CHOCO DE LUXE BUSINESS PERFORMANCE DASHBOARD

TOOLS USED: TABLEAU

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BUSSINESS INTRODUCTION

Choco de Luxe is a premium Belgian chocolate brand with operations across Europe. The company distributes artisanal chocolate bars, bites, and confections through retail, online, and supermarket channels. With a growing product line, Choco de Luxe focuses on maintaining high-quality standards, expanding market share, and tailoring sales strategies to regional performance and customer preferences.

PROBLEM STATEMENT

Choco de Luxe lacks a unified, data-driven system to track product, sales, and delivery performance across Europe. This has led to inconsistent regional results and limited visibility for management to make informed decisions. The company needs actionable insights to improve sales strategy, delivery efficiency, and overall market performance.

PROJECT OBJECTIVES

The project aims to analyze Choco de Luxe's sales performance across locations, channels, and product lines, identifying inefficiencies and growth opportunities.

Interactive Tableau dashboards were developed to support data-driven decisions on product positioning and sales strategies.

EXPECTATIONS

As the Data Analyst at Choco de Luxe, the role involves evaluating sales performance across locations and channels, measuring salesperson productivity, and analyzing product-level profitability.

The goal is to uncover insights into organic product demand, optimize sales strategies, and enhance overall business efficiency.

DATA DICTIONARY SUMMARY

1. Sales Fact Table

Contains core transactional data, including:

Transaction details (ID, Date, Salesperson, Product, and Location).

Sales Channel and Delivery Status.

Performance metrics such as Boxes Shipped.

2. Location Dimension Table

Stores geographical information:

Location ID, Country, City, and Region of sales activities.

3. Salesperson Dimension Table

Includes personnel-related details:

Salesperson ID, Name, Email, and Hire Date.
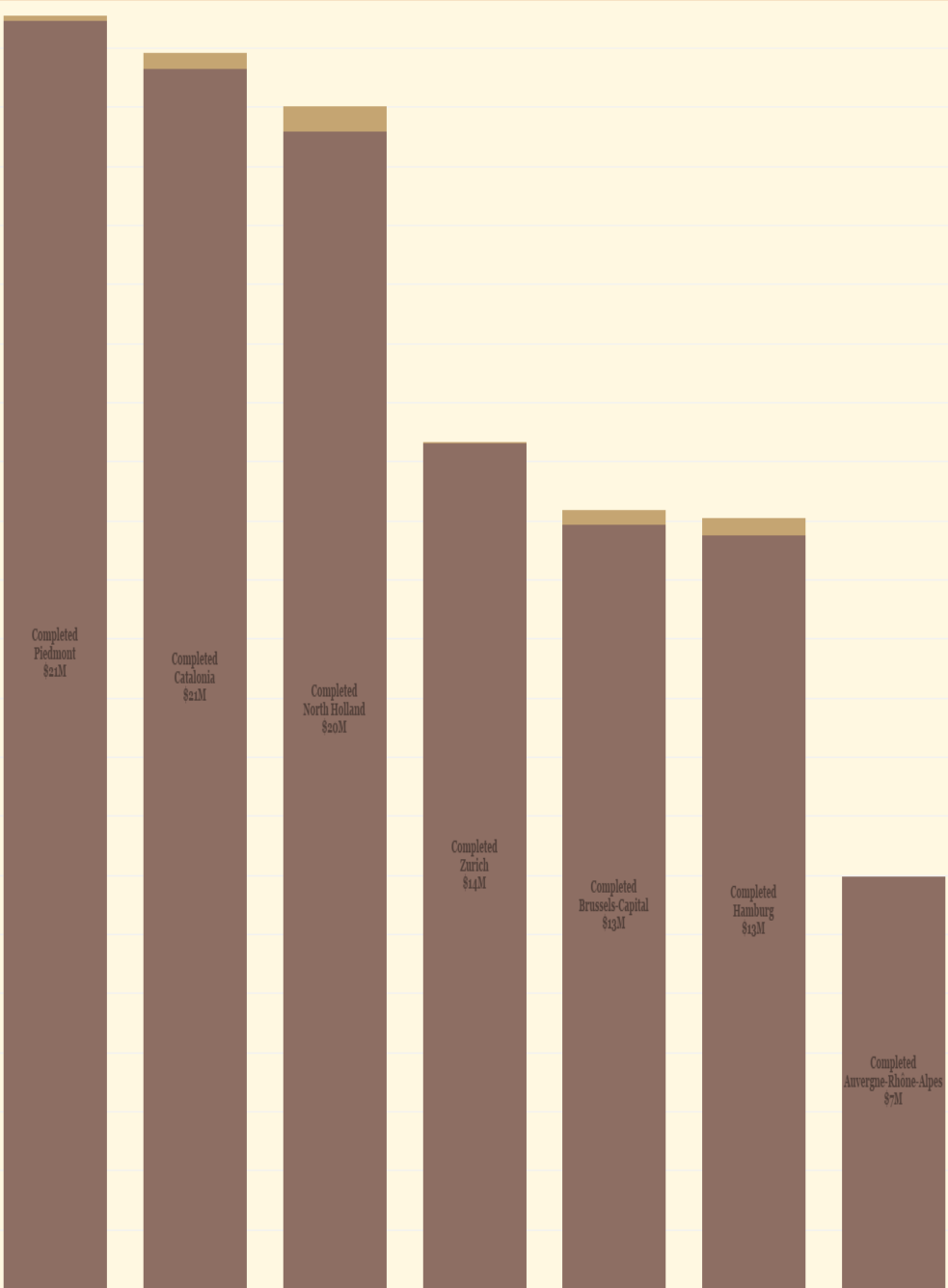
4. Product Dimension Table

