

DATA ANALYTICS TABLEAU PUBLIC CAPSTONE PROJECT

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CHOCO DE LUXE

**Sale Insight Through Data Visualisation
for a European Artisanal chocolate
Brand**

PROBLEM OVERVIEW

Choco de Luxe is a premium chocolate company operating across multiple locations and sales channels. The company generates large volumes of sales data covering products, salespersons, locations, delivery performance, and revenue. However, management lacks clear visibility into which locations, channels, and salespeople are performing well and where operational issues such as failed deliveries and low profitability occur. This project uses Tableau Public to analyse sales volume, delivery success, revenue, profit, and profit margins based on completed deliveries. The objective is to identify high-performing and underperforming areas, evaluate channel effectiveness, assess salesperson productivity, and support data-driven decision-making.

CHOCO DE LUXE – CASE STUDY INTRODUCTION

This case study analyses the company's sales, delivery performance, and profitability using transactional data. The business generated a **total revenue of €5,127,809** and achieved a **total profit of €2,358,792**, resulting in a healthy **profit margin of 46%**. Operationally, Choco de Luxe demonstrates strong logistics performance with a **96% successful delivery rate**, delivering **170,498 boxes** of chocolate to customers. The sales operations are driven by a team of **25 salespersons**, whose performance varies across locations and channels. The objective of this analysis is to identify high-performing and underperforming locations, channels, products, and salespersons, and to provide data-driven insights that can support strategic decision-making and operational improvements.

Location Sales Performance



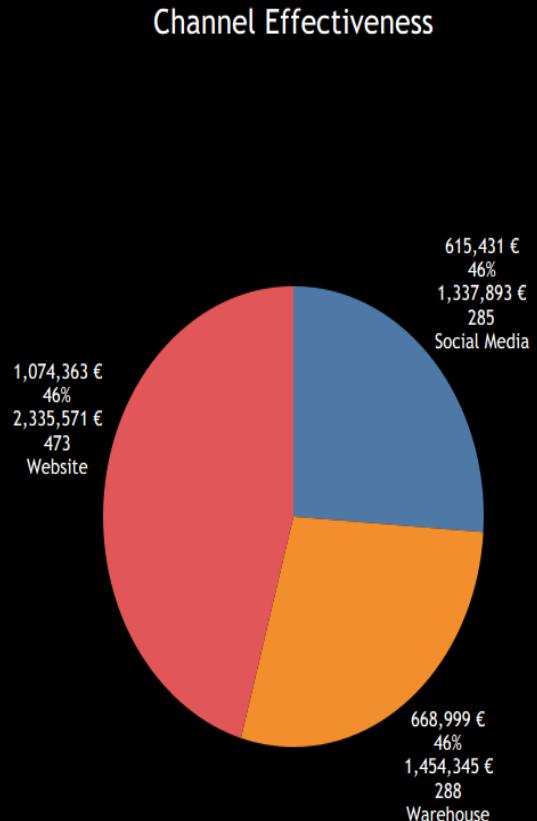
LOCATION SALES PERFORMANCE

*SALES VOLUME AND DELIVERY SUCCESS BASED ON HIGH-PERFORMING VS
UNDERPERFORMING LOCATIONS*

An analysis of location sales performance above shows significant variation across the seven countries. **Italy emerged as the top-performing country**, recording **199 successful deliveries** and generating the highest revenue of **€1,007,764**, indicating strong demand and effective delivery operations. **Spain followed closely with 197 successful deliveries** and **€969,651 in revenue**, reflecting similarly strong performance. **Belgium achieved moderate results with 127 successful deliveries** and **€603,629 in revenue**. In contrast, **France recorded the lowest performance**, with only **69 successful deliveries** and **€358,260 in revenue**, highlighting a potential area for operational and market improvement. These insights help identify high-performing markets and regions requiring strategic attention.

