



# *ChocoCrunch Analytics: Sweet Insights, Bitter Truths*

[Introduction](#) [Product Info](#) [Nutrient Info](#) [Derived Metrics](#) [Join Queries](#)

## *Domain : Nutrition & Chocolate Market Analysis*

Welcome to **ChocoCrunch Analytics**! Here, data meets deliciousness  and insights uncover the story behind your favorite chocolate products. Dive in to explore calorie-packed treats, sugar trends, brand comparisons, and how processed your chocolates really are! 

### What stakeholders can discover:

- Identify **high-calorie & high-sugar products**
- Track **ultra-processed chocolate trends** via NOVA classification
- Compare **brands based on healthiness metrics**
- Discover **calorie & sugar classes** across products
- Get an **interactive dashboard experience** to make informed decisions

### What users can explore:

- **Product Info:** Browse chocolate products & their details
- **Nutrient Info:** Check nutrition facts & values
- **Derived Metrics:** See calculated metrics like average carbs, calories per brand
- **Join Queries:** Explore insights from combined datasets and trends

Get ready to uncover the sweet secrets of the chocolate world!  

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[Introduction](#) [Product Info](#) [Nutrient Info](#) [Derived Metrics](#) [Join Queries](#)



## Product Info Queries

Choose a Product Info Query

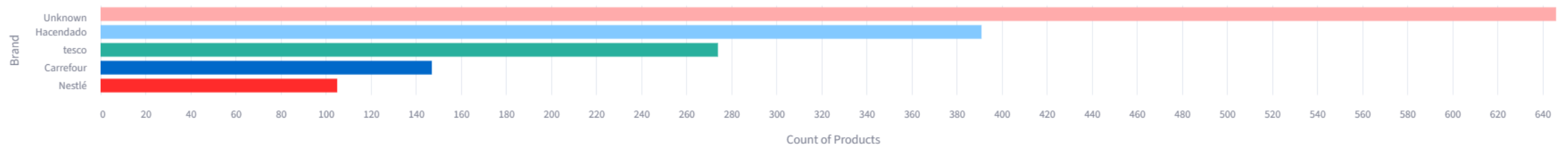
3. Top 5 brands by product count



	brand	total_products
0	Unknown	646
1	Hacendado	391
2	tesco	274
3	Carrefour	147
4	Nestlé	105



## Top 5 Brands by Number of Products (Bar Chart)





## Nutrient Info Queries & Visualizations

Choose a Nutrient Info Query

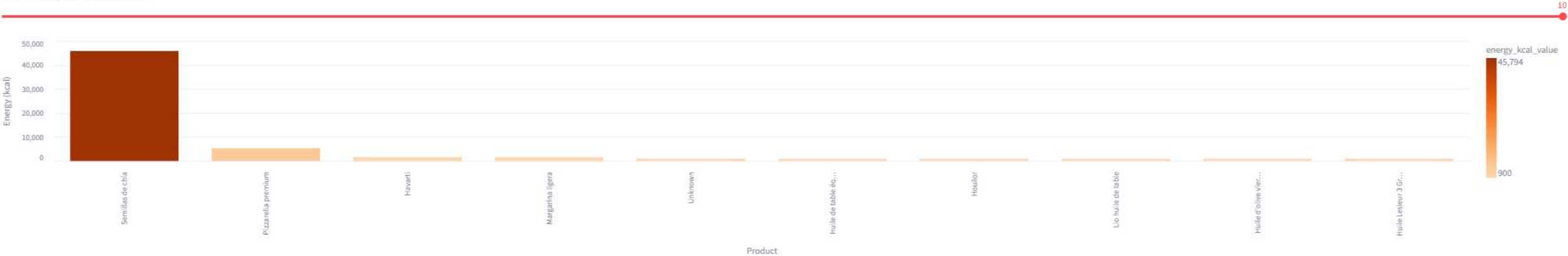
1. Top 10 products with highest energy\_kcal\_value

	product_name	energy_kcal_value	brand
0	Semillas de chia	45793.5	Hacendado
1	Pizzarella premium	5280	Gastro mixte
2	Havarti	1580	Hacendado
3	Margarina ligera	1548	Hacendado
4	Unknown	900	llo
5	Huile de table équilibrée riche en vitamines A,E,D3	900	Lesieur
6	Huilor	900	Huilor
7	Lio huile de table	900	llo
8	Huile d'olive vierge de Maroc	900	ALHORRA
9	Huile Lesieur 3 Graines	900	Lesieur