Defines product-specific attributes:

Product ID, Name, Category, Cocoa %, Cost, Price, and Organic Indicator.

PROJECT OBJECTIVES

- **Evaluate location performance** to identify high and low-performing regions.

- **Analyze channel effectiveness** to understand profitability and sales contribution.

- **Assess salesperson productivity** against profit targets and sales volume.

- **Measure product-level profitability** across product lines and categories.

- **Compare organic vs. non-organic demand** to guide future marketing and product strategies.

LOCATION SALES PERFORMANCE

Completed
Piedmont
$21M

Completed
Catalonia
$21M

Completed
North Holland
$20M

Completed
Zurich
$14M

Completed
Brussels-Capital
$13M

Completed
Hamburg
$13M

Completed
Auvergne-Rhône-Alpes
$7M

INSIGHTS

•**Piedmont and Catalonia** lead in sales performance, each generating **$21M**, indicating strong market penetration and effective sales execution.
•**North Holland** follows closely with **$20M**, showing stable growth potential.
•**Zurich ($14M)** and **Brussels-Capital ($13M)** fall in the mid-range — consistent but below top-tier regions.
•**Auvergne-Rhône-Alpes** significantly underperforms with **$7M**, suggesting weak demand, lower distribution reach, or ineffective marketing in that region.
•All regions show **completed deliveries**, reflecting solid fulfillment efficiency across the board.

RECOMMENDATIONS

1.**Replicate Top-Region Strategies:**
Study successful sales and marketing practices from **Piedmont and Catalonia** to apply in mid- and low-performing regions.
2.**Enhance Market Presence in Low-Performing Areas:**
Focus on **Auvergne-Rhône-Alpes** by improving local promotions, partnerships, and delivery coverage.
3.**Targeted Regional Campaigns:**
Invest in regional-level campaigns for **Zurich** and **Brussels-Capital** to boost customer engagement and drive growth.
4.**Data-Driven Resource Allocation:**
Allocate sales budgets and inventory proportionally based on regional performance and potential market size.
5.**Monitor Regional Profit Margins:**
Track cost-to-revenue ratios by region to ensure that high sales volumes translate into sustainable profitability.