CHANNEL EFFECTIVENESS

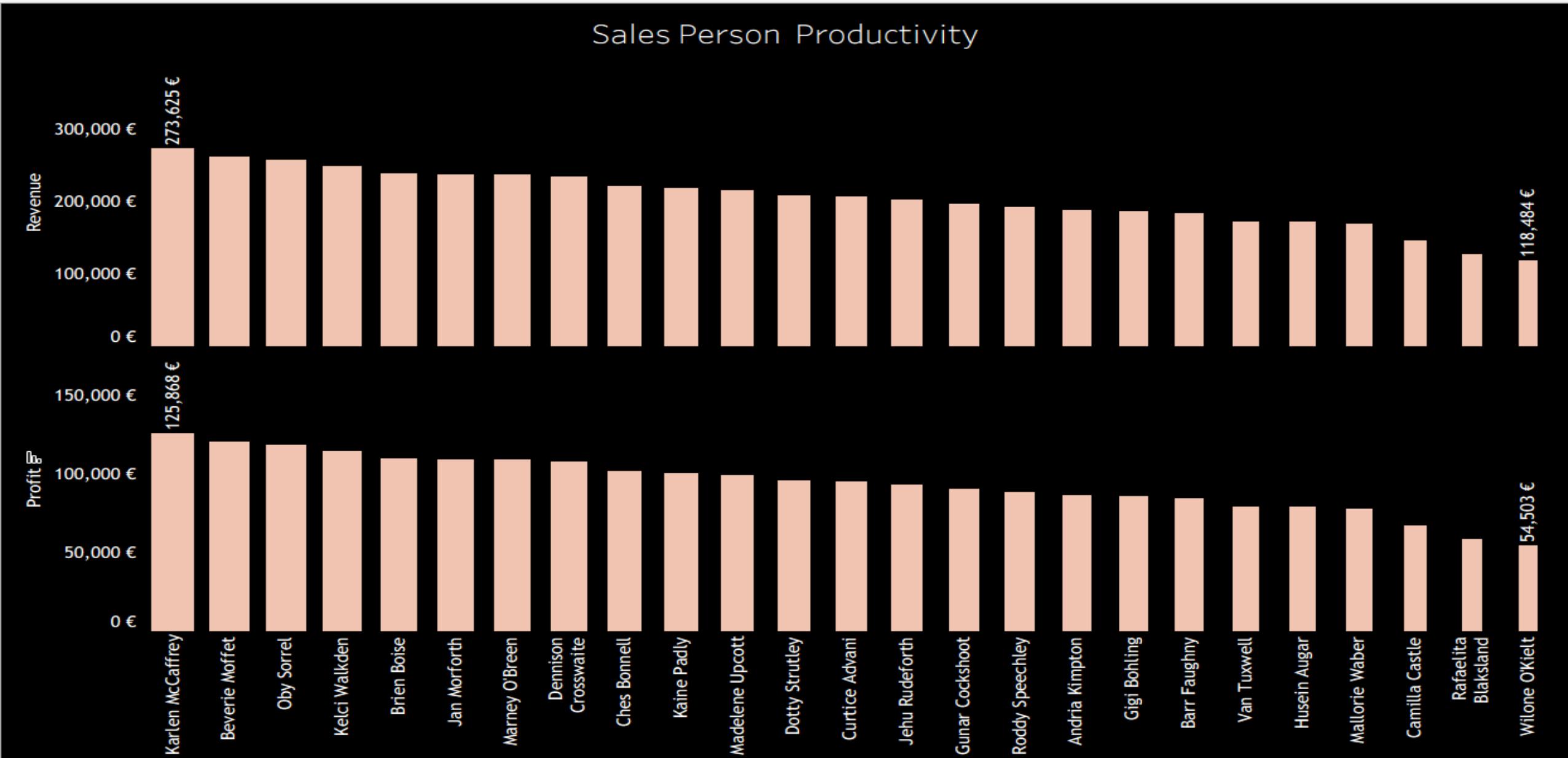
HOW DIFFERENT SALES CHANNELS IMPACT THE PROFITABILITY AND NUMBER OF TRANSACTIONS



The analysis of sales channels reveals that the **Website channel is the most effective**, delivering **473 successful orders**, generating **€2,335,571 in revenue**, and producing the highest **profit of €1,074,363**. This indicates strong customer preference and high profitability through online sales. The **Warehouse channel delivered 288 orders**, generating **€1,454,345 in revenue** and **€668,999 in profit**, reflecting stable but comparatively lower performance. **Social Media sales delivered 285 orders**, producing **€1,337,893 in revenue** and **€615,431 in profit**, showing good engagement but slightly lower efficiency than the website channel. Overall, the website channel is the strongest driver of profitability and transaction volume.

