Chocolate Sales Dashboard Report

Problem Statement:

The objective of this project is to analyze chocolate sales data based on country, product, salesperson, date, amount, and boxes shipped to understand business performance and identify areas for improvement.

Dashboard Visualizations Used:

1. KPI Cards – Total Sales, Boxes Shipped, Orders, Average Order Value

2. Sales by Country – Bar Chart

3. Sales by Product – Bar Chart

4. Sales Trend – Line Chart

5. Sales by Salesperson – Column Chart

6. Product Sales per Country – Stacked Bar Chart

7. Scatter Plot – Amount vs Boxes Shipped

Top Performers Section:

• Top Country – Highest revenue generating country

• Top Product – Best selling chocolate

• Top Salesperson – Highest performing employee

• Best Month – Month with highest sales

Key Insights:

• Sales vary across countries and products.

• One product dominates sales demand.

• Best salesperson contributes major revenue.

• More boxes shipped usually means more revenue.

• Seasonal trends affect chocolate sales.

Conclusion:

The chocolate sales dashboard helps management understand sales trends, identify top performers, and improve marketing strategies in low-performing areas. Using data-driven decisions can help increase revenue and customer satisfaction.