What is this Project About?

AWESOME CHOCOLATES
ORGANIC · WHOLESALE

« Filters

Hello!

For this project I have analyzed data from a fictional company who sells chocolates. The data includes sales from different global regions, as well as individual and team performance. It is meant to show my comprehension with Power BI, which includes creating various visuals, cleaning data using Power Query, adding measures using DAX, created slicers, and performed trend analysis.
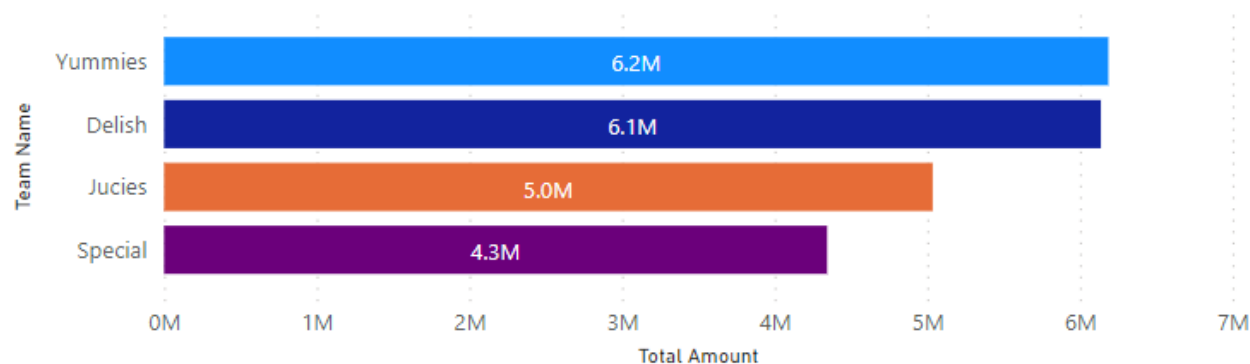
Thank you for viewing!

Sales person

Andria Kimpton
Barr Faughny
Beverie Moffet
Brien Boise
Camilla Castle
Ches Bonnell
Curtice Advani
Dennison Crosswaite
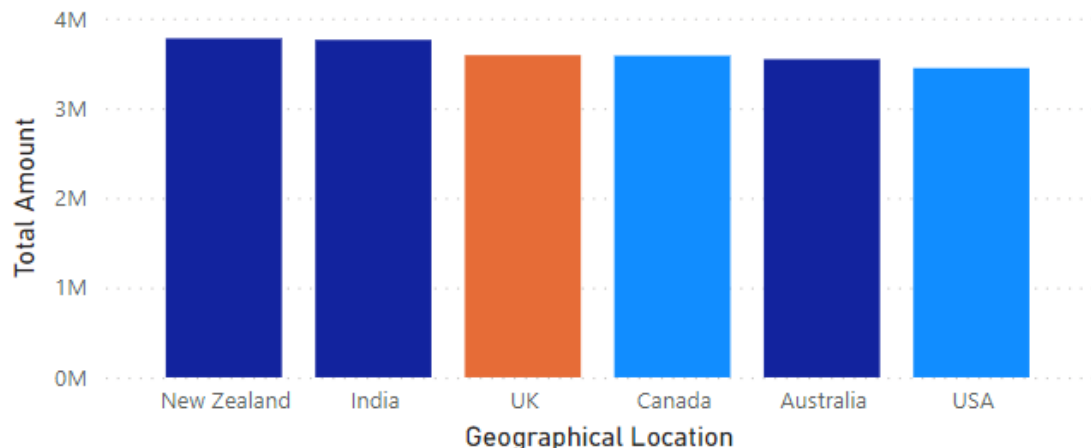Dotty Strutley
Gigi Bohling
Gunar Cockshoot

