



Power BI

Chocolate Sales Dashboard



Chocolate Sales Dashboard

Products

All

Qtr 1	Qtr 3
Qtr 2	Qtr 4

Growth

9%

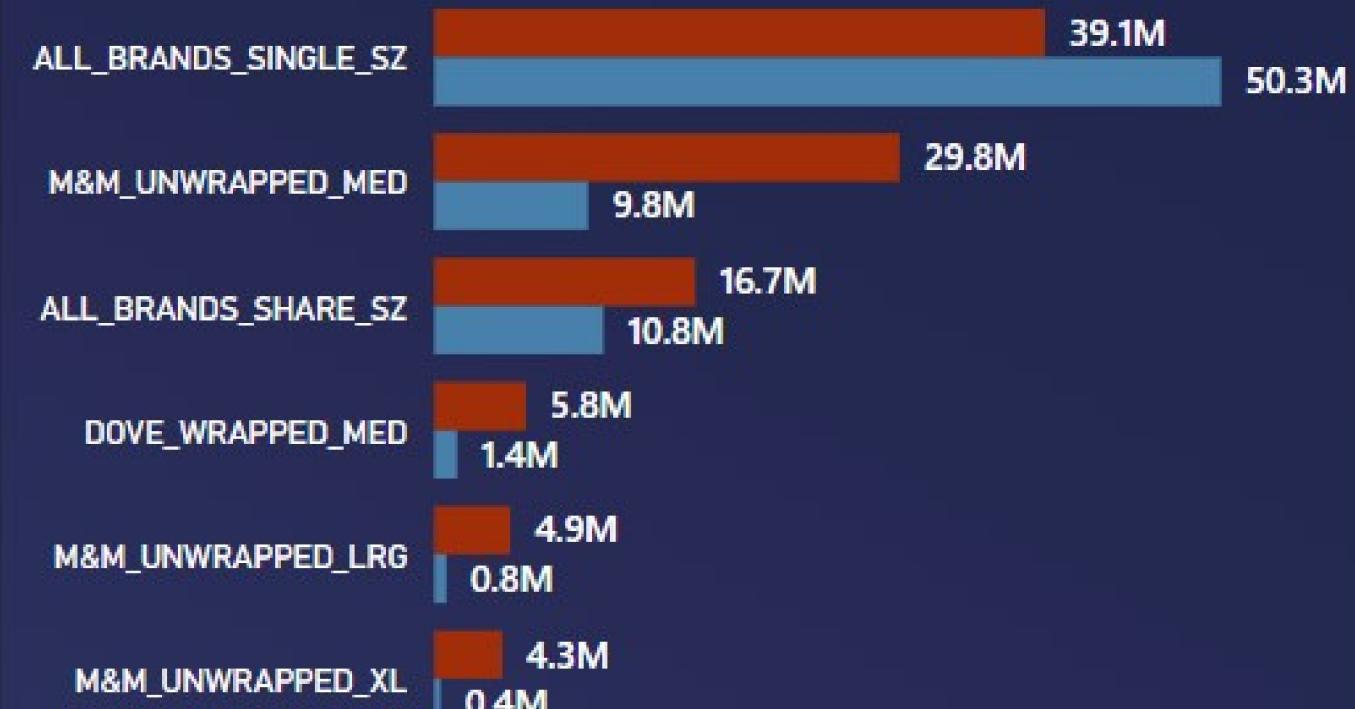
Total Units

73.6M

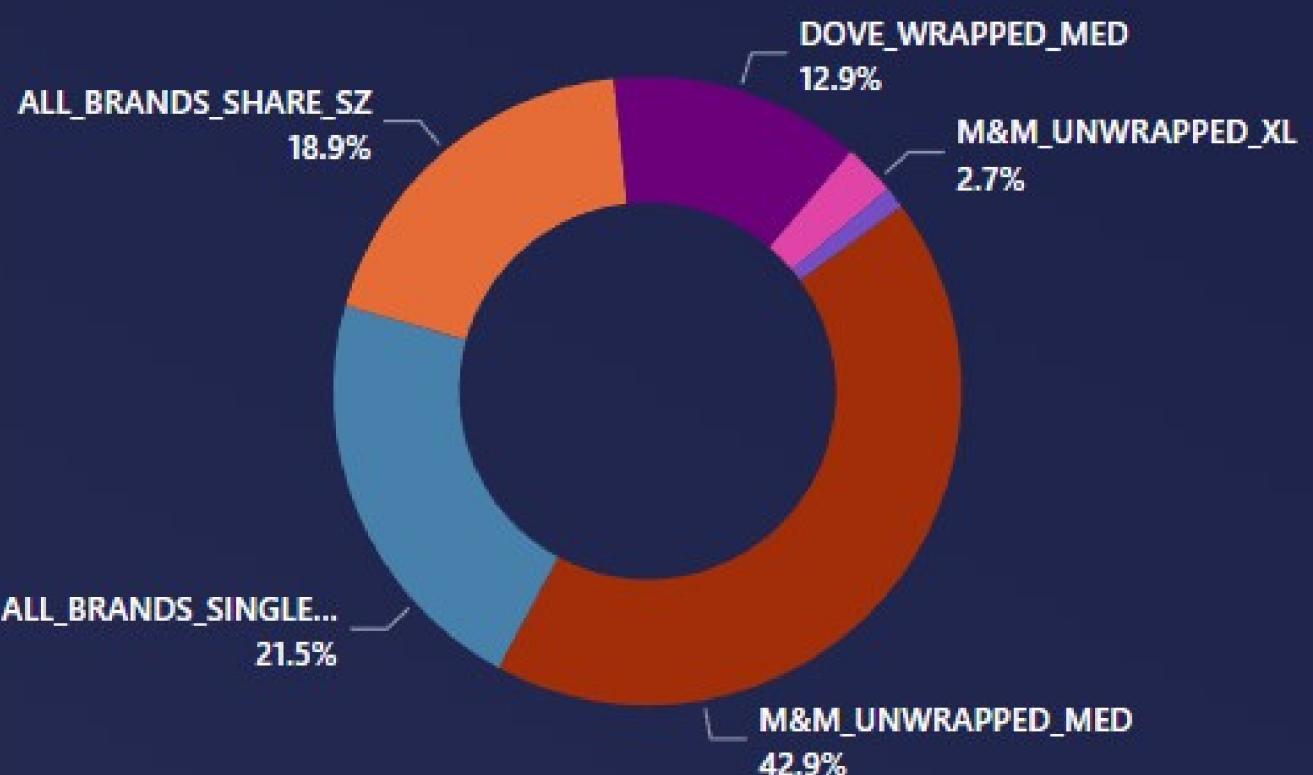
Total Sales

100.6M

Products by Units and Sales



Products on Display



Seasonality Trend Over Weeks

Average of Seasonality

0

10

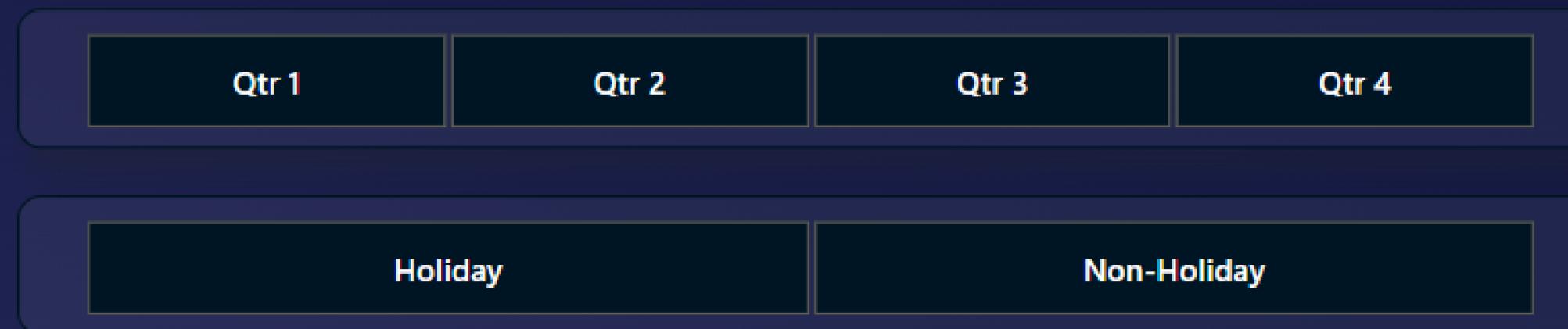
20

30

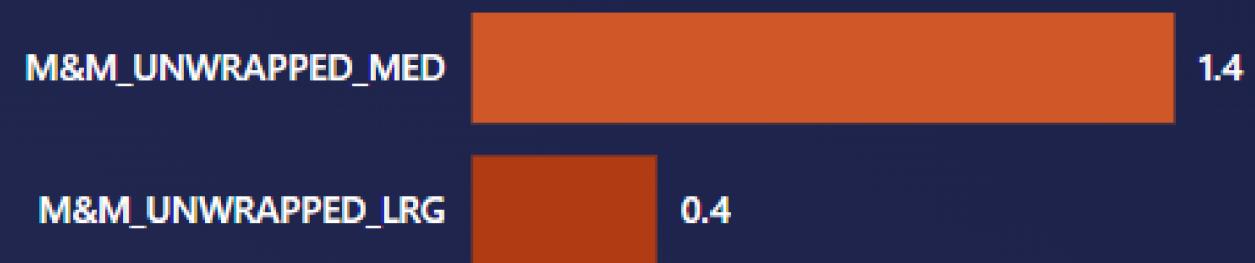
40

50

Week



Comparison of Price of Product with Competitors



Most Impactful Weeks by Sales



Average of Inter Comp Price

QoQ Price Elasticity

Cleaned Product Name	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Total
ALL_BRANDS_SHARE_SZ	1.11	0.62	0.96	0.86	0.68
ALL_BRANDS_SINGLE_SZ	0.79	0.80	0.97	0.97	0.57
DOVE_WRAPPED_MED		1.45	0.44	1.24	1.15
M&M_UNWRAPPED_LRG	1.03	0.91	1.11	1.18	1.16
M&M_UNWRAPPED_MED	0.84	0.86	0.86	0.81	0.66
M&M_UNWRAPPED_XL	0.67	0.76	0.36	0.97	0.66
Total	0.96	1.04	0.67	0.85	0.56

