

BUSINESS OVERVIEW

Choco de Luxe is a premium artisanal chocolate brand based in Brussels, Belgium. It distributes chocolate bars, bites, and confections through retail outlets, online platforms, and supermarkets across Europe.



To uncover actionable insights using Tableau dashboards by analyzing: Regional sales, Channel efficiency, Salesperson productivity, Product profitability, Organic product demand.

Despite a strong product reputation, Choco de Luxe lacks a unified view of sales performance.

Leadership is concerned about inconsistent delivery rates, regional underperformance, and suboptimal channel profitability.

There's a need to align the sales and product strategy with customer preferences through data-driven decisions.

Location Sales Performance

Top Locations

Italy leads in revenue among completed deliveries with \$619,093, followed by Spain (\$585,881) and the Netherlands (\$537,901). Italy rose from €388K in 2022 to €619K in 2023.

Underperformers

Belgium, France, and Germany are lagging behind in revenue despite some activity.



Cancelled Orders

- Exist across most locations but are more concentrated in the Netherlands and Germany, signaling weak logistics issues or customer trust issues despite the Netherlands being among the third highest revenue.
 - France had no cancellations in both years (2022 and 2023) but had the lowest total revenue.
- ❖ Italy had delivery cancellations in 2022, but in 2023, there were zero cancellations, indicating improved logistics.
- ❖ Switzerland had zero cancellations in 2022 but had the highest delivery cancellations in 2023, signaling customer trust issues developing over time or delivery logistics issues in that region.
- ❖ Fell significantly in Belgium (from €28K to €6K), indicating improved logistics

Channel Effectiveness

Insights:

Top Channel by Volume & Revenue: Website - 45.8% of orders and the highest revenue in both years.



Insights:

Warehouse and Social Media also performed well, but with a lower margin.

Insights:

Growth in Website transactions (216 \rightarrow 280 deliveries) and revenue from £1M+ to £1.4M+ in 2023.

Insights:

The Total Revenue generated across all channels is \$2,477,520.

Salesperson Productivity

Target: €100,000 in profit per salesperson

Performance: All top 11 salespeople out of 25 exceeded the Profit target.

Top performers include Karlen McCaffrey (€132K) and Beverie Moffet (€121K). Karlen McCaffrey led with €132K consistently in 2022 and 2023 combined.

One of the performing (though still successful) Madeleine Upcott with €102.5K needs to be careful so they don't fall below target in the future.



Product-Level Profitability









Top Performer

Caramel Centers Eclairs stand out with the highest profit margin of 48.3%.

Other Top Performers

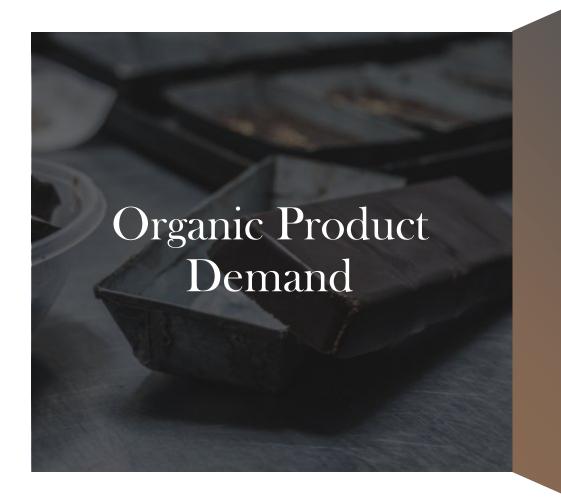
Dark Chocolate 50% Dark Bites (27.6%), Milk Chocolate-Smooth Silky Salty, and White choco (27.14% and 26.68%), respectively.

Low Performers

Several product lines (e.g., Nut Chocolate Choco Coated Almonds, Milk Chocolate Baker's Choco, and Dark Chocolate 70% Dark Bites) have lower profit margins of around 17.94%–19.9%.

Fall in Profit Margin

Products like flavored chocolate spicy special slims, and fruit chocolate orange choco fell significantly in profit margin from 2022 to 2023, from (12.88% to 11.96%) and (11.04% to 10.58%) respectively



A vast majority (948 of 618 transactions) are nonorganic, with organic transactions only making up 13.3% (146 transactions).

2022–2023 Change:
☐ Organic product purchases increased (Yes: 63
→ 83)
☐ Still, only 13.4% of total product sales in 2023

were organic.

Sales Channel Trend: Higher non-organic uptake in website and social media vs. retail.

RECOMMENDATIONS

❖ Identify and resolve fulfillment issues in the Netherlands, Germany, and Belgium to reduce cancellations. Deep dive into the countries with delivery cancellation issues (such as fixing delivery/logistics) to optimize last-mile fulfillment.

❖ Scale up logistics and inventory in Italy, the Netherlands, and Spain to meet increasing demand and enhance delivery success.

* Consider customer feedback surveys in low-performing regions to understand challenges and needs, such as fixing delivery/logistics. Replicate Italian operational strategies in underperforming countries like France, which has low revenue.

Double down on the Website channel by improving Search Engine Optimization, to attract more user experience, and strengthen website infrastructure and online campaigns.

❖ Investigate why Warehouse and Social Media channels underperform in comparison—review marketing strategy, user journey, or sales incentives. Then, consider targeted campaigns on Social Media to tap into a younger, possibly underengaged audience to optimize revenue and drive conversion through this channel.

RECOMMENDATIONS

- * Reward and recognize top performers with bonuses or incentives and leadership roles to retain talent.
- Analyze the strategies used by the top performers and apply them in training or onboarding. Such as introducing mentorship programs pairing top sellers with existing or new hires.
 - * Consider setting a higher benchmark or tiered targets to push productivity further.
 - ❖ Prioritize promotion, marketing, and cross-selling of high-margin products like Caramel Centers Eclairs, Dark 50% Dark Bites, and Milk Chocolate, such as Smooth Sliky Salty and White Choco.
 - * Revisit the pricing strategy or cost structure of lower-margin products such as (Nut Chocolate Choco Coated Almonds, Milk Chocolate Baker's Choco, and Dark Chocolate 70% Dark Bites) to improve profitability.
 - ❖ Consider bundling high-margin items with low-margin items to drive overall sales value. For example promo product bundle like (Caramel Centers Eclairs with Nut Chocolate Choco Coated Almonds).

RECOMMENDATIONS

* Carry out a customer survey to gather feedback on the organic product to establish why customers don't frequently patronize the product. Through this feedback, there's an untapped opportunity to grow organic product demand through dedicated marketing (digital campaigns) and awareness campaigns to attract a larger audience.

❖ Conduct A/B testing to see if positioning organic products as premium or healthier options boosts revenue. Educate retail customers with in-store signage and tastings.

* Explore influencer partnerships to promote organic products to niche audiences that prioritize sustainability.



2022-2023 Improvements

Deliveries rose by 29.8% YoY.

2022-2023 Improvements

Revenue increased by 36.9%

2022-2023 Improvements

Profit margin trend was upward across months.