Total Sales by Team

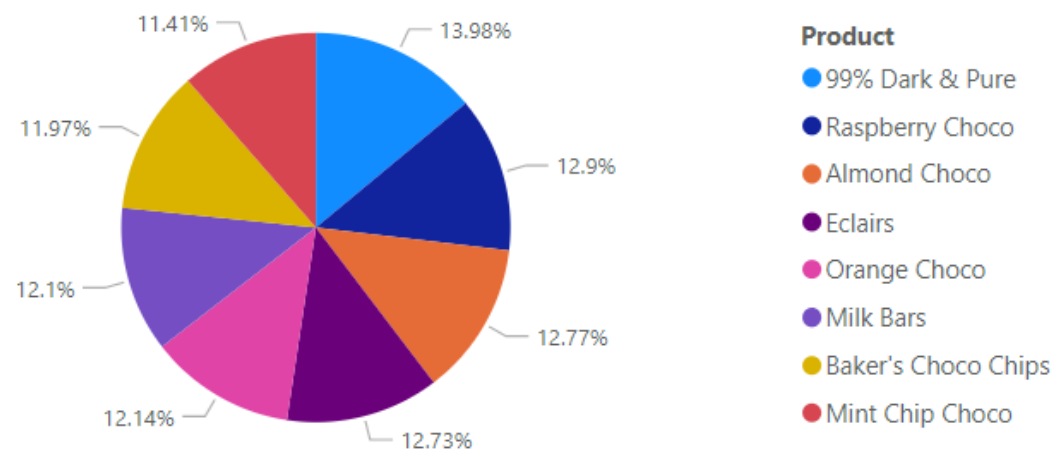**Team Name** ● Yummies ● Delish ● Jucies ● Special

Team Name	Total Amount
Yummies	6.2M
Delish	6.1M
Jucies	5.0M
Special	4.3M

0M 1M 2M 3M 4M 5M 6M 7M

Total Amount

Total Sales by Geographical Location

Region ● Americas ● APAC ● Europe

Total Amount: 4M, 3M, 2M, 1M, 0M

New Zealand · India · UK · Canada · Australia · USA

Geographical Location

Percentage of Sales per Product

13.98%
11.41%
11.97%
12.1%
12.14%
12.73%
12.77%
12.9%

Product
● 99% Dark & Pure
● Raspberry Choco
● Almond Choco
● Eclairs
● Orange Choco
● Milk Bars
● Baker's Choco Chips
● Mint Chip Choco

Sales Performance Report

Breakdown of Every Employees Sales Performace

Picture	Sales person	Total Amount ▼	Total Boxes	Amount per Box
	Karlen McCaffrey	$963,956	62,730	$15.37
	Roddy Speechley	$957,047	57,987	$16.50
	Wilone O'Kielt	$944,580	56,450	$16.73
	Gigi Bohling	$925,057	57,412	$16.11
	Dotty Strutley	$922,635	58,511	$15.77
	Gunar Cockshoot	$913,325	54,357	$16.80
	Rafaelita Blaksland	$903,616	53,069	$17.03
	Madelene Upcott	$897,554	57,314	$15.66
	Jehu Rudeforth	$895,363	54,524	$16.42
	Dennison Crosswaite	$890,708	55,610	$16.02

Filter by Team

- ☐ **Delish**
- ☐ **Jucies**
- ☐ **Special**
- ☐ **Yummies**

1M Boxes   **618K** Customers

Total Revenue for Popular Products

Total Amount

- Bars: $11M
- Bites: $7M
- Other: $4M

($10M, $0M axis)
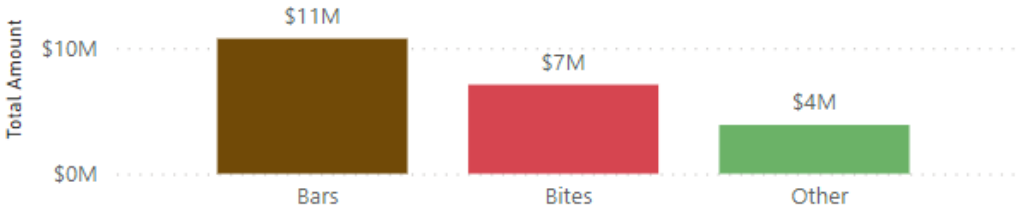
Total Customers per Product and Country