PROFITABILITY BASED ON SALES CHANNELS

$24M
Website

$15M
Warehouse

$14M
Social Media

299

299

496
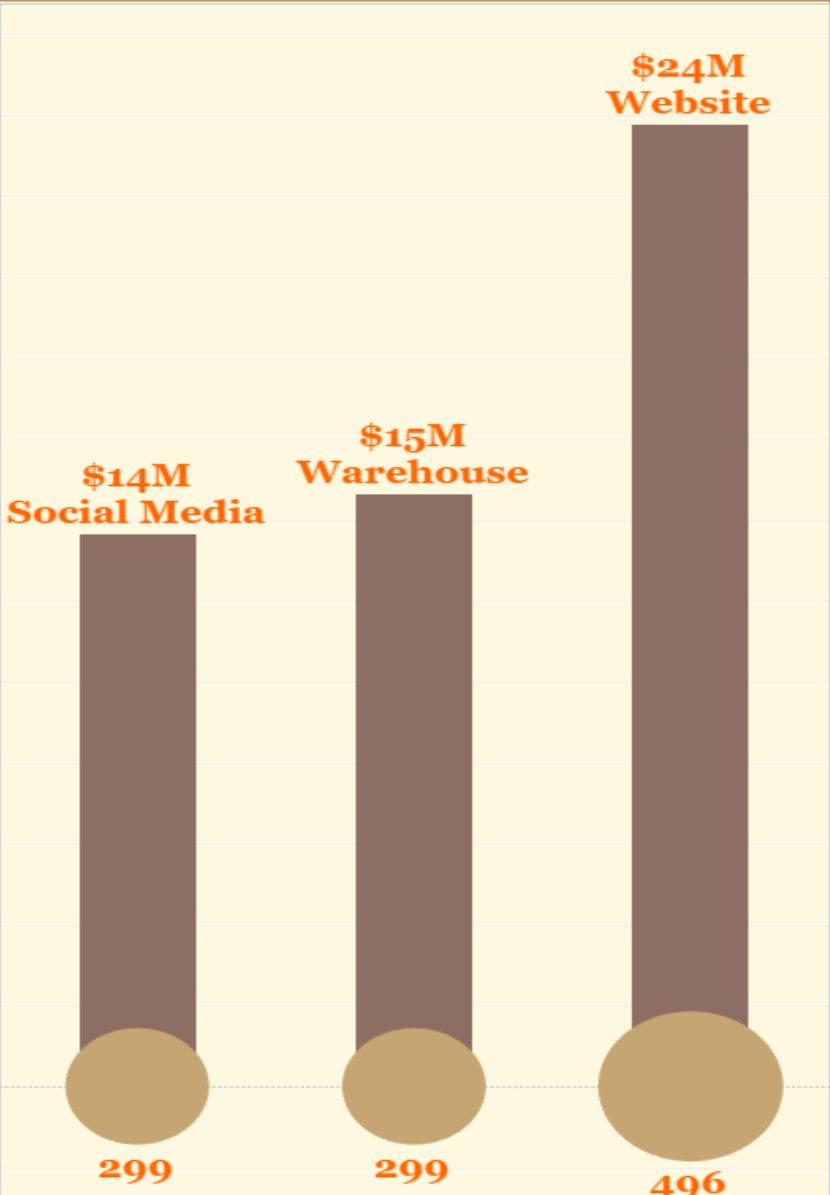
INSIGHTS

Website drives the highest profit (**$24M**) and transactions (**496**), proving it's the strongest channel.

Warehouse ($15M) shows solid performance through physical or wholesale sales.

Social Media ($14M) performs moderately, showing potential for digital growth.

