



AWESOME CHOCOLATE SALES REPORT





KEY HIGHLIGHTS:

1. Quick statistics(Mean, Median, Mode, Avg., Range,Q1, Q2, Q3, Q4)
2. Exploratory Data Analysis (EDA) with Conditional Formatting
3. Sales by country using formulas
4. Total Sales Amount and Total Units sold by unique Sales Person Country wise using Pivot
5. Top 5 Products by \$ per unit
6. Anomalies detection in data
7. Highest and Lowest Performing Sales Person Country-Wise using Pivot
8. Profits by product using Products table
9. Dynamic country-level Sales Report
10. Which products to discontinue?





The raw data set of Awesome Chocolate Sales



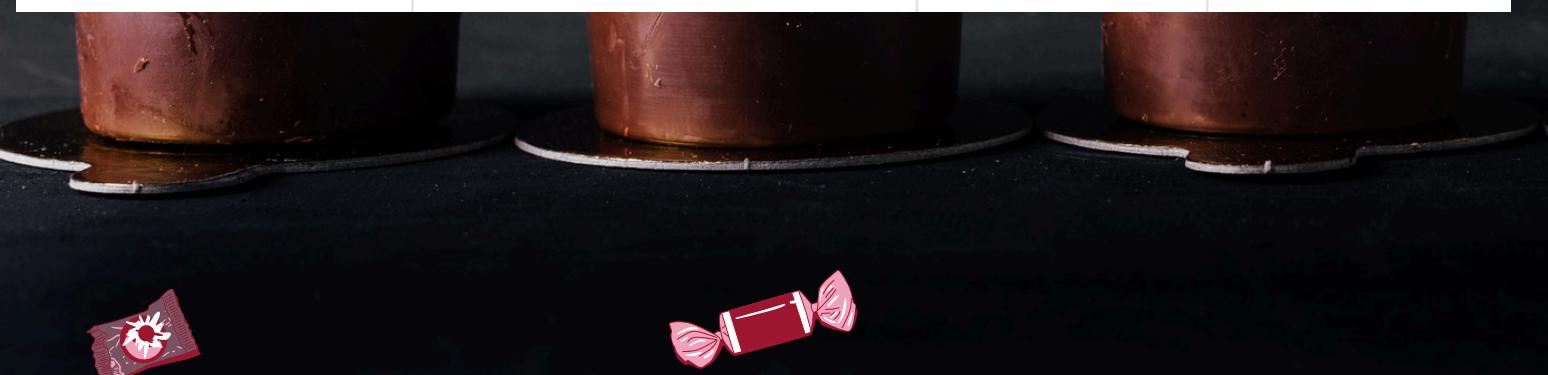
Sales Person	Geography	Product	Amount	Units	Cost per Unit	COST
Ram Mahesh	New Zealand	70% Dark Bites	\$1,624	114	14.49	1651.86
Brien Boise	USA	Choco Coated Almonds	\$6,706	459	8.65	3970.35
Husein Augar	USA	Almond Choco	\$959	147	11.88	1746.36
Carla Molina	Canada	Drinking Coco	\$9,632	288	6.47	1863.36
Curtice Advani	UK	White Choc	\$2,100	414	13.15	5444.1
Ram Mahesh	USA	Peanut Butter Cubes	\$8,869	432	12.37	5343.84
Curtice Advani	Australia	Smooth Sliky Salty	\$2,681	54	5.79	312.66
Brien Boise	USA	After Nines	\$5,012	210	9.77	2051.7
Ches Bonnell	Australia	50% Dark Bites	\$1,281	75	11.7	877.5
Gigi Bohling	New Zealand	50% Dark Bites	\$4,991	12	11.7	140.4
Barr Faughny	UK	White Choc	\$1,785	462	13.15	6075.3
Gunar Cockshoot	New Zealand	Eclairs	\$3,983	144	3.11	447.84
Husein Augar	Australia	Mint Chip Choco	\$2,646	120	8.79	1054.8
Barr Faughny	India	Milk Bars	\$252	54	9.33	503.82
Gunar Cockshoot	USA	White Choc	\$2,464	234	13.15	3077.1
Gunar Cockshoot	USA	Manuka Honey Choco	\$2,114	66	7.16	472.56
Curtice Advani	New Zealand	Smooth Sliky Salty	\$7,693	87	5.79	503.73
Gigi Bohling	India	Orange Choco	\$15,610	339	10.62	3600.18
Carla Molina	India	After Nines	\$336	144	9.77	1406.88
Barr Faughny	UK	Orange Choco	\$9,442	162	10.62	1720.44





