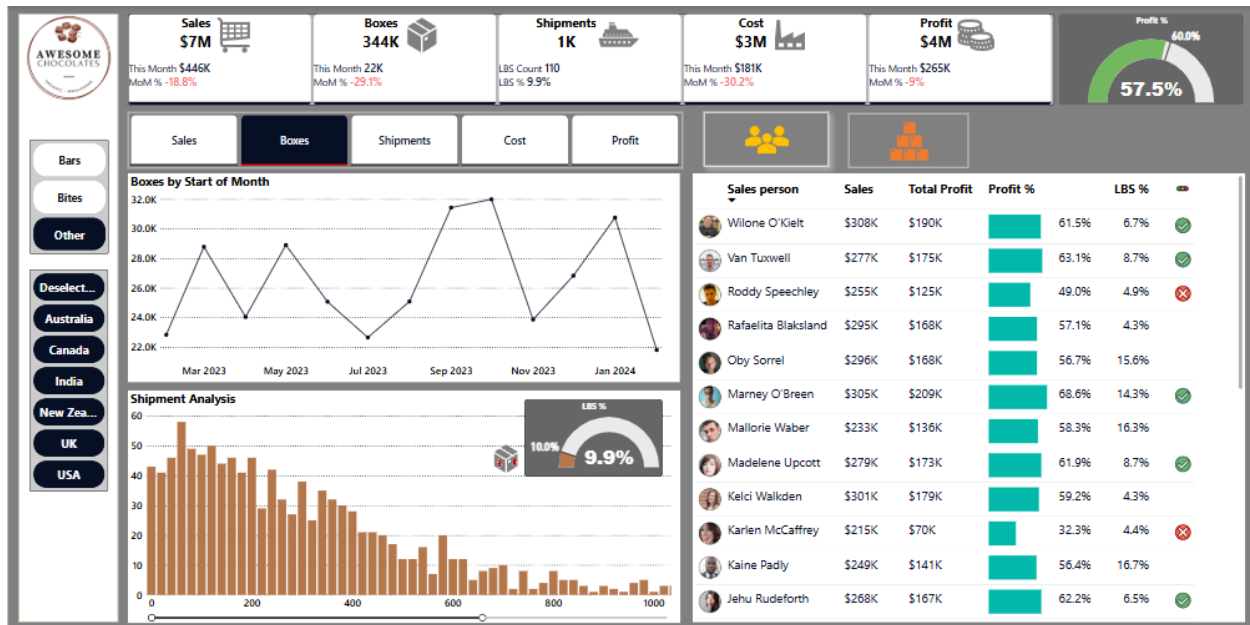


Awesome Chocolate Sales Analysis



A sales performance dashboard tracking product trends, regions, and revenue.

Awesome Chocolate Dataset is provided by the Chadoo YouTube channel, where Purnachandra Rao serves as a BI Consultant and Mentor .

Tool Used: Power BI

Click the link to open the interactive dashboard.

<https://app.powerbi.com/view?r=eyJrljoiYjJwNjgxMjMtOTk2ZC00NDM5LWWEyMzMtZGY0ZGNiMDY5ZWZkIiwidCI6ImQ2NjgyOTgxLTUzNWQtNGI1YS1iYmY2LWQxMDU5NDM4NTRjYSIsImMiOiJ9>

Analysis Questions:

1. Which product type generates the highest profit and why?



(Used Product Type slicer to filter the visuals based on the type of chocolate sold and Geographic slicer to filter KPIs and charts by sales region.)

- Bars achieved the highest total profit of \$10 million, with total sales of \$17 million and a cost of \$7 million, resulting in a profit margin of 58.8%.
- Bites recorded a total profit of \$6 million from \$10 million in sales and \$4 million in costs, giving them the highest profit margin at 60.0%, indicating strong cost efficiency.
- Other products generated total profit of \$4 million from \$7 million in sales and \$3 million in costs, with the lowest profit margin at 57.1% among the three product types.

This analysis shows that while Bars bring in the most overall profit, Bites are slightly more efficient in turning revenue into profit.

Which product is most affected in terms of shipment volume?

- Bars have the highest total shipments at 3,000.
- Bites follow with 2,000 shipments.
- Others have the lowest with 1,000 shipments.

The “Other” product type is most affected in terms of shipment volume because it has the lowest number of total shipments (1k), indicating lower distribution activity.

How does product weight (LBS count) trend across types?

LBS count is defined as the number of shipments with less than 50 boxes of chocolate

- Bites have the highest proportion of light-weight shipments (11.7%), meaning a greater share of their shipments are small.
- Bars and Other are close, with 9.4% and 9.9%, respectively.
- Despite having fewer shipments overall, Other still maintains a comparable proportion of lighter shipments.

Which region contributes the least to the current month's profit across all products?

- Canada – Other has a current month profit of just \$10K.
- UK – Bites is also low at \$40K.

Canada (Other) and UK (Bites) are low performing in terms of profit this month.

Which region consistently underperforms across product types?