Online channels outperform offline ones, reflecting a shift in customer buying behavior.
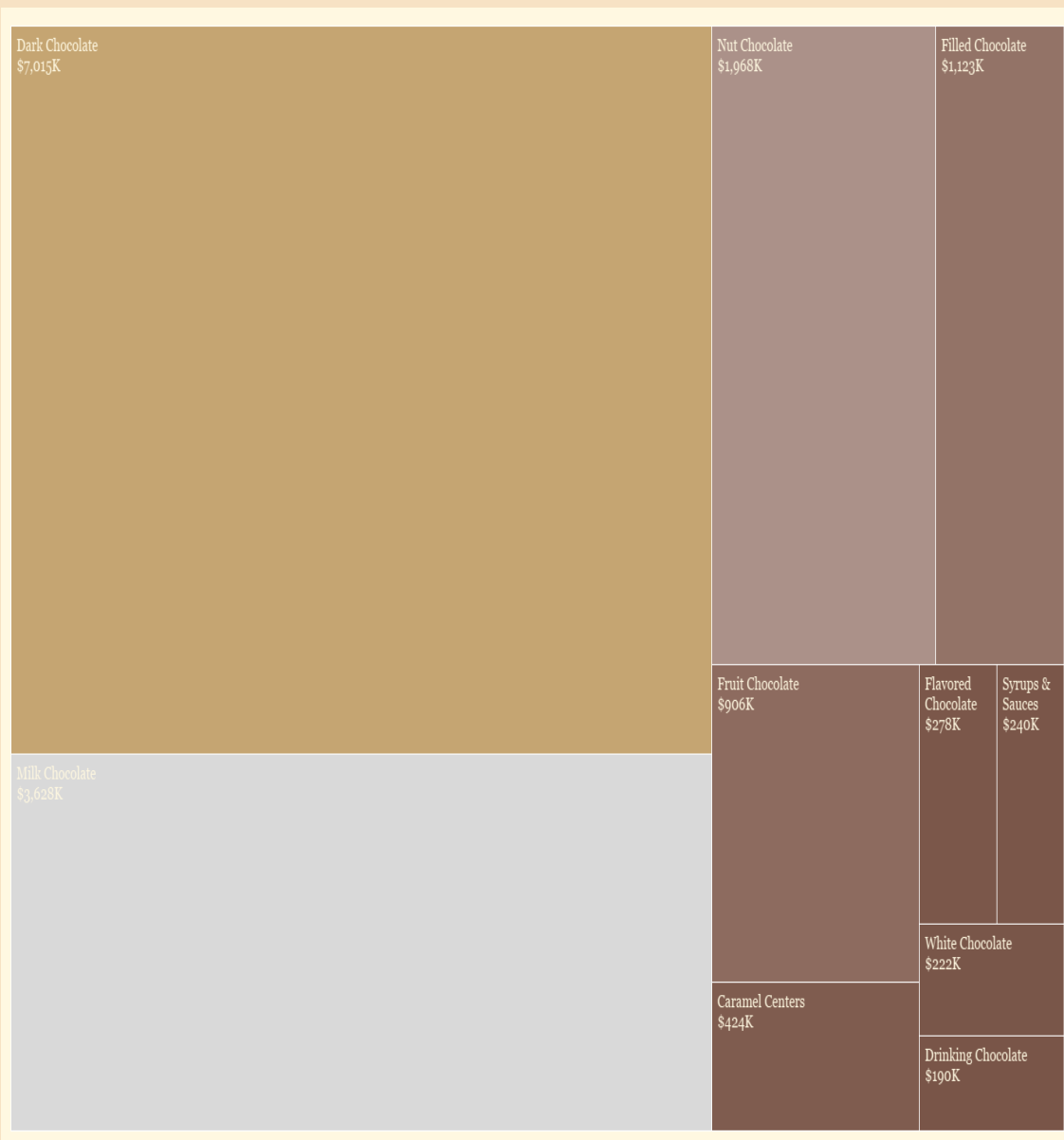
RECOMMENDATIONS

Boost website efficiency — improve UX, checkout flow, and ad targeting to sustain profit growth.

Strengthen social media marketing through influencer partnerships and paid ad campaigns.

Integrate online & offline sales — introduce click-and-collect or bundle offers.

Adopt an omnichannel approach to maintain consistency in pricing, experience, and brand identity.