## Top 10 Highest-Energy Products (Bar Chart)

Select number of top products to view





# Nutrient Info Queries & Visualizations

Choose a Nutrient Info Query

2. Average sugars\_value per nova\_group

	nova_group	avg_sugar
0	1	5.6339
1	2	17.6322
2	3	7.3089
3	4	13.4651

## 🍬 Average Sugar Content by NOVA Group (Vertical Lollipop Chart)



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[Introduction](#) [Product Info](#) [Nutrient Info](#) [Derived Metrics](#) [Join Queries](#)



## Nutrient Info Queries & Visualizations

Choose a Nutrient Info Query

5. Products with sodium\_value > 1g

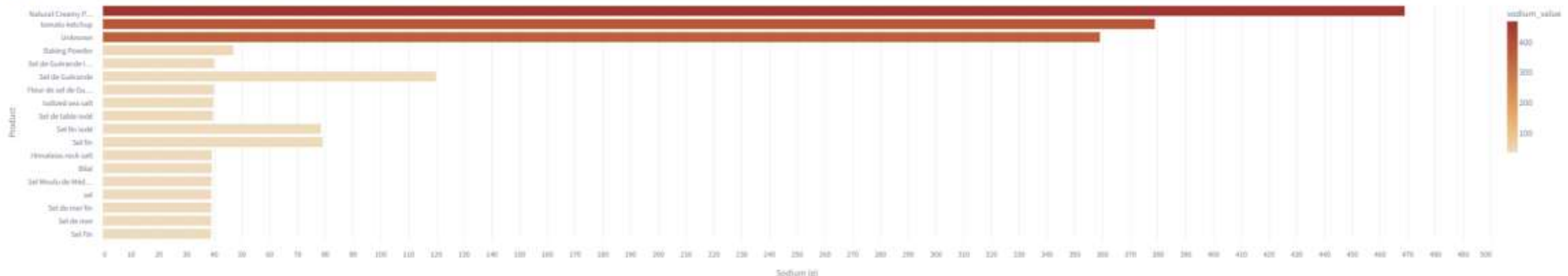
	product_name	sodium_value
0	Marmite Yeast Extract	4.32
1	Sei de table iodé	39.5
2	BEANZ In a rich tomato sauce	2.36
3	Unknown	2
4	Sopasauce	6.79
5	PESTO alla GENOVESE	1.28
6	Vegan Bouillon powder	17.52
7	Sandnes Huile d'Olive Vierge Extra	1.17
8	Moutarde 10.50 g	2.615
9	Pesto Rosso	1.12