SALESPERSON PRODUCTIVITY

Sales Person Productivity



INDIVIDUAL SALESPERSON PERFORMANCE

Salesperson performance was evaluated against a profit target of €100,000 per salesperson. Karlen McCaffrey emerged as the top performer, generating €273,625 in revenue and €125,868 in profit, exceeding the target. Beverie Moffet followed closely, with €262,797 in revenue and €120,887 profit, also surpassing expectations. In contrast, Camilla Castle recorded €146,680 in revenue with €67,473 profit, while Wilone O'Kielt achieved €118,484 in revenue and €54,503 profit, placing them among the lowest performers. These results indicate a performance gap across the sales team and highlight opportunities for coaching, territory review, or incentive adjustments.

MARGIN CONTRIBUTIONS BASED ON PRODUCT LINE AND PRODUCT CATEGORY

Product Level Profitability

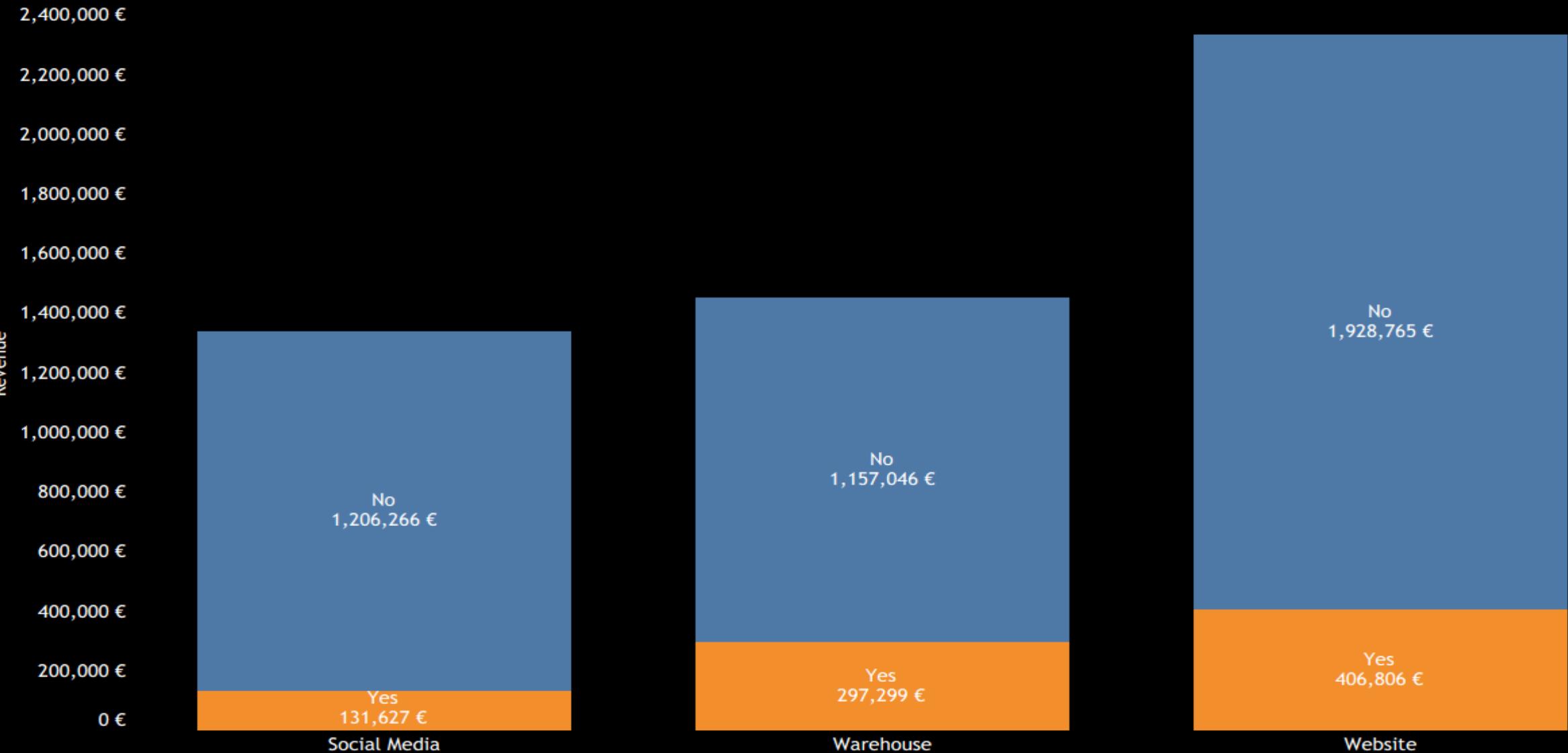
Eclairs 400,900 €	Peanut Butter Cubes 265,728 €	Smooth Sliky Salty 245,616 €	Organic Choco Syrup 228,873 €	Raspberry Choco 220,320 €	Milk Bars 216,580 €
99% Dark & Pure 311,181 €	Spicy Special Slims 260,864 €	Fruit & Nut Bars 238,173 €	White Choc 214,029 €	Baker's Choco 187,488 €	Drinking Coco 186,494 €
Mank Choco 295,678 €	70% Dark Bites 247,287 €	50% Dark Bites 237,822 €	Almond Choco 211,134 €		
Caramel Stuffed Bars 292,230 €	85% Dark Bars 246,085 €	After Nines 234,060 €	Orange Choco 203,667 €	Choco Coated Almonds 183,600 €	