The UK consistently underperforms across all three product types. Specifically, its profit percentages are:

- Bars: 56.5% (below 60% target)
- Bites: 58.7% (below target)
- Others: 56.9% (below target)

This indicates that the UK has not met the 60% profitability target in any category, making it the weakest performing region overall.

Canada also underperforms in two out of three product types:

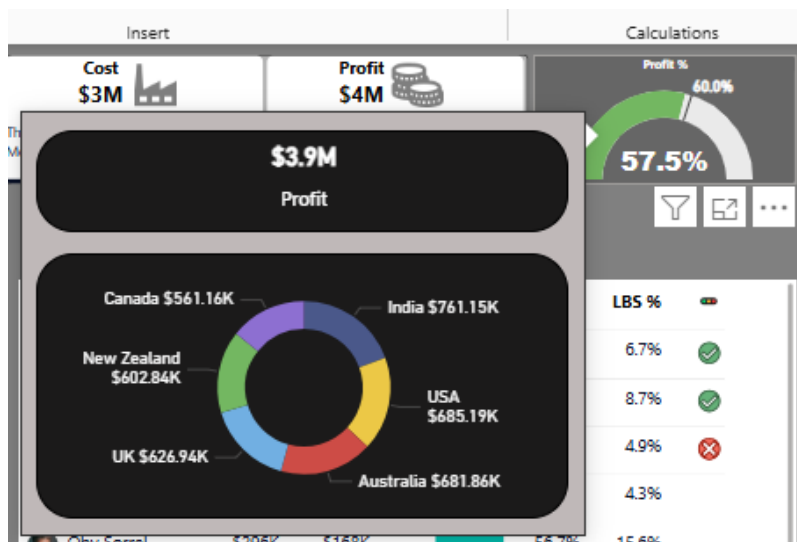
- Bars: 58.6% (below target)
- Others: 52.1% (well below target)
- Bites: 62.3% (only product type above target)

UK and Canada need focused attention to improve performance, especially in the Bars and Other categories.

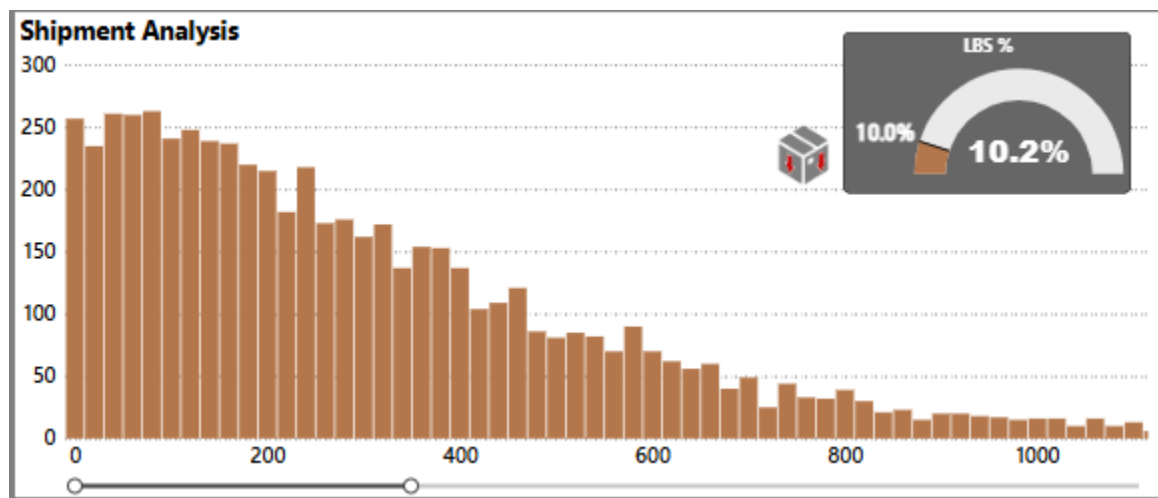
Which product types exceed the 60% profit target overall?



- Both Bars (60.9%) and Bites (61.2%) are performing well, exceeding the 60% benchmark.
- Others (57.5%) are underperforming and need review.



In which box size range is the highest concentration of shipments observed?



Histogram / Column Chart Shows the distribution of shipment sizes (measured in number of boxes). *A zoom slider is added on the histogram's X-axis to interactively explore ranges, especially focusing on shipments with fewer boxes.*

The X-axis is grouped into box size ranges (e.g., 0–20, 20–40, etc.).

The Y-axis shows the number of shipments per range.


- A gauge chart is used to show LBS %. The gauge target is set to 10 to keep low box shipments at or below 10% of total shipments. The actual LBS% is 10.2% of *all shipments* across the entire dataset













The highest concentration of shipments is observed in the 40–80 box range, where shipment volumes are consistently high

- 40 boxes → 261 shipments
- 60 boxes → 260 shipments
- 80 boxes → 263 shipments

These values are very close in frequency, showing a consistently high shipment volume in the 40–80 box range.

Identify top-performing salesperson and product.