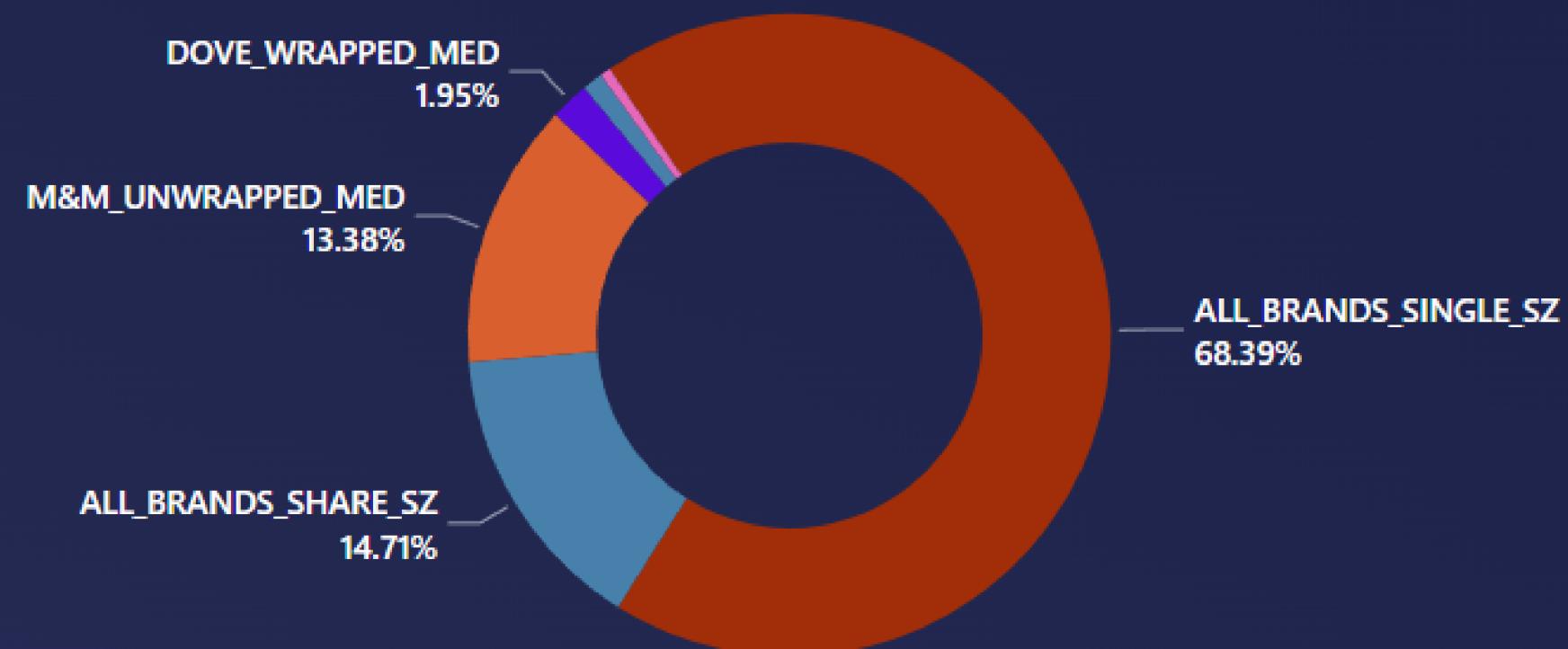
QoQ Sales

Cleaned Product Name	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Total
ALL_BRANDS_SHARE_SZ	3.7M	6.0M	3.2M	3.8M	16.7M
ALL_BRANDS_SINGLE_SZ	6.9M	10.1M	13.8M	8.3M	39.1M
DOVE_WRAPPED_MED		1.2M	2.4M	2.3M	5.8M
M&M_UNWRAPPED_LRG	1.2M	1.2M	1.2M	1.3M	4.9M
M&M_UNWRAPPED_MED	6.6M	9.2M	7.8M	6.1M	29.8M
M&M_UNWRAPPED_XL	1.3M	1.1M	1.0M	1.0M	4.3M
Total	19.7M	28.7M	29.4M	22.8M	100.6M