Margin Contributions

Dark Chocolate
$7,015K

Milk Chocolate
$3,628K

Nut Chocolate
$1,968K

Filled Chocolate
$1,123K

Fruit Chocolate
$906K

Flavored
Chocolate
$278K

Syrups &
Sauces
$240K

White Chocolate
$222K

Caramel Centers
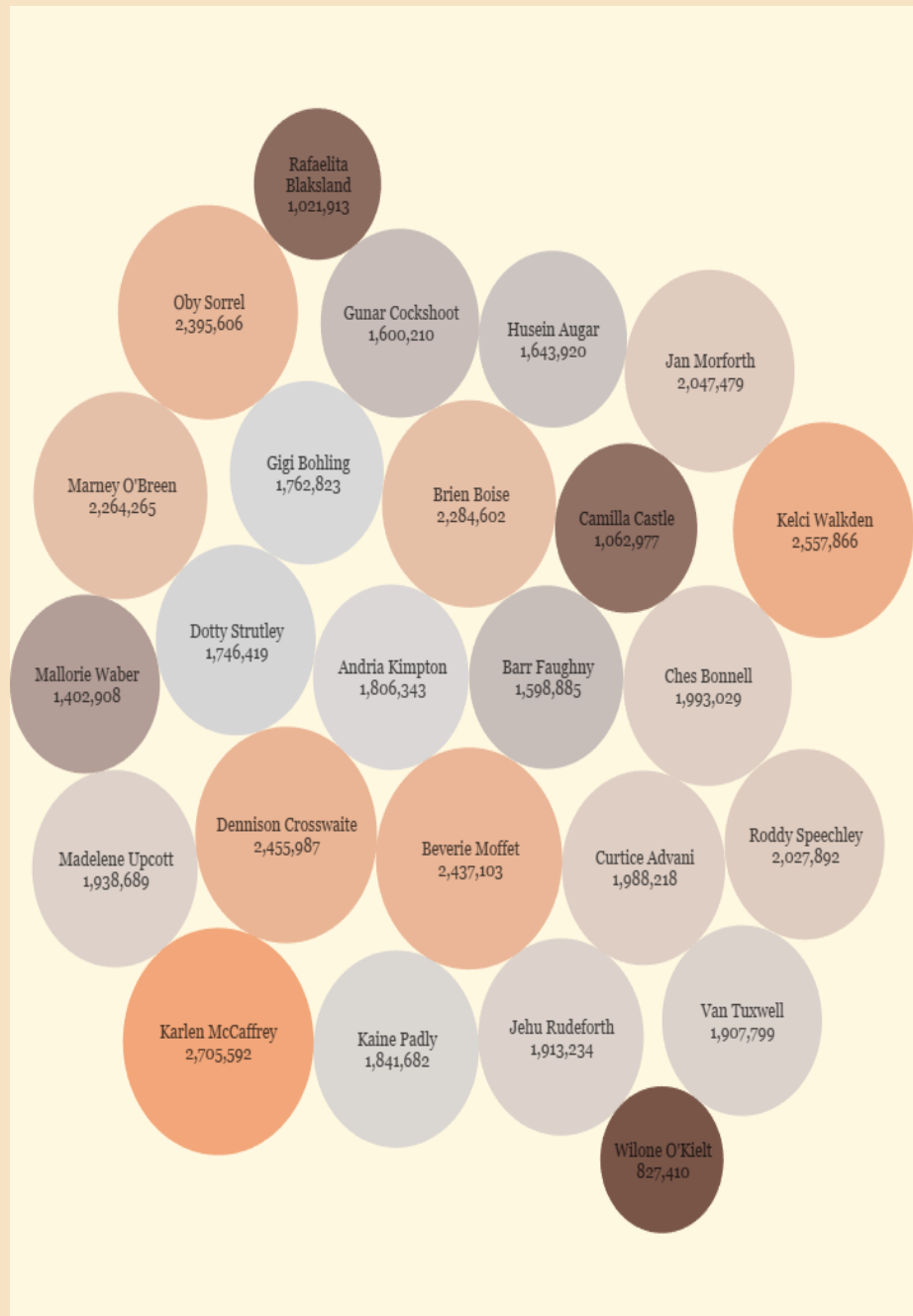$424K

Drinking Chocolate
$190K

INSIGHTS
- **Dark Chocolate** leads with **$7.0M**, showing strong market demand and premium positioning.
- **Milk Chocolate ($3.6M)** performs well, appealing to a broader consumer base.
- **Nut ($1.9M)** and **Filled Chocolate ($1.1M)** contribute moderately, indicating niche appeal.
- Lower-performing categories like **Flavored, White, and Drinking Chocolate (<$300K)** show limited traction.