PRODUCT-LEVEL PROFITABILITY

Product-level analysis shows that **Eclairs** generated the highest contribution with **€400,900 in revenue** and **€184,414 in profit**, followed by **Dark & Pure chocolate** with **€311,181 revenue** and **€143,143 profit**, and **Mank Choco** at **€295,678 revenue**. On the lower end, **Bakers Choco** (**€187,488 revenue; €86,244 profit**), **Drinking Cocoa** (**€186,494 revenue; €85,787 profit**), and **Choco Coated Almonds** (**€183,600 revenue; €84,456 profit**) recorded the weakest performance. This highlights opportunities to optimise pricing, promotion, or cost structures for lower-margin products.

ORGANIC PRODUCT DEMAND

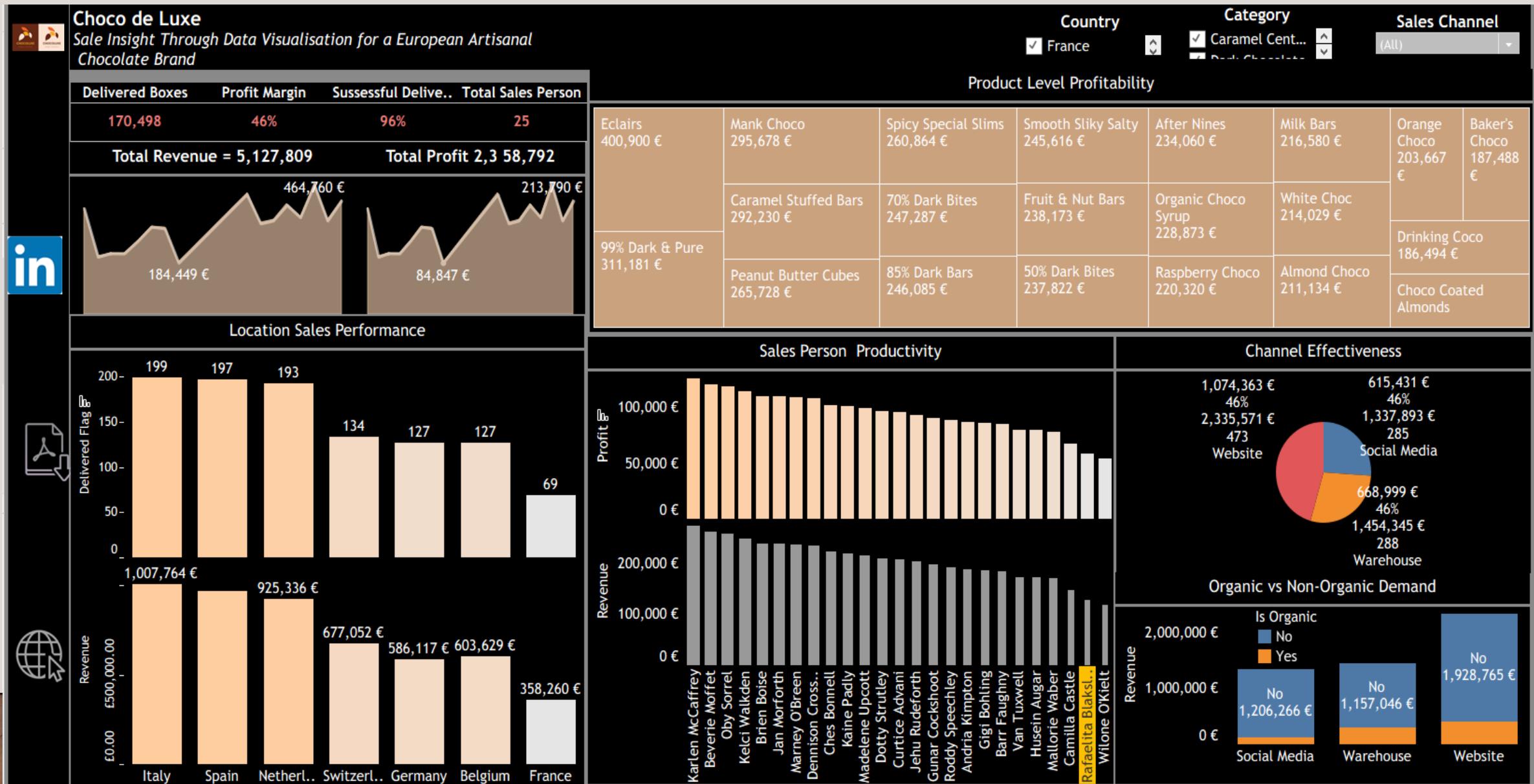
Organic vs Non-Organic Demand



COMPARE ORGANIC VS. NON-ORGANIC PRODUCT PERFORMANCE BY SALES CHANNEL TO INFORM FUTURE PRODUCT DEVELOPMENT AND MARKETING

Across all sales channels, **non-organic products significantly outperform organic products** in revenue contribution. On the **Website**, organic products generated €406,806, compared to €1,928,765 from non-organic products. The **Warehouse channel** recorded €297,299 **organic revenue** versus €1,157,046 **non-organic**, while **Social Media** showed the largest gap, with €131,627 **organic** compared to €1,206,266 **non-organic revenue**. These results suggest strong overall demand for non-organic products, while organic products represent a niche opportunity for targeted growth strategies.

CHOCO DE LUXE



EXECUTIVE SUMMARY