Category ● Bars ● Bites ● Other

Total Customers (100K, 50K, 0K axis)

Location	Bars	Bites	Other
Canada	53K	35K	20K
UK	56K	32K	19K
India	54K	31K	18K
Australia	52K	32K	19K
New Zealand	51K	31K	19K
USA	48K	32K	16K
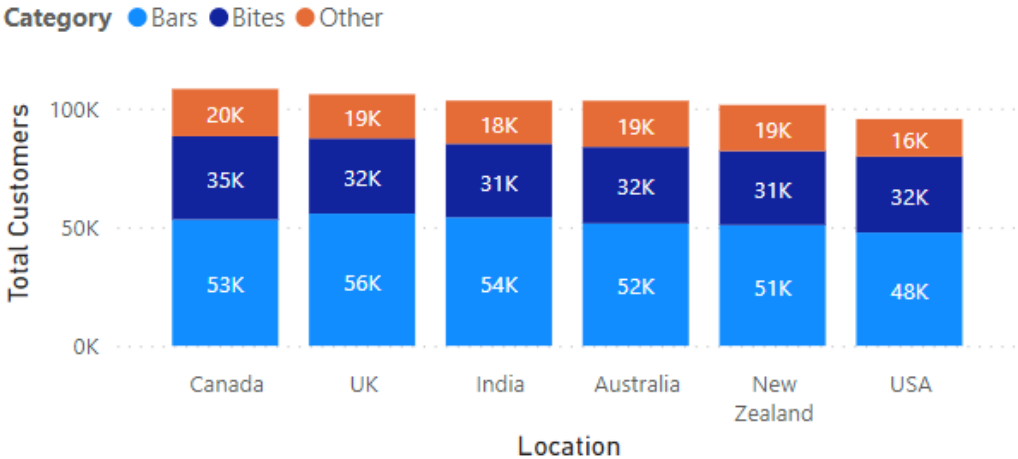
Sales Trend and Forecasts

AWESOME CHOCOLATES
ORGANIC · WHOLESOME

Total Customers by Year, Quarter and Month
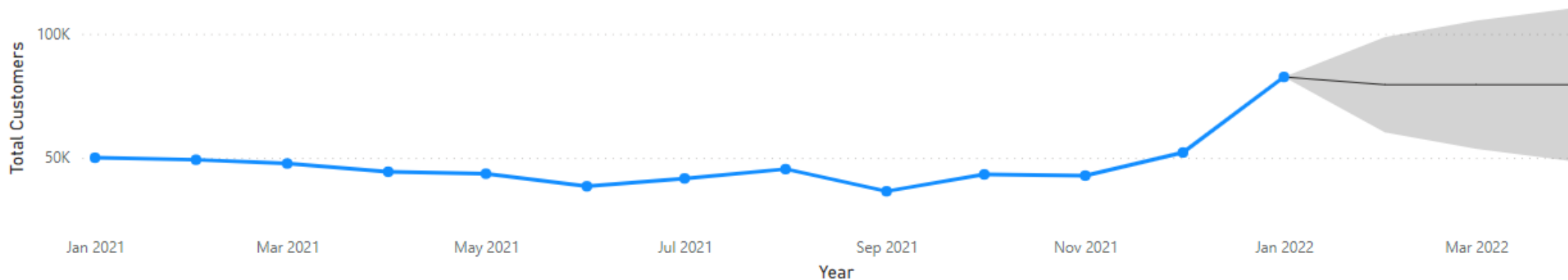
Total Amount Purchased by Year, Quarter and Month