RECOMMENDATIONS
- **Prioritize Dark & Milk Chocolate** — maintain supply, expand SKUs, and invest in marketing.
- **Enhance visibility** for **Nut & Filled Chocolates** through bundling or seasonal promotions.
- **Reassess low-performing lines** — consider rebranding or limited-edition strategies.
- **Leverage consumer insights** to diversify product mix and meet emerging taste preferences.

INDIVIDUAL SALES PERFORMANCE

Rafaelita Blaksland
1,021,913

Oby Sorrel
2,395,606

Gunar Cockshoot
1,600,210

Husein Augar
1,643,920

Jan Morforth
2,047,479

Marney O'Breen
2,264,265

Gigi Bohling
1,762,823

Brien Boise
2,284,602

Camilla Castle
1,062,977

Kelci Walkden
2,557,866

Mallorie Waber
1,402,908

Dotty Strutley
1,746,419

Andria Kimpton
1,806,343

Barr Faughny
1,598,885

Ches Bonnell
1,993,029

Madelene Upcott
1,938,689

Dennison Crosswaite
2,455,987

Beverie Moffet
2,437,103

Curtice Advani
1,988,218

Roddy Speechley
2,027,892

Karlen McCaffrey
2,705,592

Kaine Padly
1,841,682

Jehu Rudeforth
1,913,234

Van Tuxwell
1,907,799

Wilone O'Kielt
827,410

INSIGHTS

• Every salesperson performed beyond expectations, exceeding the €100,000 profit target.

• Top achievers like *Karlen (2.7M)*, *Kelci (2.5M)*, and *Dennison (2.45M)* show strong sales skills and great customer relationships.

• The results prove that Choco de Luxe's sales team is highly productive and that demand for its products remains strong across all markets.

• Overall, the team demonstrates excellent engagement, consistency, and growth potential.

RECOMMENDATIONS

• Celebrate success — reward the team for outstanding performance to boost morale and motivation.

• Raise performance goals slightly to challenge the team and maintain momentum.

• Encourage knowledge sharing — let top performers mentor others on effective sales strategies.

• Continue performance tracking through interactive dashboards (Power BI/Tableau) for ongoing monitoring and improvement.