Quick Statistics and distinct items sold

PARAMETERS		
	Amount	Units
Average	4136.23	152.2
Median	3437	124.5
MIN	0	0
MAX	16184	525
RANGE	16184	525 ##(max-min)
FIRST Q	1652	54
THIRD Q	6245.75	223.5
SECOND Q	3437	124.5



DISTINCT COUNT	70% Dark Bites	22
	Choco Coated Almonds	
	Almond Choco	
	Drinking Coco	
	White Choc	
	Peanut Butter Cubes	
	Smooth Sliky Salty	
	After Nines	
	50% Dark Bites	
	Eclairs	
	Mint Chip Choco	
	Milk Bars	
	Manuka Honey Choco	
	Orange Choco	
	Fruit & Nut Bars	
	99% Dark & Pure	
	Raspberry Choco	
	85% Dark Bars	
	Organic Choco Syrup	
	Caramel Stuffed Bars	
	Spicy Special Slims	
	Baker's Choco Chips	





EDA=EXPLORATORY DATA ANALYSIS(EDA) with CF(Conditional Formatting)

Sales Person	Geography	Product	Amount	Units
Gigi Bohling	Canada	Mint Chip Choco	\$16,184	39
Gigi Bohling	India	Orange Choco	\$15,610	339
Husein Augar	India	Caramel Stuffed Bars	\$14,329	150
Gigi Bohling	USA	Raspberry Choco	\$13,391	201
Oby Sorrel	UK	Peanut Butter Cubes	\$12,950	30
Ram Mahesh	USA	Choco Coated Almonds	\$12,348	234
Barr Faughny	New Zealand	Drinking Coco	\$11,571	138
Husein Augar	Canada	Organic Choco Syrup	\$11,522	204
Barr Faughny	Canada	Mint Chip Choco	\$11,417	21
Carla Molina	Canada	Milk Bars	\$10,311	231

Top 10 amount of Sales Item sold by Sales Person Country-wise





Total Sales Amount and Total Units sold Country wise using Formula

Formula used =SUMIFS(TAB_1[Amount],TAB_1[Geography],L4)

Country	Amount	Units
New Zealand	2,18,813.00	7,431.00
USA	1,89,434.00	10,158.00
Canada	2,37,944.00	7,302.00
UK	1,73,530.00	5,745.00
Australia	1,68,679.00	6,264.00
India	2,52,469.00	8,760.00





Total Sales Amount and Total Units sold by unique Sales Person Country wise using Pivot



Row Labels	Sum of Amount	Count of Product	Sum of Units
UK	₹ 45,752.00	10	1518
New Zealand	₹ 25,655.00	5	453
Canada	₹ 23,709.00	5	909
Australia	₹ 18,928.00	5	738
India	₹ 7,763.00	2	174
USA	₹ 2,142.00	2	318

Sales Person	
Barr Faughny	Brien Boise
Carla Molina	Ches Bonnell
Curtice Advani	Gigi Bohling
Gunar Cockshoot	Husein Augar
Oby Sorrel	Ram Mahesh

PivotTable Fields

Choose fields to add to report:

Drag fields between areas below:

Search

Sales Person

Geography

Product

Amount

Units

More Tables...

