**Kevin Cookie Company Financials Analysis**

No of rows in dataset: **700**

**Column names:**

* Country Product
* Units Sold
* Revenue per cookie
* Cost per cookie
* Revenue
* Cost
* Profit
* Date
* Month Number
* Month Name
* Year

**EDA**

Checking Missing values – **No Missing values**

For categorical data (Country, Product, Month Name), it provides the count of unique values, the actual unique values, and the frequency (how often each unique value occurs).

For instance, the most frequently occurring country is Canada, the most common product is Chocolate Chip, and the most common month for sales is October.

The data seems to cover a period spanning from September 2018 to December 2019.

In Unit Sold Decimals has been removed as it does not make any sense

**In excel:**

**$** sign is removed.

Mathematically terms were modified accordingly:

* Total Revenue (TR): **𝑇𝑅**=Units Sold×Revenue per cookie
* Total Cost (TC): **𝑇𝐶**=Units Sold × Cost per cookie
* Total Profit (TP): **𝑇𝑃**=Total Revenue−Total Cos

Newley calculated value:

**Profit Margin:**

* Profit Margin (%): Profit Margin=Total ProfitTotal Revenue×100

**Product Performance Index:**

* PPI = Total Revenue/Units sold

This measures how much revenue is generated per unit sold, providing insight into the efficiency of each product's sales.

**Insights Using PowerBI**

**Overall Sales Analysis**

Total Units Sold : **1.13M**

Total Revenue: **$4.69M**

Total Cost: **$1.93M**

Total Profit: **$2.76M**

Total Revenue: **Chocolate chip** $1,691,197.5 which is larger as compared to other products sold

**Profit Analysis**

Total profit by country: **Canada** is higher as compared to others

Total profit by product: **Chocolate chip** is higher in profit

Profit by month: Sales is higher in the month of **October** and least profit in February

**Cost Analysis**

Total cost is higher in the month of **October 17.47% cost** and followed by December with 13.85% and ending with May with 4.62% of total cost.

Cost per cookie

**Chocolate chip** is highest in Canada as compared to countries

**White Chocolate Macadamia Nut** is highest cost as compared to countries

**OatMeal Rasin** is Similar cost in US and Mexico

**Snikkerdoodle** is Similar cost in Germany and Canada

Cost of **Fortune cookies** were too low as compared to other products in all regions

**In Canada**

Total Units Sold : **247.43K**

Total Revenue: **$1.03M**

Total Cost: **$0.42M**

Total Profit: **$606.32K**

Total Revenue: **Chocolate chip** is sold larger and got high profit. Profit is high in the month of October.  
The least sold product is Oatmeal Raisin but as compared to total profit gained Fortune cookie is less profit even it is sold higher.

**In France**

Total Units Sold : **240.93K**

Total Revenue: **$1.01M**

Total Cost: **$0.42M**

Total Profit: **$595.06K**

Total Revenue: **Chocolate chip** is sold larger and got high profit. Profit is high in the month of October. The least sold product is Fortune cookie and less profit.

**In Germany**

Total Units Sold : **201.49K**

Total Revenue: **$0.84M**

Total Cost: **$0.35M**

Total Profit: **$493K**

Total Revenue: **Chocolate chip** is sold larger and got high profit. Profit is high in the month of October. The least sold product is Fortune cookie and less profit. Snickerdoodle is sold less as compared to others but profit wise it is better than Fortune cookie and Sugar.

**In Mexico**

Total Units Sold : **203.33K**

Total Revenue: **$0.84M**

Total Cost: **$0.34M**

Total Profit: **$494.8K**

Total Revenue: **Chocolate chip** is sold larger and got high profit. Profit is high in the month of October.

The least sold product is Sugar and less profit is Fortune cookie as compared to others.

**In USA**

Total Units Sold : **232.63K**

Total Revenue: **$0.98M**

Total Cost: **$0.4M**

Total Profit: **$574.15K**

Total Revenue: **Chocolate chip** is sold larger and got high profit. Profit is high in the month of October.

The least sold product is Sugar and less profit is Fortune cookie as compared to others.

The least sold product is Snickerdoodle and less profit is Fortune cookie as compared to others.