Choco de Luxe demonstrates strong overall performance, achieving **€5.13M in revenue**, **€2.36M in profit**, and a healthy **46% profit margin**, supported by a **96% successful delivery rate**. Italy and Spain are the strongest markets, while France requires strategic attention. The Website channel is the primary driver of revenue and profit, outperforming Warehouse and Social Media. Salesperson performance varies significantly, with top performers exceeding the €100,000 profit target and others requiring development. Product profitability is led by Eclairs and Dark & Pure, while several categories underperform. Non-organic products dominate sales across all channels, presenting opportunities for better positioning of organic offerings. Overall, the analysis highlights clear opportunities for growth through channel optimization, targeted sales enablement, and product strategy refinement.

RECOMMENDATIONS

FIVE KEY RECOMMENDATIONS

- **Strengthen Underperforming Locations**

Invest in delivery optimization and targeted marketing in low-performing regions such as France to improve both demand and service reliability.

- **Scale High-Performing Channels**

Prioritize investment in the Website channel through digital marketing and UX improvements, as it delivers the highest revenue and profit.

- **Improve Salesperson Performance**

Introduce coaching, incentives, or territory realignment for underperforming salespeople to help more individuals reach the €100,000 profit target.

- **Focus on High-Margin Products**

Allocate promotional and production resources toward top-performing products such as Eclairs and Dark & Pure to maximize profit contribution.

- **Refine Organic Product Strategy**

Reassess pricing, promotion, or positioning of organic products, as non-organic products currently dominate sales across all channels.