Filters

Columns

Σ Values

Rows

Geography

Σ Values

Sum of Amount



Top 5 Products by \$ per unit

Formula in Pivot Measure=[Sum of Amount]/[Sum of Units]

Row Labels	Sales per unit
Raspberry Choco	\$44.99
Peanut Butter Cubes	\$37.30
85% Dark Bars	\$33.89
Baker's Choco Chips	\$32.81
After Nines	\$32.30
Grand Total	\$35.95

PivotTable Fields

Active All

Choose fields to add to report:

Search

Drag fields between areas below:

Filters

Columns

Rows

Product

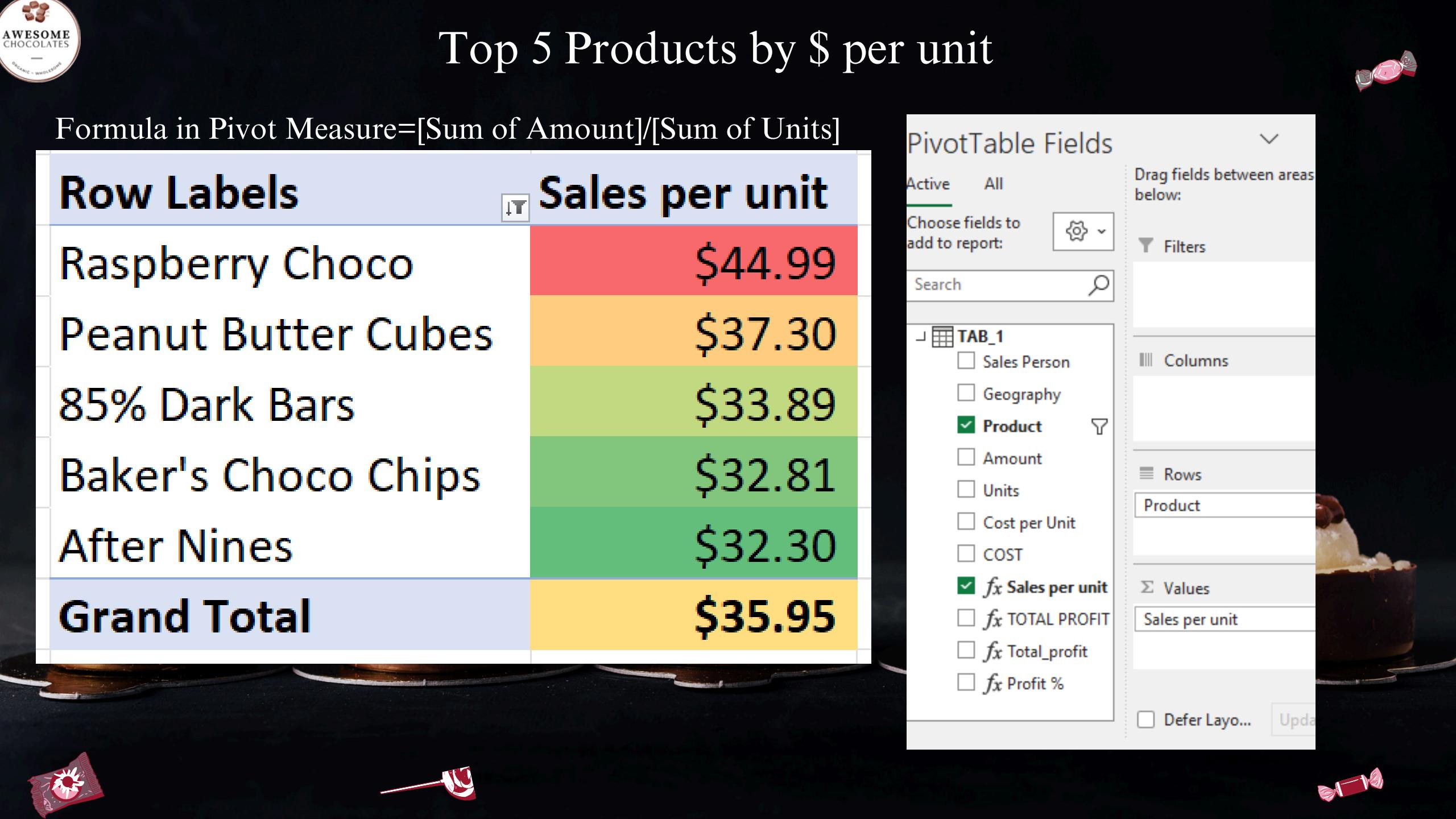
Values

Sales per unit

