



Choco de Luxe

Tableau capstone project - Unlocking Sales Insights Through Data Visualization for a European Artisanal Chocolate Brand

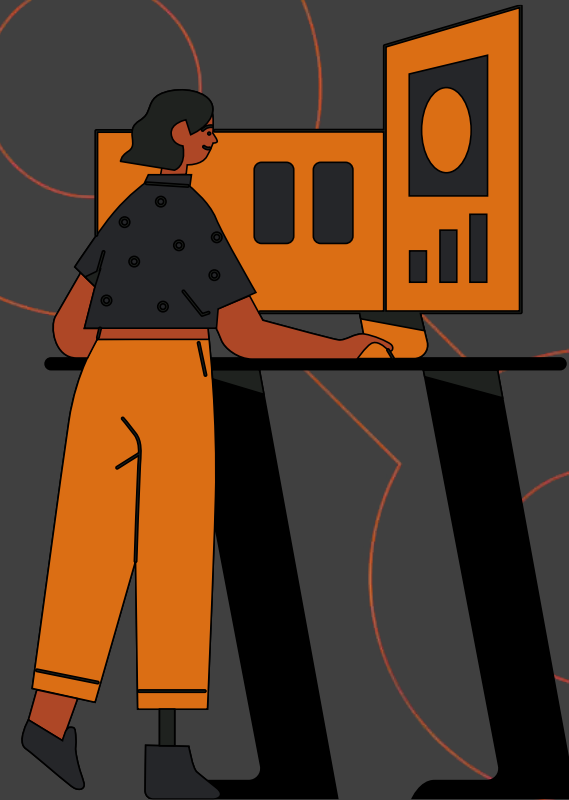


» Business Introduction



Choco de Luxe is a premium artisanal chocolate brand **headquartered in Brussels, Belgium**, with operations across several European cities. The company distributes its chocolate bars, bites, and confections through multiple channels; retail outlets, online platforms, and supermarkets.

With a growing product line and expanding footprint across Europe, they aim to maintain high-quality standards while increasing market share, and adapting its product and sales strategy based on regional performance and customer preferences.



» Problem Statement



Despite strong product quality and market presence, Choco de Luxe lacks a unified, data-driven view of how its products, salespeople, and delivery strategies are performing across Europe.

The leadership team is particularly concerned about underperforming cities, inconsistent delivery statuses, and the need to align pricing, promotion, and product mix with evolving customer behavior. They need actionable insights to optimize sales strategy, delivery efficiency, and regional performance



» Aim of Project



To analyze Choco de Luxe's sales performance across various locations, sales channels, and product lines

Identifying patterns, inefficiencies, workforce and growth opportunities

Produce interactive Tableau dashboards to help business leaders make informed decisions on product positioning and channel strategy



» Data Dictionary



Sales Fact Table

- **TransactionID:** A unique identifier assigned to each sales transaction.
- **Date:** The date when the transaction occurred.
- **SalesPersonID:** identifies who made the sale.
- **LocationID:** indicating where the sale was made.
- **ProductID:** the identifier of chocolate product sold.
- **Boxes Shipped:** The number of boxes of chocolate shipped for the transaction
- **Sales Channel:** The platform or medium through which the product was sold e.g., website, In-store
- **Delivery Status:** The state of delivery for the order eg completed, cancelled

LocationDim Table

- **LocationID:** Unique identifier for each location.
- **Country:** Country where the sale took place.
- **City:** Specific city of the sale/distribution center.
- **Region:** geographical area or grouping of the city

SalesPersonDim Table

- **SalesPersonID:** Unique identifier for each salesperson.
- **SalesPerson Name:** Full name of the salesperson
- **Email:** The official company email of the salesperson.
- **Hire_Date:** The date the salesperson joined the company.

» Data Dictionary



ProductDim Table

- **ProductID:** A unique identifier for each product.
- **Product Name:** The name of the chocolate product (e.g., 85% Dark Bars, Caramel Stuffed Bars).
- **Category:** The classification of the product based on its type (e.g., Dark Chocolate, Milk Chocolate).
- **Cocoa Percent (%):** The percentage of cocoa content in the chocolate product.
- **Cost per unit:** The internal cost to produce one unit (box) of the product.
- **Price Per box:** The selling price per box of the product.
- **Is_Organic:** Indicates whether the product is made with organic ingredients (Yes/No).



» Expectations



As the data analyst at Choco de Luxe, you are expected to:

- **Location Sales Performance:**
Compare sales volume and delivery success to identify high-performing vs underperforming locations
- **Channel Effectiveness:**
Analyze how different sales channels impact the profitability and number of transactions
- **Salesperson Productivity:**
Examine individual salesperson performance by volume and value assuming profit target for each salesperson is €100,000
- **Product-Level Profitability:**
Evaluate margin contributions based on product line and product category.
- **Organic Product Demand:**
Compare organic vs. non-organic product performance by sales channel to inform future product development and marketing and so on

» Submission



- You are expected to carry out data analysis process and submit a detailed insights and recommendations for the organization
- Submit a pdf with slides that contain charts, the business questions they answer and their insights
- Include a screenshot of your dashboard on the last page of the slide
- Upload the pdf slide to the submission box in the google classroom
- Work with your team members to achieve this, remember everybody should submit individual dashboards and slides but brainstorm together.
- Don't forget to upload you work to LinkedIn and tag 10Alytics.

Cheers!

» Download data



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