

Unwrapping the Numbers:

A Deep Dive into Chocolate Sales

Performance

Presentation on demo data of
chocolate sales

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What we have :

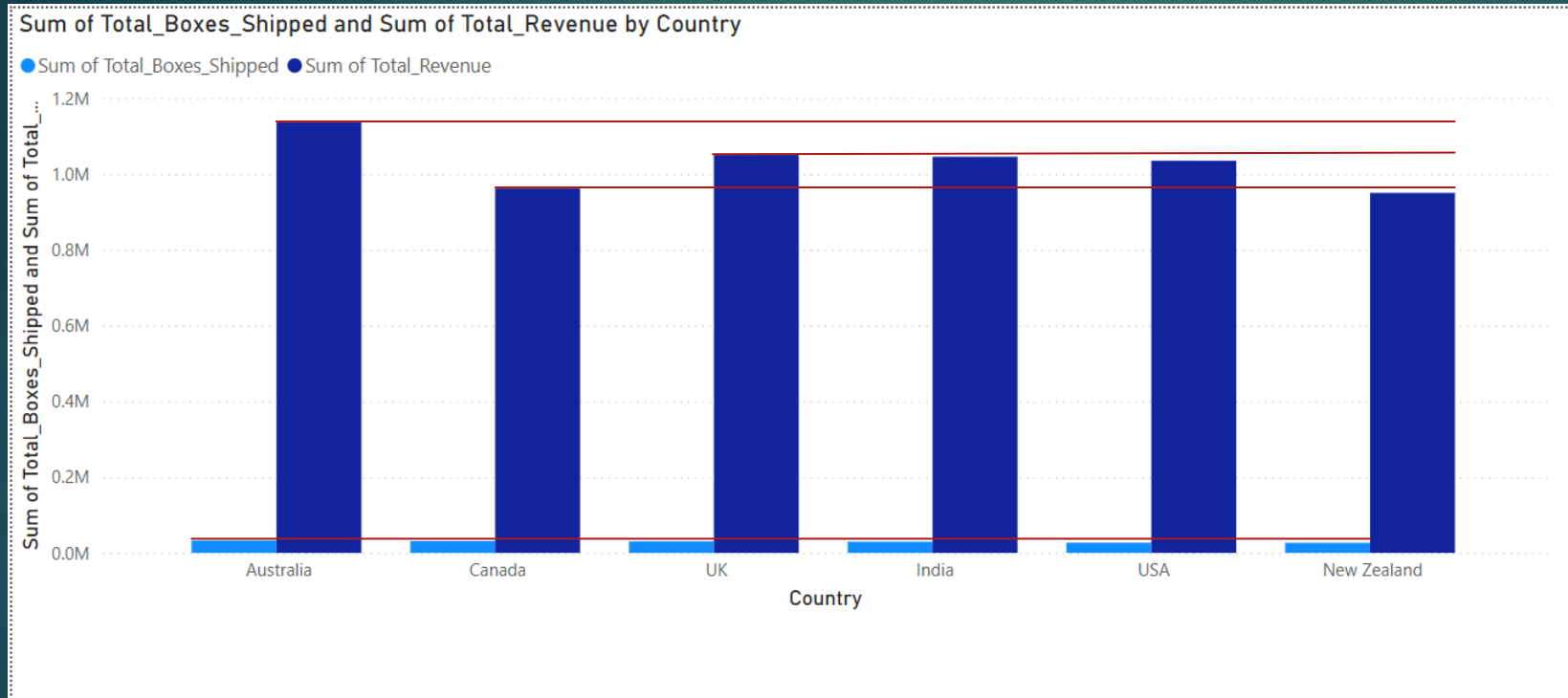
➤ We are analyzing chocolate sales data, which includes the following details:

- ❑ **Country**
- ❑ **Salesperson**
- ❑ **Product**
- ❑ **Date of Sale**
- ❑ **Total Amount per Product**
- ❑ **Number of Boxes Shipped per Product**

