

Chocolate Sales Analysis Report

1. Overview of Sales Performance

1.1 Total Sales Summary

- Total Sales Revenue: \$44M.
- Total Boxes Sold: 3M.
- Total Customers: 1M.
- Total Sales Representatives: 33.

1.2 Sales Trends Over Time

- Sales performance shows a steady increase from Jan 2021 to Jan 2022.
 - The highest sales were observed between July 2021 and January 2022, indicating peak demand in these months.
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2. Geographic Performance Analysis

2.1 Sales by Country

- Top-performing countries by the number of boxes sold.
 - New Zealand (493K).
 - Canada (490K).
 - India (483K).
 - Australia (474K).
 - USA (470K).
 - UK (491K).

2.2 Sales by Location

- Highest revenue-generating locations.
 - Hyderabad.
 - Wellington.
 - Seattle.
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3. Product and Category Performance

3.1 Sales by Chocolate Category

- Categories contributing to sales.
 - Bars (Highest revenue).

- Bites.
- Other (Miscellaneous chocolate products).

3.2 Sales by Product

- Top-selling chocolate products.
 - After Nines Raspberry Choco.
 - Almond Choco.
 - 99% Dark & Pure.
 - Organic Choco Syrup.
- Average cost per box: \$3.33.

3.3 Sales by Size

- Chocolate boxes are categorized into.
 - LARGE (Higher sales volume).
 - SMALL (Lower sales volume).

4. Team Performance

- Top-performing teams in terms of sales revenue.
 - Delish (\$14M, 31.8%).
 - Yummies (\$13M, 28.76%).
 - Jucies (\$10M, 23.58%).
 - Others (\$7M, 15.86%).

5. Customer Demographics

5.1 Customer Distribution by Country

- The highest number of customers come from.
 - Canada.
 - India.
 - Australia.
 - UK.
 - New Zealand.
 - USA.

6. Key Insights

- Sales peaked in late 2021 and early 2022, suggesting seasonal demand (e.g., festivals, holidays).
- New Zealand and Canada lead in sales volume, with the USA and UK slightly behind.
- Bars are the best-selling chocolate category, followed by Bites.
- Delish and Yummies teams contribute to the highest sales revenue.
- Larger boxes are preferred over smaller ones, indicating bulk purchases may be common.

7. Recommendations

7.1 Sales Strategy

- Leverage peak sales periods (July–January) by offering seasonal promotions and discounts.
- Expand market penetration in lower-performing regions like the USA and UK.
- Boost promotions for lower-selling products (e.g., Organic Choco Syrup) to improve demand.

7.2 Product & Pricing Strategy

- Increase production of top-selling chocolates like After Nines Raspberry Choco and Almond Choco.
- Consider premium pricing for high-demand products while keeping the average price competitive.
- Encourage bulk purchases with discounts on large boxes, since they are more popular than small ones.

7.3 Team & Operational Optimization

- Analyze underperforming sales teams to provide better training and incentives.
- Optimize inventory and logistics for high-selling locations like Hyderabad, Wellington, and Seattle.
- Introduce targeted marketing campaigns for key demographics in Canada and India.