Select number of top products to view

22



### Top High-Sodium Products [ ]>1g] – (Horizontal Bar Chart)





## Nutrient Info Queries & Visualizations

Choose a Nutrient Info Query

7. Products with energy\_kcal\_value > 500

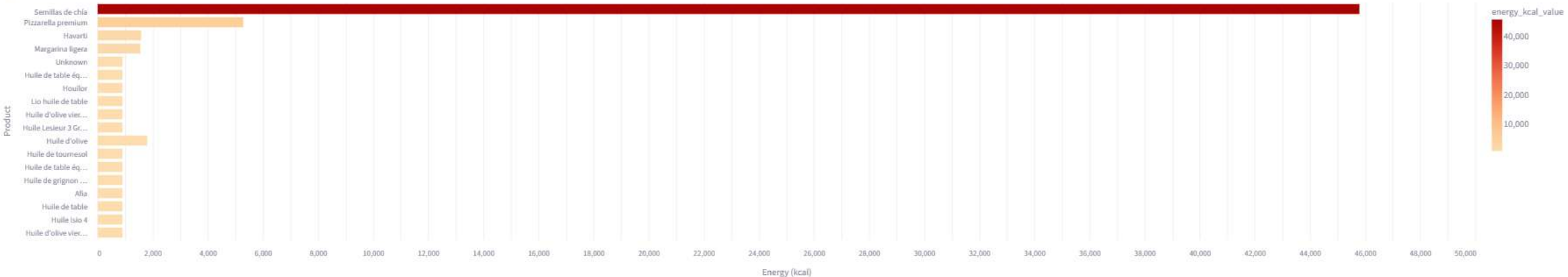
	product_name	energy_kcal_value
0	Semillas de chia	45793.5
1	Pizzarella premium	5280
2	Havarti	1580
3	Margarina ligera	1548
4	Unknown	900
5	Huile de table équilibrée riche en vitamines A,E,D3	900
6	Houllor	900
7	Lio huile de table	900
8	Huile d'olive vierge de Maroc	900
9	Huile Lesieur 3 Graines	900

Select number of top products to view

19



### Products with Highest Energy Content [>500 kcal] - (Horizontal Bar Chart)





## Derived Metrics Queries & Visualizations

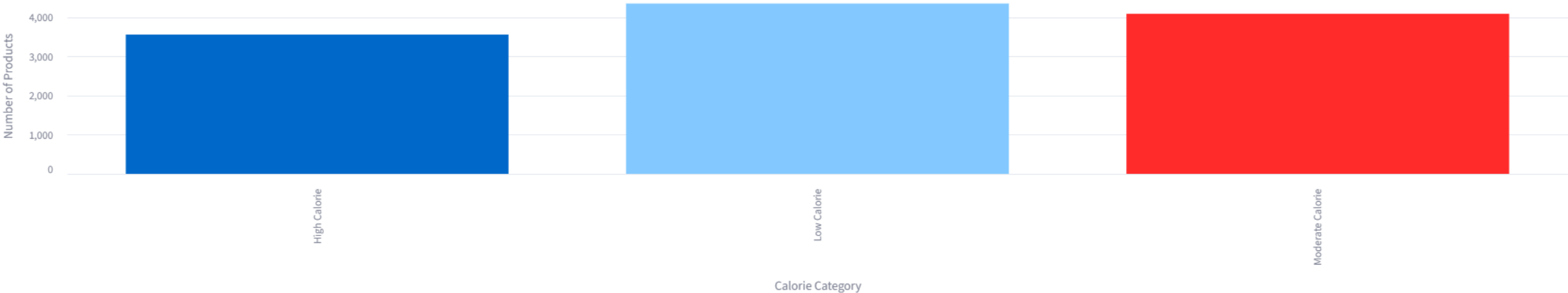
Choose a Derived Metrics Query

1. Count products per calorie\_category

	calorie_category	product_count
0	Low Calorie	4350
1	Moderate Calorie	4089
2	High Calorie	3558



### Number of Products by Calorie Category (Bar Chart)



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[Introduction](#) [Product Info](#) [Nutrient Info](#) [Derived Metrics](#) [Join Queries](#)

## Derived Metrics Queries & Visualizations

Choose a Derived Metrics Query

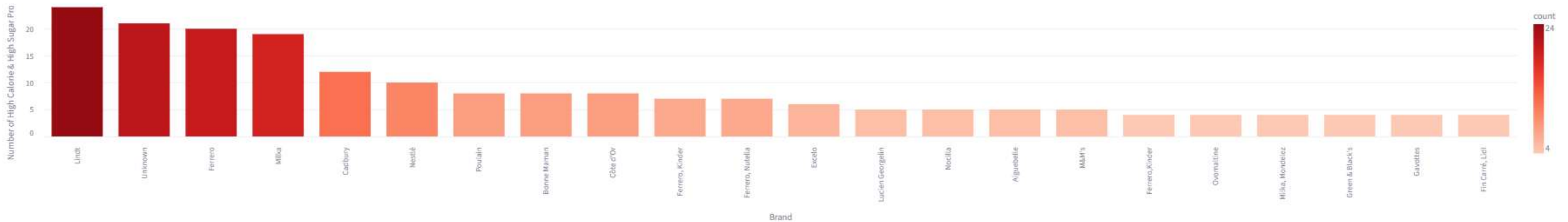
4. Products that are both High Calorie and High Sugar

