to slice data by specific periods. For instance, identifying February as the month with highest sales is enabled by integrating this Calendar information.

### **2.2 Dim Locations**

Regional analysis is crucial in chocolate sales, where consumer preferences vary by geography. The Dim Locations table catalogs regions—Americas, APAC, Europe—associating each sale with its location. This structure enables region-wise comparison in sales, profit, and product performance, supporting targeted marketing and logistical refinement.

### **2.3 Dim People**

People are at the heart of any sales-driven organization. The Dim People table contains details for each salesperson—including their name, team affiliation, and, optionally, photographs. By connecting individual efforts to team outcomes, the dashboard reveals top performers, supports fair evaluation, and uncovers team dynamics.

### **2.4 Dim Products**

Chocolate comes in many forms and flavours, from bars and bites to syrups and specialty items. The Dim Products table lists product names, classes (Bars, Bites, Other), and cost information, which is vital for-profit calculations. Examining sales and profit margins across classes and individual products sheds light on consumer trends and optimal stocking decisions.

### **2.5 Fact Shipments**

This fact table is the analytical engine of the dashboard. Each record logs a shipment (sale), detailing the date, sales amount, boxes sold, product, region, and salesperson involved. Metrics such as total sales, profit, and cost are derived here, powering all main dashboard visuals.

This data model, rich with joinable context, enables highly flexible analysis and storytelling throughout the dashboard.

## 3. Dashboard Design & KPIs

The dashboard's visual and functional design is crafted for clarity, speed, and business focus.

### 3.1 Visual Theme

The palette uses warm chocolate-brown shades to visually reinforce the business context, with clear fonts and high-contrast cards for easy reading. The vertical scroll layout organizes content logically, drawing the user's eye from high-level performance indicators to deeper analyses and specific findings.

### 3.2 Interactive Controls

Slicers for product 'Category' and 'Quarter' reside on the dashboard's left, enabling instant, user-driven exploration. The "Reset" button at the bottom lets viewers quickly return to a base view after applying filters, enhancing usability for non-technical users.

### 3.3 Top Panel KPIs

Six headline cards sit at the dashboard top:

- **Total Sales:** The sum of all sales revenue. This figure provides immediate scale for the business, benchmarked against goals or industry standards.
- **Total Boxes:** Shows the sheer volume of units moved, important for supply chain and inventory management.
- **Total Cost:** Aggregates the cost of goods sold, essential for profit calculations.
- **Profit:** Reveals true business earnings, beyond sales volume.
- **Profit %:** Highlights sales efficiency and margin, guiding pricing and operations reviews.
- **Month With Highest Sales:** Tracks seasonality, revealing critical periods (e.g., promotions around holidays like Valentine's Day).

Each card updates dynamically with slicer selections, ensuring context-appropriate insights across the entire dashboard.

## **4. Key Visual Insights**

### **4.1 Sales Leaderboard Table**

Located just below the KPIs, this table surfaces individual salespersons' performance. Quantitative fields for sales, profit, and boxes sold are supplemented by the region, providing transparency in contributions across geographies. Conditional formatting shades profits, visually distinguishing top earners from others. This visual helps management allocate bonuses, improve training, and optimize hiring.

### **4.2 Team-wise Sales Data**

This horizontal bar chart clarifies the share of total sales made by each team. By breaking down contribution, managers can recognize high-performing groups and investigate teams that may need support. In the screenshot, 'Delish' and 'Juicies' lead, setting benchmarks for other teams.

### **4.3 Monthly Sales Trend**

A line chart tracks sales figures over months, helping analysts locate peaks, troughs, and seasonal patterns. February's sales spike could correlate to marketing campaigns or events, such as gifting holidays. Sustained or erratic trends guide strategic planning, marketing, and inventory allocation.

## **5. Product & Regional Insights**

### **5.1 Top 10 Sold Products Treemap**

The treemap visual uses area size to showcase bestsellers. ‘Organic Choco Syrup,’ ‘Peanut Butter Cubes,’ and ‘99% Dark & Pure’ dominate. This ranking suggests focus areas for promotion, upselling, and innovation, strengthening the product portfolio.

### **5.2 Region-wise Product Sales Matrix**

This matrix, featuring conditional formatting, supports granular analysis across products and regions. Colour intensity reflects sales magnitude, letting users spot exceptional performers and lagging product-region pairs without complex number crunching. Cross-region product comparisons optimize distribution, marketing, and restocking decisions.

### **5.3 Top 10 Low Sales Products Bar Chart**

The dashboard highlights underperforming products, like ‘Milk Bars’ and ‘Choco Coated,’ in a bar chart. This visual draw immediate attention to items requiring strategic intervention: whether discontinuation, revised pricing, or targeted promotion. Data-backed product management saves costs and unlocks new growth avenues.



## 6. Interactivity and Usability

The dashboard provides practical, user-centric features:

- **Slicers:** Allow users to filter all visuals by specific chocolate categories and fiscal quarters. This fosters micro-level exploration (e.g., seeing team performance for only 'Bars' in Q2).
- **Reset Button:** Instantly removes all filters, returning the dashboard to its comprehensive default state. Especially helpful for presentations or when sharing with colleagues.
- **Conditional Formatting:** Tables and matrices employ colour scaling to highlight highs and lows, making key numbers visually intuitive and accessible.
- **Responsive Layout:** All visuals resize well and update instantly with user selections. The vertical scrolling design keeps critical information above the fold.

These design decisions merge deep business analysis with accessible usability, enhancing adoption beyond technical teams.

## **7. Analytical Findings and Insights**

### **7.1 Seasonal Trends**

The dashboard establishes February as the peak sales month. This finding suggests a strong impact from consumer gifting patterns, cultural events, or specific promotions. Planning future campaigns around these peak times could amplify sales further.

### **7.2 Regional Opportunities**

Matrix analysis indicates APAC as a leading sales region, outperforming both Americas and Europe. This insight recommends investment in supply logistics, market research, and campaign spending within the APAC region, potentially scaling the business efficiently.

### **7.3 Product and Team Focus**

Product analysis separates leaders from laggards, informing which SKUs to grow and which may require reformulation or rebranding. Team-wise data assists HR and management in recognizing high performers, establishing benchmarks, and guiding development programs for lower-performing teams.

### **7.4 Underperformers**

Low sales products are highlighted for possible discontinuation or marketing revision. Quick identification helps avoid sunk costs and directs resources to higher-impact opportunities.

## 8. Conclusion & Recommendations

The dashboard is a strategic tool for chocolate sales analysis, supporting both high-level executives and operational managers. It enables:

- **Quick, evidence-based decisions** on promotions, inventory, and geographic investment.
- **Efficient identification of strengths and weaknesses** across products, teams, and regions.
- **Proactive management** of seasonality, supply chain, and competitive advantage.

### **Recommendations:**

- Launch targeted marketing in peak periods (especially February).
- Scale operations in regions with strongest demand (such as APAC).
- Review and revitalize low-performing products with new campaigns or discontinue, as appropriate.
- Reward top sales teams and individuals to boost morale and performance.