SALES PERFORMANCE/ORGANIC & NON-ORGANIC

$3M
Yes

$81M
No
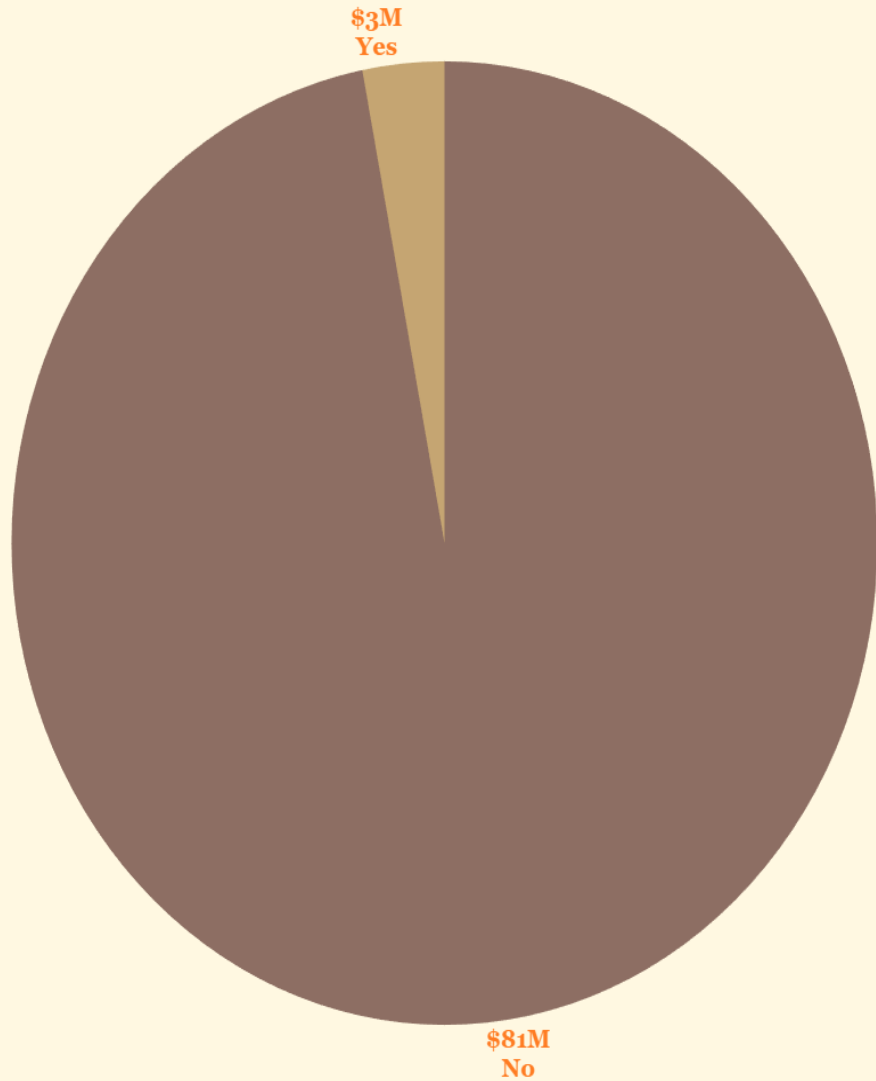
KEY INSIGHT:

Non-organic products dominate at $81M vs $3M organic

sales.

RECOMMENDATION:

Consider growing organic product marketing to capture

the increasing sustainability-conscious market segment.

OVERALL INSIGHTS

- Strong regional performance is led by Piedmont, Catalonia, and North Holland (≈$20–21M each), indicating consistent market dominance in Southern and Western Europe.

- Online sales channels, particularly the Website ($24M), drive the highest profitability, proving that digital platforms outperform traditional ones like warehouses and social media.

- Dark Chocolate ($7M) and Milk Chocolate ($3.6M) remain the best-selling products, reflecting strong consumer preference for core, premium varieties.

- Top-performing sales reps such as Karlen McCaffrey and Kelci Walkden far exceed the profit target of €100,000, while a few underperformers suggest potential for focused coaching or territory reassignment.

- Overall, Choco de Luxe shows solid growth potential with well-performing regions, products, and sales channels—but improvement opportunities remain in underperforming cities and product lines.

OVERALL RECOMMENDATIONS

- Enhance digital sales investments — strengthen e-commerce platforms and optimize website campaigns since they yield the highest profitability.

- Expand distribution in high-performing regions while addressing low-performing areas (e.g., Auvergne-Rhône-Alpes) with local marketing initiatives.

- Focus marketing efforts on Dark and Milk Chocolates, and consider repositioning or phasing out low-demand products like White or Drinking Chocolate.

- Implement data-driven sales management — use dashboards to track salesperson KPIs, delivery efficiency, and regional trends in real time.

- Encourage cross-department collaboration between sales, marketing, and supply chain teams to ensure consistent product availability and customer satisfaction.

Choco de Luxe | Business Performance Dashboard

EXECUTIVE LEVEL OVERVIEW

Total Cost	Total Revenue	Profit	Number of Transactions	Profit Margin
$61.1M	$113M	$52M	1,094	$113,107K

Bussiness Ove...

Performance o...

Sales Channel
☑ (All)

Location Sales Performance

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Completed Hamburg $13M

Profitability based on Sales Channels

$24M Website
$15M Warehouse
$14M Social Media

299 299 496

Sales Performance/Organic & Non-Organic

$3M Yes
$81M No

CHOCO DE LUXE

Choco de Luxe | Business Performance Dashboard

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