	product_name	brand	calorie_category	sugar_category
0	Nutella	Ferrero	High Calorie	High Sugar
1	Nutella	Ferrero	High Calorie	High Sugar
2	Unknown	Maruja	High Calorie	High Sugar
3	Nocciolata	Rigoni Di Asiago	High Calorie	High Sugar
4	Pâte à tartiner noisettes et cacao	Bonne Maman	High Calorie	High Sugar
5	Nocciolata bio	Rigoni di Asiago	High Calorie	High Sugar
6	poulain	Poulain	High Calorie	High Sugar
7	Nutella	Ferrero, Nutella	High Calorie	High Sugar
8	1848 Chocolat en poudre	Poulain	High Calorie	High Sugar
9	nutella	Ferrero,Nutella	High Calorie	High Sugar

## Top Brands with High Calorie & High Sugar Products (Bar Chart)

Select number of top brands to view

22







## Derived Metrics Queries & Visualizations

Choose a Derived Metrics Query

7. Average sugar\_to\_carb\_ratio per calorie\_category

▼

	calorie_category	avg_ratio
0	Low Calorie	2.6721
1	Moderate Calorie	0.3656
2	High Calorie	0.4568

### Average Sugar-to-Carb Ratio by Calorie Category (Bar Chart)





# ChocoCrunch Analytics: Sweet Insights, Bitter Truths

Introduction   Product Info   Nutrient Info   Derived Metrics   Join Queries



## Join Queries & Visualizations

Choose a Join Query

3. Count of ultra-processed products per brand

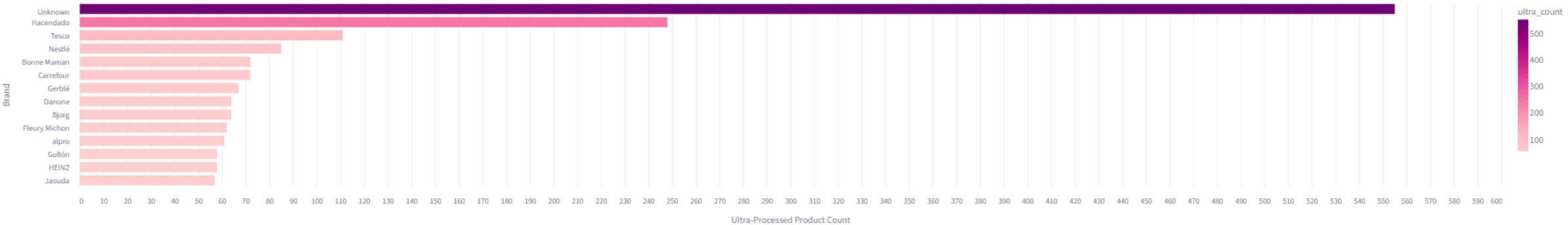
	brand	ultra_count
0	Unknown	555
1	Hacendado	248
2	Tesco	111
3	Nestlé	85
4	Bonne Maman	72
5	Carrefour	72
6	Gerblé	67
7	Danone	64
8	Bjorg	64
9	Fleury Michon	62