What We Aim to Discover:

- a) List of **top-performing salespersons** based on key performance indicators like **total revenue** or **total sales**
- b) Identification of **best-selling products**
- c) Analysis of the **range of sales amount** and **box quantities** where the **highest volume is shipped**
- d) Determining **which country** is shipping the **most boxes** and generating the **highest total revenue**

Country VS sum of total boxes shipped and total revenue



- **Country-wise Performance Highlights:**
- 🏆 **Highest Total Revenue: Australia**
- 📉 **Lowest Total Revenue: New Zealand**
- 📦 **Maximum Boxes Shipped: Australia**
- 📦 **Minimum Boxes Shipped: New Zealand**

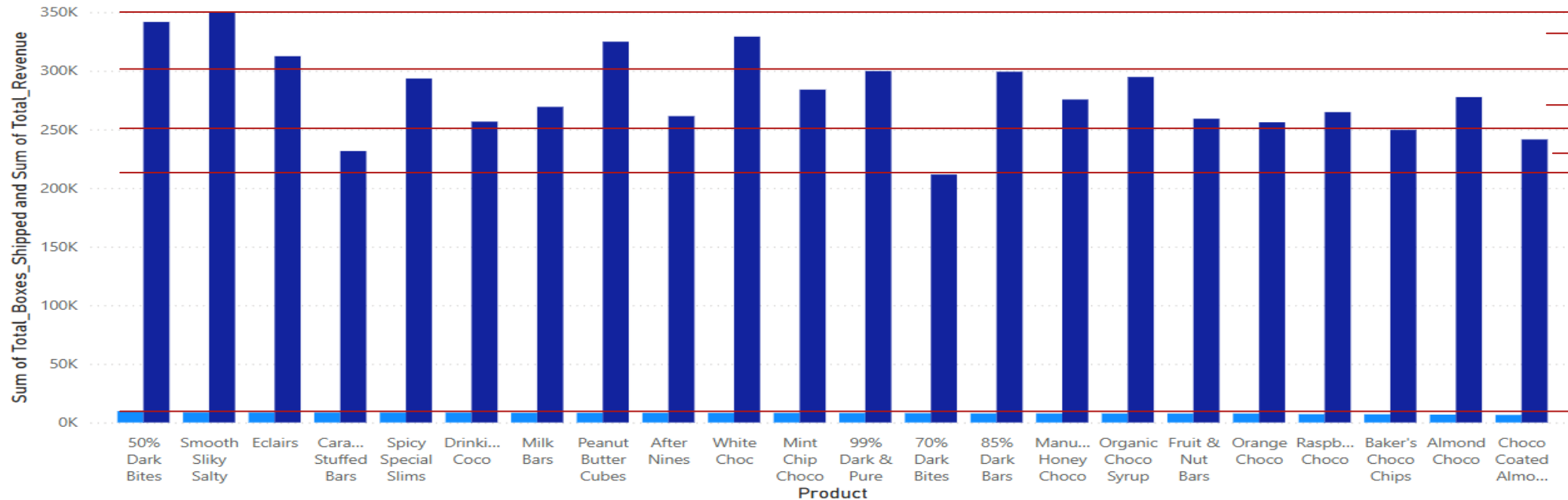
➤ What should we do after analysis:

- ❑ Based on the data, we should focus more on **UK, India, and USA** as they are mid-performing markets with strong growth potential if given more attention.
- ❑ **Attention Percentage:**
- ❑ **Australia** – 30%
- ❑ **Canada, New Zealand** – 30%
- ❑ **UK, India, USA** – 40% ✅ (Focus here)

Products VS sum of total revenue and total boxes shipped

Sum of Total_Boxes_Shipped and Sum of Total_Revenue by Product

● Sum of Total_Boxes_Shipped ● Sum of Total_Revenue



A

B

C

🏆 Top-Performing Products (Revenue > ₹300K):