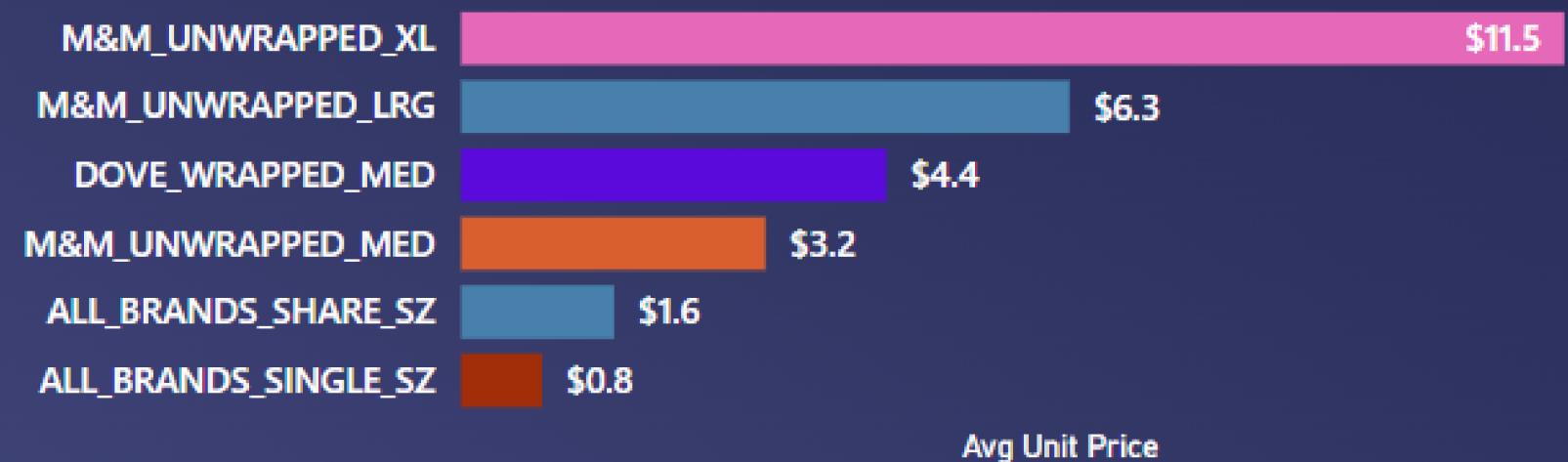
Units Sold By Price Buckets



Products by Units Sold



Units Sold By Price Buckets



Products

All

Qtr 1

Qtr 2

Qtr 3

Qtr 4

Week Range

1

52

Key Tasks:

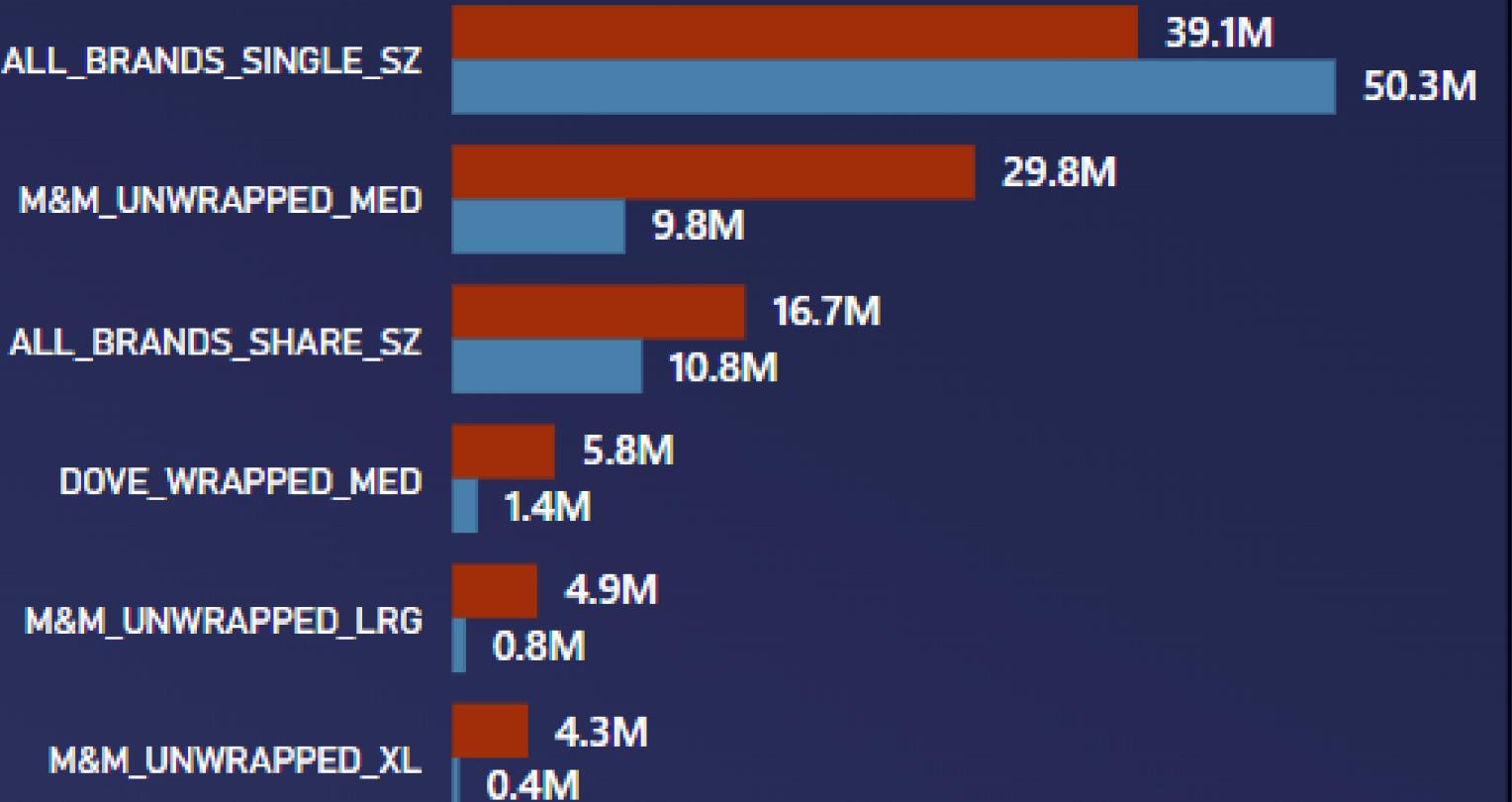
- 🍫 Analyze top products by units and sales.
- 🍫 Determine seasonality and trends for each product throughout the year.
- 🍫 Assess the percentage of retail stores featuring/displaying specific products.
- 🍫 Compare product prices with competitors.
- 🍫 Investigate the relationship between price and unit sales for each product.
- 🍫 Identify impactful holidays on sales performance.
- 🍫 Which are the top products by price elasticity?