Defer Layo... Update

TAB_1

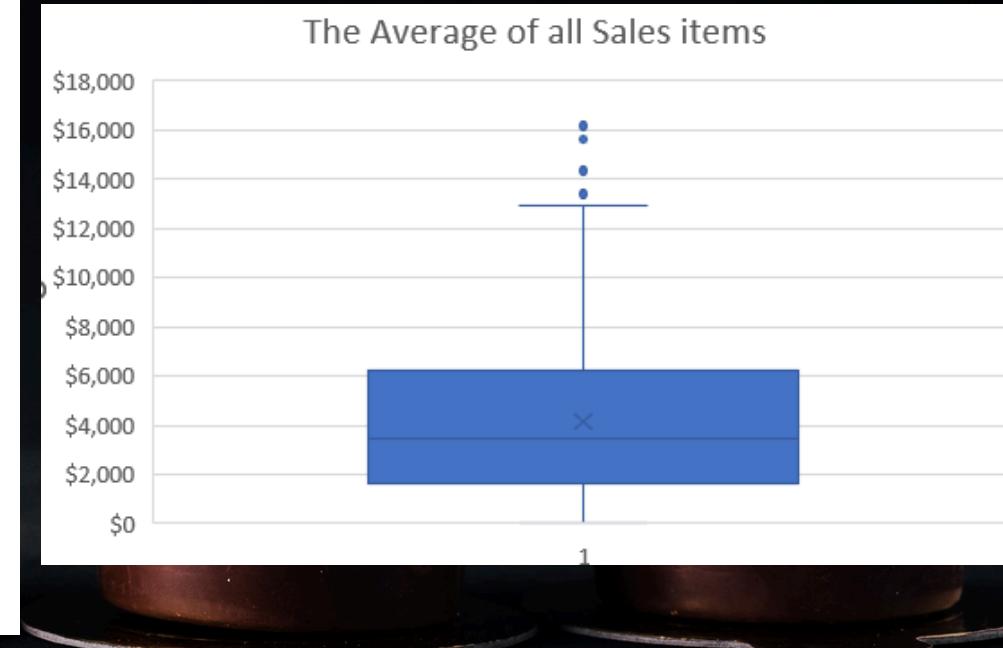
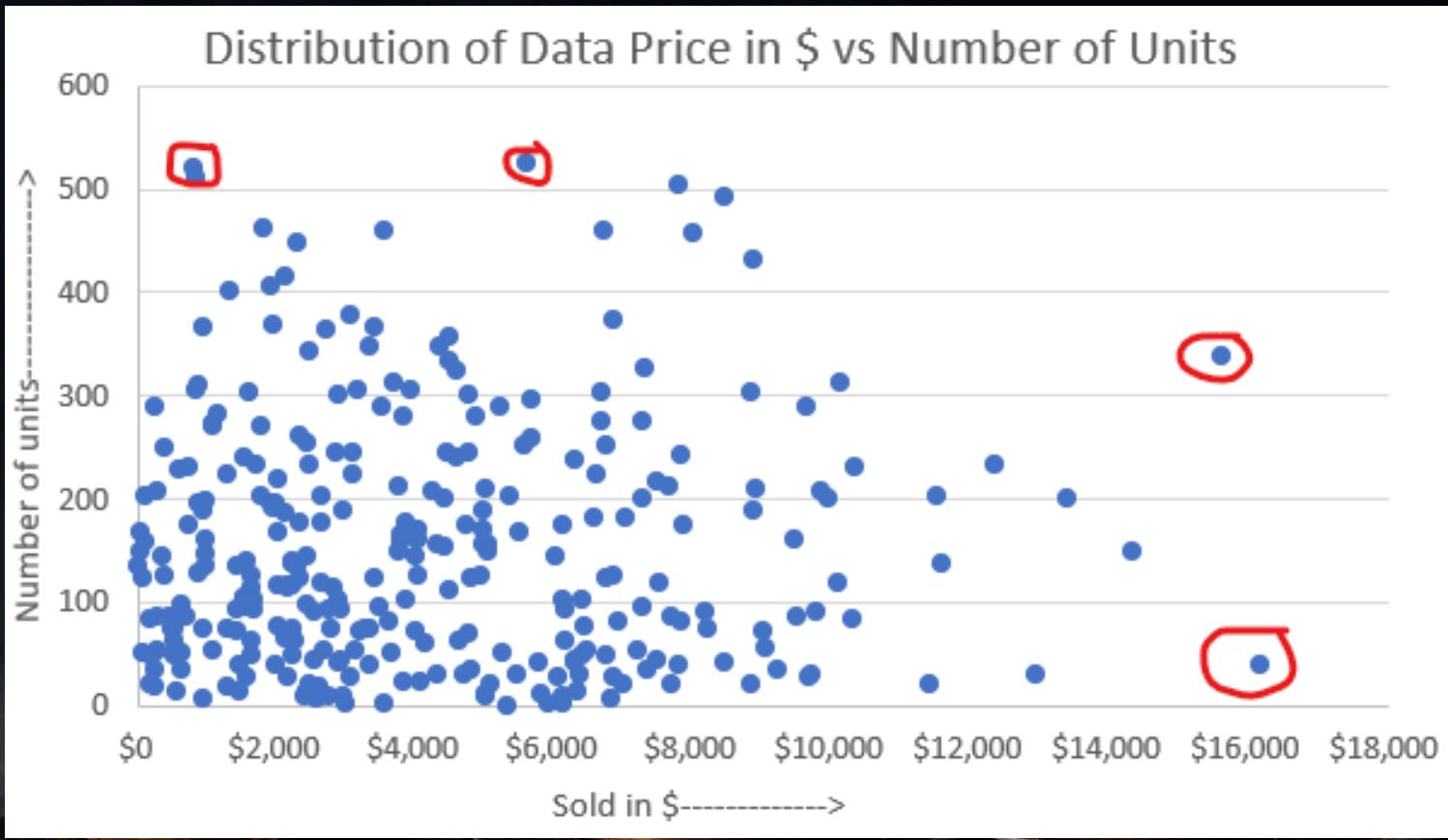
- Sales Person
- Geography
- Product
- Amount
- Units
- Cost per Unit
- COST
- fx Sales per unit
- fx TOTAL PROFIT
- fx Total_profit
- fx Profit %