- 50% Dark Bites, Smooth Silky Salty, Eclairs, Peanut Butter Cubes, White Choc

📉 Lowest Revenue Generator:

- 70% Dark Bites

Strategic Focus

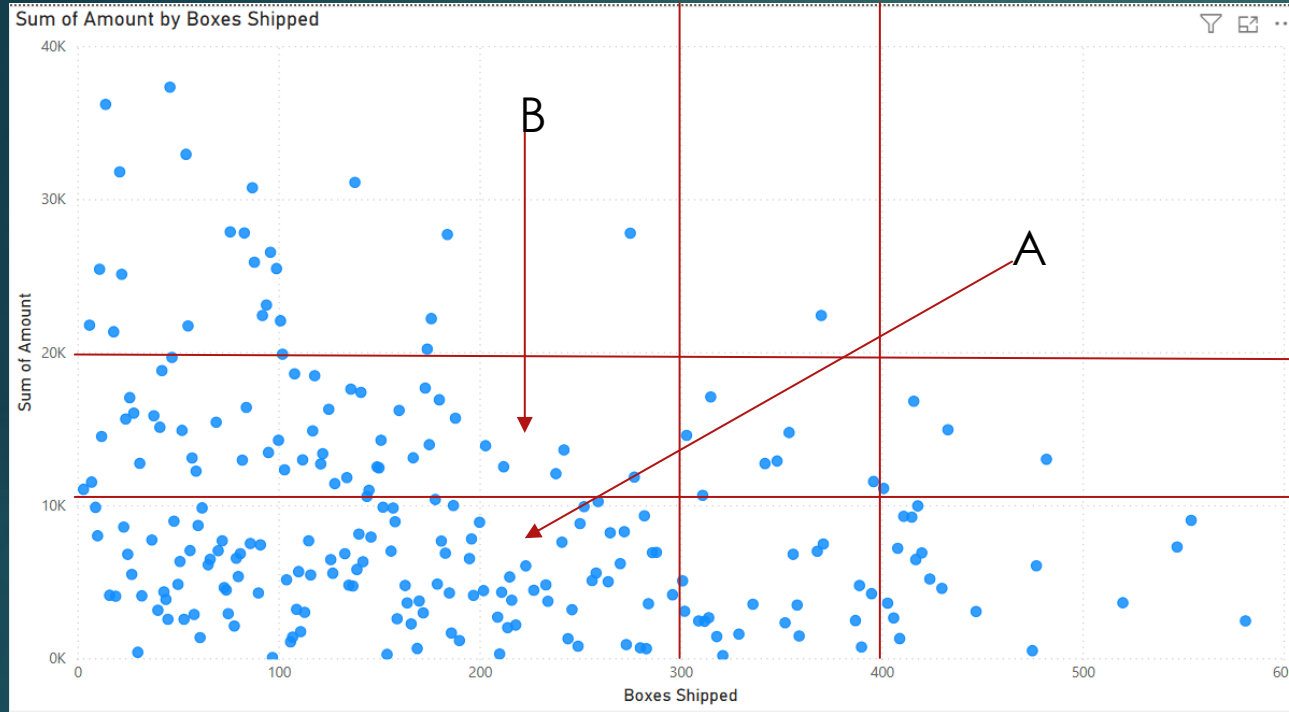
According to the data, we should focus more on products with sales between ₹250K and ₹300K, as most products fall within this range.

Attention Allocation : High (A) = 25%

Medium (B) = 50%

Low (C) = 25%

Boxes shipped VS Sum of amount



What Should We Do?

Based on the data, we should focus on orders where **0 to 300 boxes** are shipped. To boost engagement, we can introduce targeted offers within this range — especially in **Section B** where potential seems high.

