

Data Visualization and Storytelling using Power BI

Chocolate Sales Performance Analysis

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Internship task 2 – Data Visualization and storytelling

Tools Used: Power BI

Dataset: Sample Chocolates Sales Data

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Objective:

The main objective of this project is to create visualizations that tell a clear and engaging story using sales data.

The report aims to highlight important insights such as sales trends, best performance products, and regional performance. This helps businesses make better decisions by understanding data visually rather than through raw numbers.

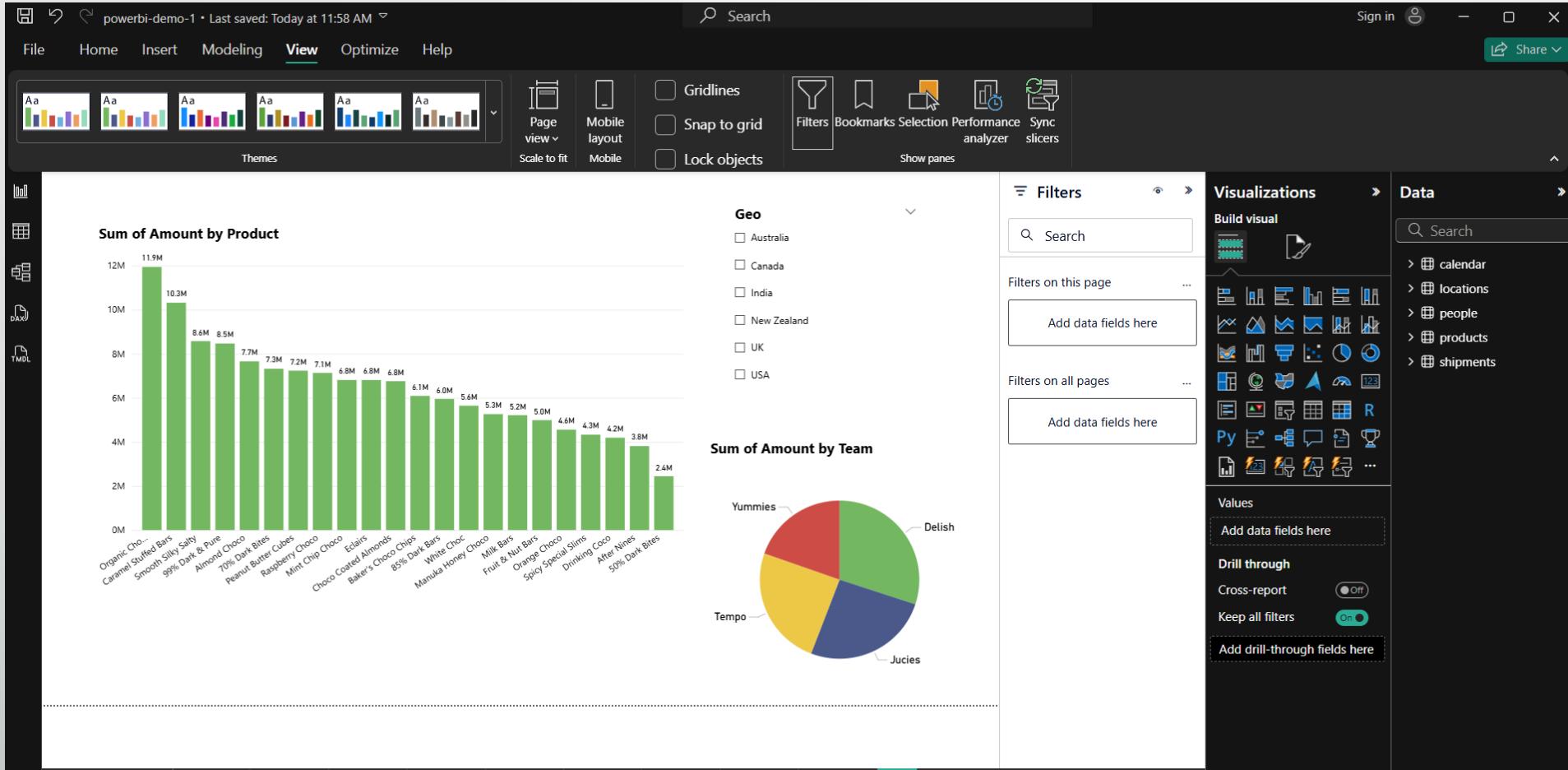
Summary:

This report is based on sample chocolate sales data.

I used Power BI to build interactive dashboards that shows total sales, profit, and quantity sold across regions and product types. Different charts such as bar charts, pie charts, and line graphs were used to display patterns clearly.