## Ultra-Processed Products per Brand (Top N Selection)

Select number of top brands to view

14





# ChocoCrunch Analytics: Sweet Insights, Bitter Truths

Introduction Product Info Nutrient Info Derived Metrics Join Queries



## Join Queries & Visualizations

Choose a Join Query

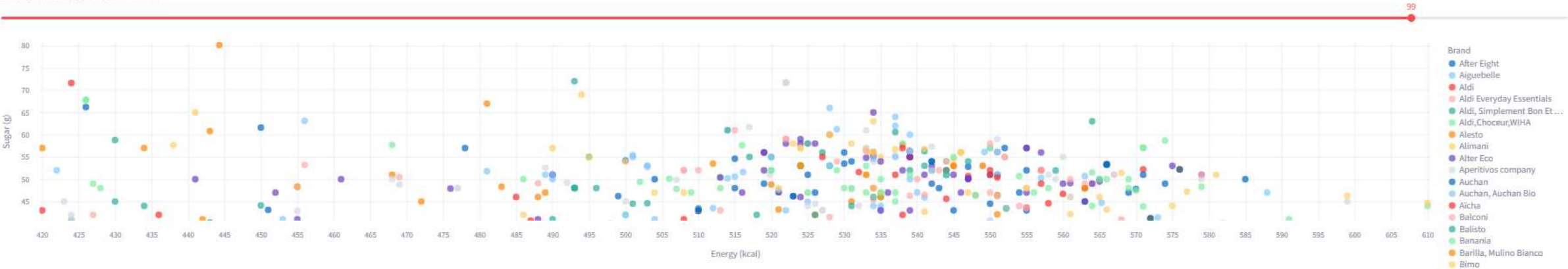
4. High Sugar & High Calorie products with brand

	product_name	brand	energy_kcal_value	sugars_value
0	Nutella	Ferrero	539	56.3
1	Nutella	Ferrero	539	56.3
2	Unknown	Maruja	539	50
3	Nocciolata	Rigoni Di Asiago	544	51
4	Pâte à tartiner noisettes et cacao	Bonne Maman	551	51
5	Nocciolata bio	Rigoni di Asiago	544	51
6	poulain	Poulain	522	59
7	Nutella	Ferrero, Nutella	539	56.3
8	1848 Chocolat en poudre	Poulain	515	61
9	nutella	Ferrero,Nutella	539	56.3



## High Sugar & High Calorie Products by Brand(Scatter Plot)

Select zoom level (ignore top % outliers):





## Join Queries & Visualizations

Choose a Join Query

5. Average sugar value per brand (Ultra-Processed Products)|

▼

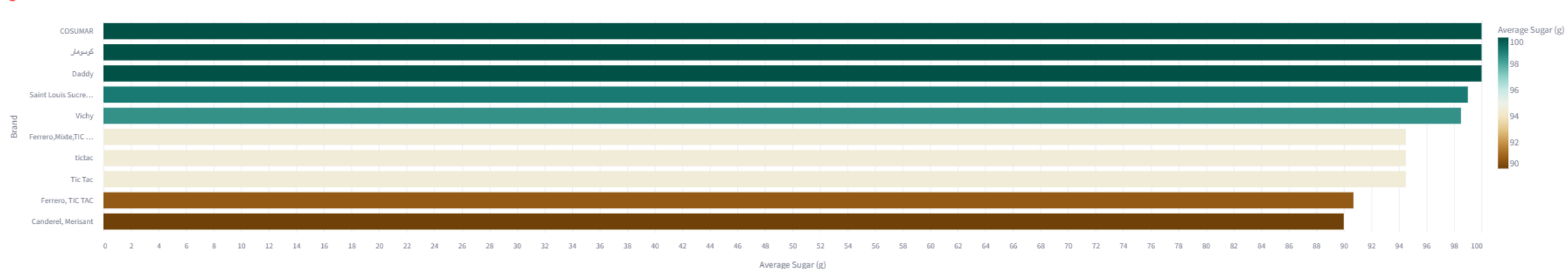
	brand	avg_sugars
0	Sidi Ali	0.7
1	AQUAFINA	2.1
2	Jaouda	7.0632
3	Ain atlas	0
4	Marmite,Unilever	1.2
5	Ilila	0
6	Coca-Cola	6.3345
7	Lu	28.3027
8	Les eaux minérales d'Oulmès S.A.	4.2
9	Ferrero	45.4182



## Average Sugar Content per Brand (Top N selection)

Select number of top brands to view

10





## Join Queries & Visualizations

Choose a Join Query

#### 6. Products with fruits/vegetables/nuts per calorie\_category



### 🥗 Products with Fruits/Vegetables/Nuts by Calorie Category (Stacked Bar Chart)