Anomalies Detection



Here detected anomalies are encircled which are not normal, the upper two dots are sales item > 500 and the right upper one with quite high in unit sold as well as in price, lower one of highest price in sales unit



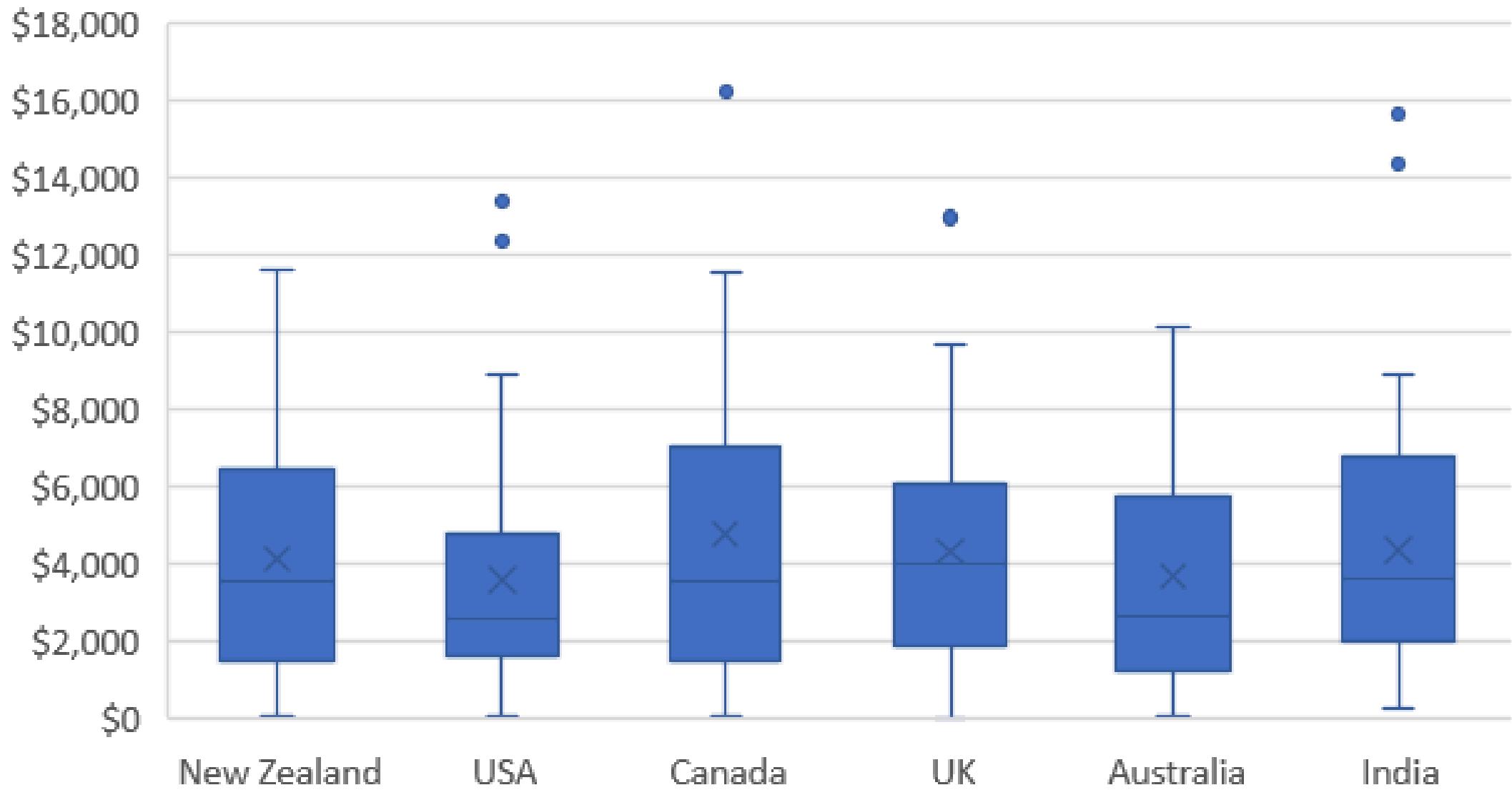
The average of all sales item are shown as the middle line of the Box plot and the upper dots are the anomalies.





Distribution of Sales by Geography using Box Plot

Distribution of Sales by Geography





Highest and Lowest Performing Sales Person Country-wise using Pivot Table

HIGHEST PERFORMING SALES PERSON

Row Labels	Sum of Amount
Australia	25221
Gigi Bohling	25221
Canada	39620
Gigi Bohling	39620
India	41559
Gigi Bohling	41559
New Zealand	43568
Ches Bonnell	43568
UK	45752
Barr Faughny	45752
USA	38325
Ram Mahesh	38325
Grand Total	234045

LOWEST PERFORMING SALES PERSON

Row Labels	Sum of Amount
Australia	6069
Carla Molina	6069
Canada	5019
Brien Boise	5019
India	5516
Brien Boise	5516
New Zealand	7987
Oby Sorrel	7987
UK	3976
Carla Molina	3976
USA	2142
Barr Faughny	2142
Grand Total	30709

PivotTable Fields

Choose fields to add to report:



Search

- Sales Person
- Geography
- Product
- Amount
- Units

More Tables...

Drag fields between areas below:

Filters

Columns

Rows

Geography

Sales Person

Values

Sum of Amount

Defer Layo...