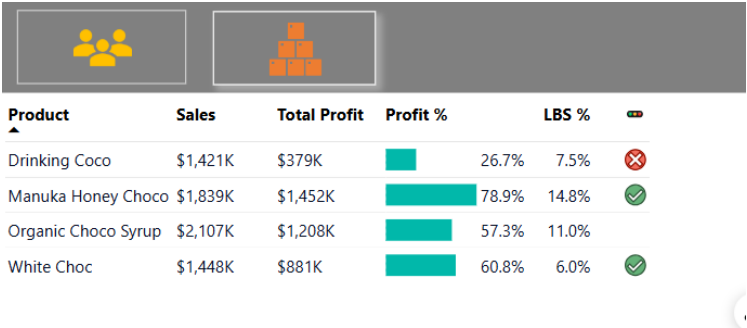
Sales person	Sales	Total Profit	Profit %	LBS %	
 Wilone O'Kieft	\$308K	\$190K	<div><div></div></div> 61.5%	6.7%	✓
 Van Tuxwell	\$277K	\$175K	<div><div></div></div> 63.1%	8.7%	✓
 Roddy Speechley	\$255K	\$125K	<div><div></div></div> 49.0%	4.9%	✗
 Rafaelita Blaksland	\$295K	\$168K	<div><div></div></div> 57.1%	4.3%	
 Oby Sorrel	\$296K	\$168K	<div><div></div></div> 56.7%	15.6%	
 Mamey O'Brien	\$305K	\$209K	<div><div></div></div> 68.6%	14.3%	✓
 Mallorie Weber	\$233K	\$136K	<div><div></div></div> 58.3%	16.3%	
 Madelene Upcott	\$279K	\$173K	<div><div></div></div> 61.9%	8.7%	✓
 Kelci Walkden	\$301K	\$179K	<div><div></div></div> 59.2%	4.3%	
 Karlen McCaffrey	\$215K	\$70K	<div><div></div></div> 32.3%	4.4%	✗
 Kaine Padly	\$249K	\$141K	<div><div></div></div> 56.4%	16.7%	
 Jehu Rudeforth	\$268K	\$167K	<div><div></div></div> 62.2%	6.5%	✓

Two tables are created — one for Salesperson Performance and the other for Product Performance. Using bookmarks, users can switch between these two views. The Selection Pane is used to manage the visibility of these tables, ensuring that only the relevant table is

shown based on the user's selection. When a user clicks a button, the view toggles accordingly without displaying both tables at once.

Salesperson Table and Target Analysis

The Salesperson Performance Table displays individual performance metrics. This table includes columns for salesperson pictures, names, total sales, total profit, profit percentage, LBS (Low Box Shipping %), and a performance indicator. Among all salespeople, Marney O’Brien has the highest profit percentage at 68.6%.

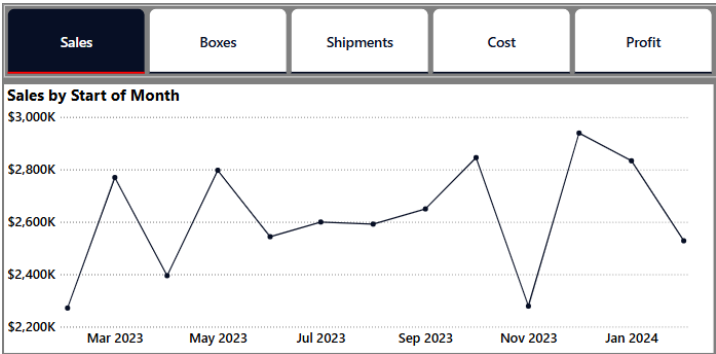


Product Performance Table

The Product Performance Table displays performance metrics for each product. This table contains columns for product name, total sales, total profit, profit percentage, LBS%, and a Performance Indicator.

The product Manuka Honey Choco has the highest profit percentage. It recorded sales of 1839k, a total profit of 1452k, a profit percentage of 78.9%, and an LBS% of 14.8%. The performance indicator for this product is shown as a green checkmark, indicating that the target profit percentage has been met or exceeded.

How do performance metrics in Q1 compare to Q4?



Using the **field parameter**, we observed key trends across **Sales, Boxes, Shipments, Cost, and Profit** over the selected period.

For Sales, the highest value was recorded in December 2023 at 2.9M, while the lowest occurred on February 1, 2023, and November 1, 2023, both at 2.3M, contributing to a total of 34M in sales.

In terms of Boxes, the highest shipment volume was in October 2023 with 176,885 boxes, whereas the lowest was in February 2023 at 137,447 boxes, summing up to around 2 million boxes overall.

Shipment counts were highest in December 2023 (529) and lowest in February 2023 (402), with a total of 6,000 shipments across the timeline.

Looking at Cost, the highest expense was noted in January 2024 at approximately 1.15M, while the lowest was in February 2023 at around 886K, with total costs summing up to 14M. Lastly, for Profit, December 2023 again stood out with the highest profit of 1.83M, and November 2023 had the lowest at 1.29M, with an overall profit reaching 21M.

These trends suggest strong performance in the final quarter, especially in December, with both sales and profitability peaking, while February consistently reported the lowest values across most metrics.