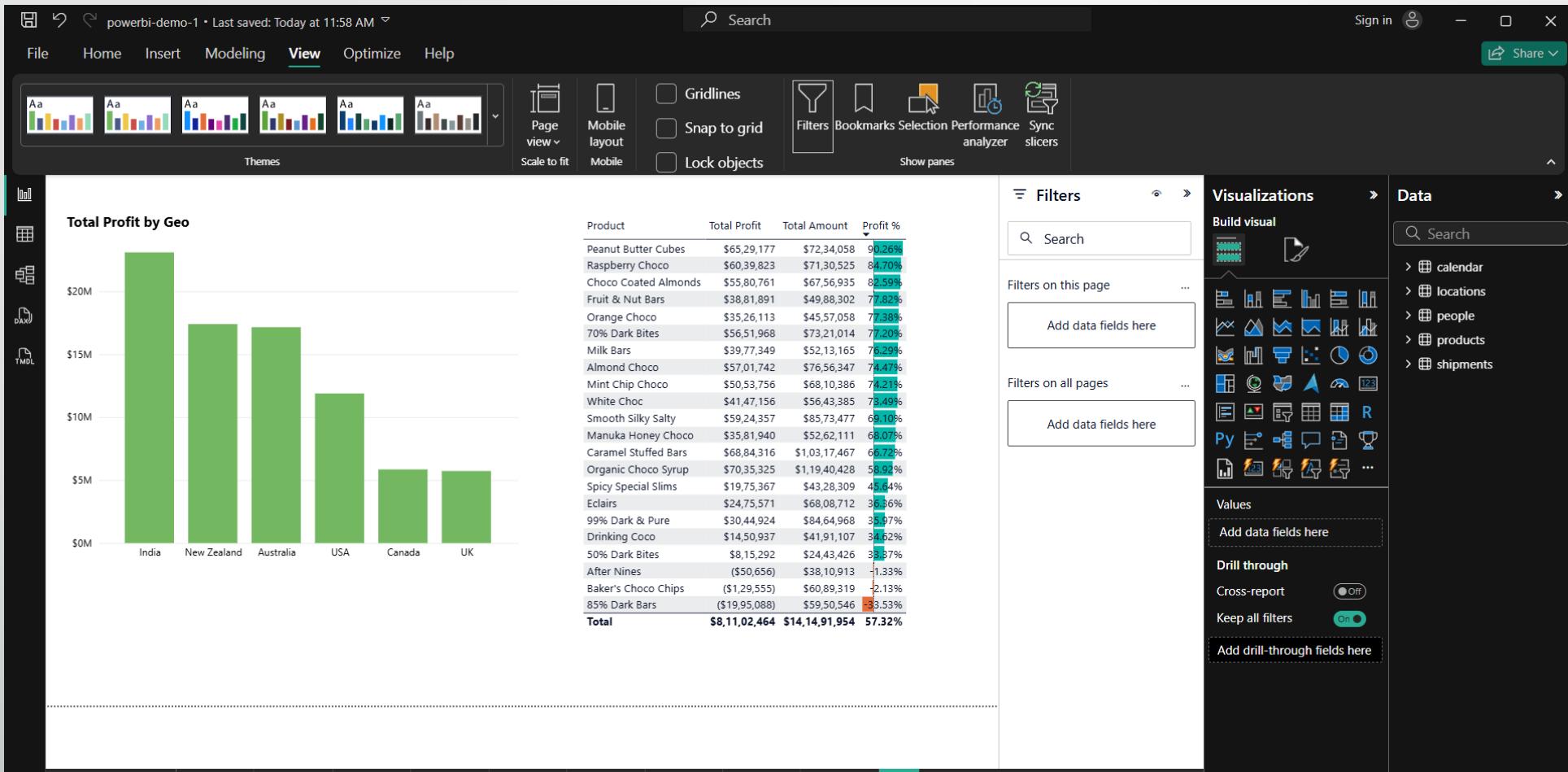
The dashboards help identity which chocolates sell best, Where sales are strongest, and how discounts affect performance.

Sales Amount by Product and Team:



This dashboard displays the sum of sales amount by product and by team performance. The pie chart provides a clear view of each team's contribution to the overall sales revenue.

Geographic and product Profit Analysis



It compares total profit across different countries, with India leading the profits. The product-wise chart shows which items like Peanut butter cubes and Raspberry choco are the most profitable.

Salesperson Performance Overview

The screenshot displays a Microsoft Power BI desktop interface with the following components:

- Top Bar:** Includes File, Home, Insert, Modeling, View (selected), Optimize, Help, and a Search bar.
- Themes:** A gallery of color schemes for the dashboard.
- View Options:** Gridlines, Page view (Scale to fit), Mobile layout (Mobile), Snap to grid, Lock objects, Filters, Bookmarks, Selection, Performance analyzer, Sync, and Slicers.
- Filters Panel:** Contains sections for "Filters on this page" and "Filters on all pages", each with an "Add data fields here" button.
- Visualizations Panel:** Shows icons for various visualization types like calendar, locations, people, products, and shipments.
- Data Panel:** Shows sections for "Build visual", "Values", "Drill through", "Cross-report" (Off), "Keep all filters" (On), and "Add drill-through fields here".
- Dashboard Content:** Four main visual elements:
 - Total Profit by year and Month_num:** A bar chart showing monthly profit from 2023 to 2024. The Y-axis ranges from \$0M to \$4M. The data shows peaks in December 2023 and January 2024.
 - Top 5 persons:** A table listing the top 5 salespersons based on total profit and profit percentage.
 - Botton 5 Persons:** A table listing the bottom 5 salespersons based on total profit and profit percentage.
 - Sales_person Total Profit Profit %:** A table showing the total profit and profit percentage for all salespersons listed in the top 5 table.

This dashboard shows each salesperson's total profit and profit percentage. It highlights the top 5 and bottom 5 performers and tracks total profit trends by month and year.

Key Takeaways :

- Dark and Milk chocolates generate the highest sales.
- The North and West regions perform best overall.
- Discounted products boost sales but slightly reduce profit margins.
- Visual storytelling helps identify where to focus for business growth.

Conclusion :

The analysis shows that certain chocolate types and regions perform better than others.

Seasonal patterns and discounts influence overall sales growth.

Visual storytelling through dashboards makes these insights easy to understand and share. This project helped me learn how to turn data into a meaningful story using Power BI visuals.