Update





Profit by Products Country-Wise Using Pivots and Slicer

Sold Items	Sum of Amount	Sum of COST	TOTAL PROFIT
Almond Choco	16534	2744.28	₹ 13,789.72
Spicy Special Slims	13755	1026	₹ 12,729.00
White Choc	14497	4378.95	₹ 10,118.05
Baker's Choco Chips	11886	2738.4	₹ 9,147.60
Peanut Butter Cubes	10465	2746.14	₹ 7,718.86
Caramel Stuffed Bars	12257	4577.58	₹ 7,679.42
Choco Coated Almonds	8827	2024.1	₹ 6,802.90
Smooth Sliky Salty	8995	2553.39	₹ 6,441.61
After Nines	8288	2227.56	₹ 6,060.44
70% Dark Bites	10129	4520.88	₹ 5,608.12
Milk Bars	16114	10804.14	₹ 5,309.86
85% Dark Bars	4760	551.67	₹ 4,208.33
99% Dark & Pure	5474	1283.52	₹ 4,190.48
Fruit & Nut Bars	6118	2511.63	₹ 3,606.37
Mint Chip Choco	3584	1107.54	₹ 2,476.46
Eclairs	2408	27.99	₹ 2,380.01
Manuka Honey Choco	2541	322.2	₹ 2,218.80
Drinking Coco	1778	1746.9	₹ 31.10
50% Dark Bites	6867	7020	153.00 - ₹
Organic Choco Syrup	3402	5771.85	2,369.85 - ₹
Grand Total	168679	60684.72	₹ 1,07,994.28

Geography

- Australia
- Canada
- India
- New Zealand
- UK
- USA

TOTAL PROFIT Measure
 $=[\text{Sum of Amount}] - [\text{Sum of COST}]$

PivotTable Fields

Active All

Choose fields to add to report:

Drag fields between areas below:

Filters

Columns

Values

Rows

Product

Amount

COST

TOTAL PROFIT

Sum of Amount

Sum of COST

TOTAL PROFIT

Product

Sum of Amount

Sum of COST

TOTAL PROFIT



Profit by Products in all Countries using Pivots and Slicer

Sold Items	Sum of Amount	Sum of COST	TOTAL PROFIT
Baker's Choco Chips	70273	11995.2	₹ 58,277.80
Eclairs	63721	7249.41	₹ 56,471.59
Choco Coated Almonds	71967	19903.65	₹ 52,063.35
Raspberry Choco	68971	17982.09	₹ 50,988.91
After Nines	66283	20048.04	₹ 46,234.96
Peanut Butter Cubes	69160	22933.98	₹ 46,226.02
Fruit & Nut Bars	56644	11759.88	₹ 44,884.12
Mint Chip Choco	62111	18933.66	₹ 43,177.34
Drinking Coco	52150	11335.44	₹ 40,814.56
Caramel Stuffed Bars	72373	33288.66	₹ 39,084.34
Manuka Honey Choco	58009	21308.16	₹ 36,700.84
Orange Choco	54712	23321.52	₹ 31,390.48
85% Dark Bars	35378	5188.68	₹ 30,189.32
99% Dark & Pure	44744	14943.84	₹ 29,800.16
Milk Bars	47271	17549.73	₹ 29,721.27
White Choc	57372	27693.9	₹ 29,678.10
Smooth Sliky Salty	39263	9744.57	₹ 29,518.43
Spicy Special Slims	37772	11772	₹ 26,000.00
70% Dark Bites	66500	40600.98	₹ 25,899.02
Organic Choco Syrup	69461	49888.86	₹ 19,572.14
50% Dark Bites	43183	23657.4	₹ 19,525.60
Almond Choco	33551	18604.08	₹ 14,946.92
Grand Total	1240869	439703.73	₹ 8,01,165.27

Geography
Australia
Canada
India
New Zealand
UK
USA

TOTAL PROFIT Measure
=[Sum of Amount]-[Sum of COST]

PivotTable Fields

Active All

Choose fields to add to report:

Drag fields between areas below:

Filters

Search

TAB_1

- Sales Person
- Geography
- Product
- Amount
- Units
- Cost per Unit
- COST
- fx Sales per unit
- fx TOTAL PRO...
- fx Total_profit
- fx Profit %