Attention Distribution:

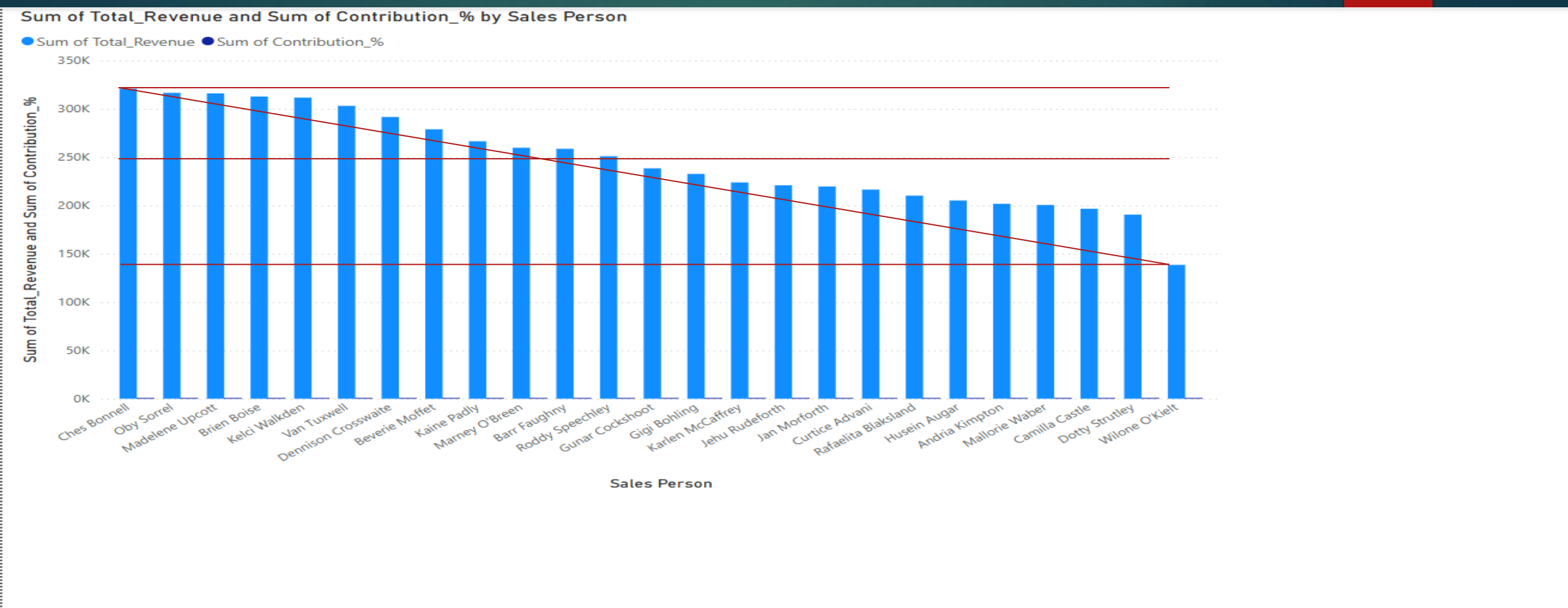
A: 35%

B: 35%

Others: 30%

According to the data, most of the boxes were shipped within the ₹0 to ₹10K range, with approximately 0 to 300 boxes ordered.

Sales person VS sum of total revenue and contribution %



Sales Performance Highlights

- ◆ **Top Performers (Revenue > ₹300K):**

Ches Bonnell, Oby Sorrel, Madelene Upcott, Brien Boise, Kelci Walkden, Van Tuxwell

- ◆ **Lowest Revenue Generator:** Wilone O'Kielt

Strategic Action Plan



Deploy Top 6 Salespersons

To drive growth, we should assign our highest-performing salespersons to focus on **Section B products**.



Why?

These individuals are already generating **maximum revenue**. Leveraging their skills and insights can help us **identify and resolve performance gaps** in mid-performing areas like Section B — unlocking further growth potential.

Thank you for taking the
time to explore this
report.

Looking forward to your
feedback! 😊