

# Yearly Report on Awesome Chocolates



*Presented By-*  
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# INSIGHTS

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**Sales Overview:** The total sales volume for Awesome Chocolates reached \$44 million, reflecting a robust market performance.

**Customer Base:** Our customer outreach expanded to 1 million, illustrating strong market penetration and consumer engagement.

**Top Performing Region:** New Zealand emerged as a standout market with the highest sales totaling \$7,435,918, underscoring its strategic importance in revenue generation.

**Customer Penetration:** Analyzing customer penetration rates, the UK leads with 0.44, showcasing effective market reach. Conversely, the USA recorded a penetration rate of 0.41, indicating opportunities for growth in this key market.

**Product Performance:** Among Awesome Chocolates' products, Drinking Coco stands out with the highest low-box shipment percentage at 13.49%, reflecting strong consumer demand and product appeal.

**Sales Team Performance:** The Yummies team within Awesome Chocolates demonstrates exceptional sales performance, consistently meeting shipment targets and driving revenue growth.

**Top Salesperson:** Barry Faughny emerges as the top-performing salesperson, demonstrating outstanding sales acumen and contribution to overall team success.

**Sales Forecast:** Looking ahead, we anticipate a spike in customer acquisition in April 2022, projecting an increase to 80,000 customers. Expected sales for the period are estimated at \$2,955,624, highlighting anticipated growth opportunities and strategic planning insights.



## POWER BI DASHBOARD

Total amount  
**\$44M**

Total Boxes sold  
**3M**

Total Customers  
**1M**

shipment count  
**8K**

Low box shipments  
**728**

Region		
Americas	APAC	Europe
Category		
Bars	Bites	Other
Team		
Delish	Jucies	New...
Yummies		

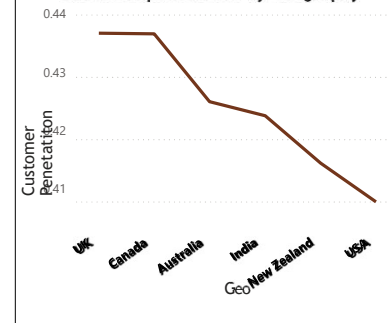
### Location wise products performance

Geo	Total amount	Total Boxes sold	Amt per shipment	Amt per box sold
New Zealand	\$74,35,918	493139	5,755.35	15.08
Canada	\$73,50,091	491482	5,684.53	14.95
India	\$73,10,254	490374	5,797.19	14.91
Australia	\$72,63,151	482536	5,755.27	15.05
USA	\$70,12,523	473759	5,646.15	14.80
UK	\$71,89,609	470021	5,674.51	15.30
Total	\$4,35,61,546	2901311	5,718.99	15.01

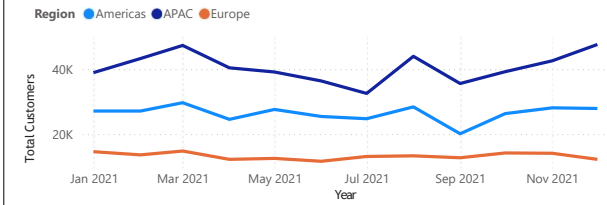
### Shipment wise products Performance

Product	Low shipment count	Low-box shipments %
After Nines	46	12.96%
Drinking Coco	46	13.49%
70% Dark Bites	43	12.72%
Peanut Butter Cubes	40	11.27%
Fruit & Nut Bars	38	10.95%
Manuka Honey Choco	38	10.76%

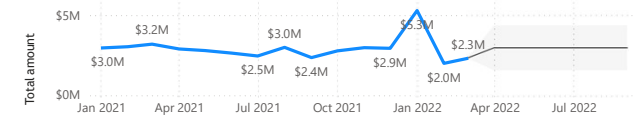
### Customer penetration by Geography



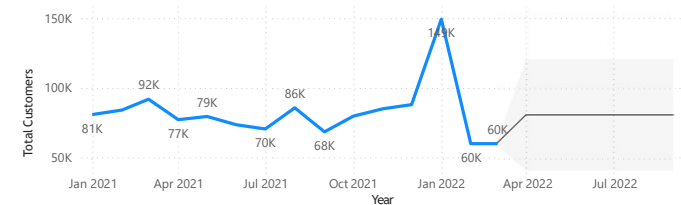
### Region-wise Customers Trend



### Sales Forecast



### Customer Forecast



### FRIDAY PERFORMANCE

Product	Friday Sales	Friday shipment
After Nines	\$4,99,093	81
Drinking Coco	\$4,85,128	75
99% Dark & Pure	\$4,73,669	81
Orange Choco	\$4,66,592	78
White Choc	\$4,54,076	77
Caramel Stuffed Bars	\$4,50,485	77
Milk Bars	\$4,49,239	84
Manuka Honey Choco	\$4,45,270	72
Total	\$92,49,415	1618

### Top Performing SalesPerson

Picture	Sales person	Location
	Barr Faughny	Hyderabad
	Ches Bonnell	Hyderabad
	Dennison Crosswaite	Hyderabad

### Amt per Shipment target

Sales person	Team	APS target?
Barr Faughny	Yummies	YES
Beverie Moffet	Jucies	YES
Camilla Castle		YES
Ches Bonnell		YES
Dennison	Yummies	YES
Crosswaite		
Dotty Strutley	Delish	YES
Gigi Bohling	Delish	YES
Gunar	Yummies	YES