Columns

Σ Values

Rows

Product

Σ Values

Sum of Amount

Sum of COST

TOTAL PROFIT



Dynamic Sales Report : Picking Country as Slicer

PICK A COUNTRY=>

New Zealand

Quick

No. of Transaction=>

- Australia
- Canada
- India
- New Zealand
- UK
- USA

Total

Average

SALES

\$2,18,813

\$4,129

COST

\$68,923

\$1,300

PROFIT

\$1,49,890

\$2,828

QUANTITY

7431

140

BY SALES PERSON

NAME	AMOUNT	UNITS	Performance Check
Barr Faughny	\$25,655.00	453	✓
Brien Boise	\$20,125.00	711	✓
Carla Molina	\$17,283.00	882	✓
Ches Bonnell	\$43,568.00	978	✓
Curtice Advani	\$26,985.00	1329	✓
Gigi Bohling	\$14,504.00	156	✓
Gunar Cockshoot	\$16,821.00	1161	✓
Husein Augar	\$21,434.00	1116	✓
Oby Sorrel	\$7,987.00	345	✗
Ram Mahesh	\$24,451.00	300	✓

PICK A COUNTRY=>

India

Quick Summary

No. of Transaction=>

58

Total

Average

SALES

\$2,52,469

\$4,353

COST

\$80,681

\$1,391

PROFIT

\$1,71,788

\$2,962

QUANTITY

8760

151

BY SALES PERSON

NAME	AMOUNT	UNITS	Performance Check
Barr Faughny	\$7,763.00	174	✗
Brien Boise	\$5,516.00	507	✗
Carla Molina	\$15,855.00	708	✓
Ches Bonnell	\$31,661.00	978	✓
Curtice Advani	\$33,670.00	1515	✓
Gigi Bohling	\$41,559.00	1188	✓
Gunar Cockshoot	\$35,847.00	1416	✓
Husein Augar	\$39,424.00	1122	✓
Oby Sorrel	\$16,527.00	417	✓
Ram Mahesh	\$24,647.00	735	✓



Product to discontinue: Parameter --> Profit % < 50%

Row Labels	Sum of Amount	Sum of Units	Total_profit	Profit %
Almond Choco	33551	1566	\$14,946.92	44.55%
85% Dark Bars	35378	1044	\$30,189.32	85.33%
Spicy Special Slims	37772	1308	\$26,000.00	68.83%
Smooth Sliky Salty	39263	1683	\$29,518.43	75.18%
50% Dark Bites	43183	2022	\$19,525.60	45.22%
99% Dark & Pure	44744	1956	\$29,800.16	66.60%
Milk Bars	47271	1881	\$29,721.27	62.87%
Drinking Coco	52150	1752	\$40,814.56	78.26%
Orange Choco	54712	2196	\$31,390.48	57.37%
Fruit & Nut Bars	56644	1812	\$44,884.12	79.24%
White Choc	57372	2106	\$29,678.10	51.73%
Manuka Honey Choco	58009	2976	\$36,700.84	63.27%
Mint Chip Choco	62111	2154	\$43,177.34	69.52%
Eclairs	63721	2331	\$56,471.59	88.62%
After Nines	66283	2052	\$46,234.96	69.75%
70% Dark Bites	66500	2802	\$25,899.02	38.95%
Raspberry Choco	68971	1533	\$50,988.91	73.93%
Peanut Butter Cubes	69160	1854	\$46,226.02	66.84%
Organic Choco Syrup	69461	2982	\$19,572.14	28.18%
Baker's Choco Chips	70273	2142	\$58,277.80	82.93%
Choco Coated Almonds	71967	2301	\$52,063.35	72.34%
Caramel Stuffed Bars	72373	3207	\$39,084.34	54.00%
Grand Total	1240869	45660	\$8,01,165.27	64.56%

Total_Profit=[Sum of Amount]-
 [Sum of COST]
 Profit_%=[Total_profit]/[Sum of Amount]
 Format Should be in Percentage
 with 2 decimal places

PivotTable Fields

Active All

Choose fields to add to report:

Drag fields between areas below:

Filters

TAB_1

- Sales Person
- Geography
- Product
- Amount
- Units
- Cost per Unit
- COST
- fx Sales per unit
- fx TOTAL PROFIT
- fx Total_profit
- fx Profit %

Columns

Σ Values

Rows

Product

Values

Sum of Amount

Sum of Units

Total_profit

Profit %