Analyze top product by units and sales.

ALL_BRANDS_SINGLE_SZ had the highest Sum of Sales at \$10,097,676.40, which was 848.46% higher than Product M&M_UNWRAPPED_XL, with the lowest Sum of Sales at \$1,064,644.05.

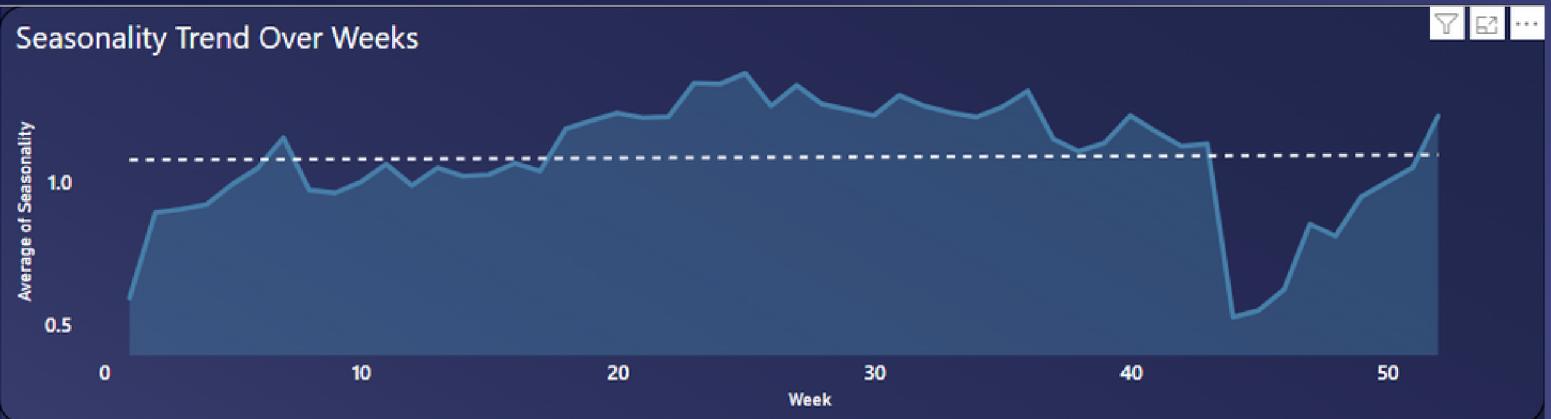
The Sum of Sales and the total Sum of Units are positively correlated.
Product ALL_BRANDS_SINGLE_SZ accounted for 35.17% of the Sales.

Products by Units and Sales



Determine seasonality and trends for each product throughout the year.

- Across all year, Average of Seasonality ranged from 0.53 to 1.38.
- It is Mostly flat



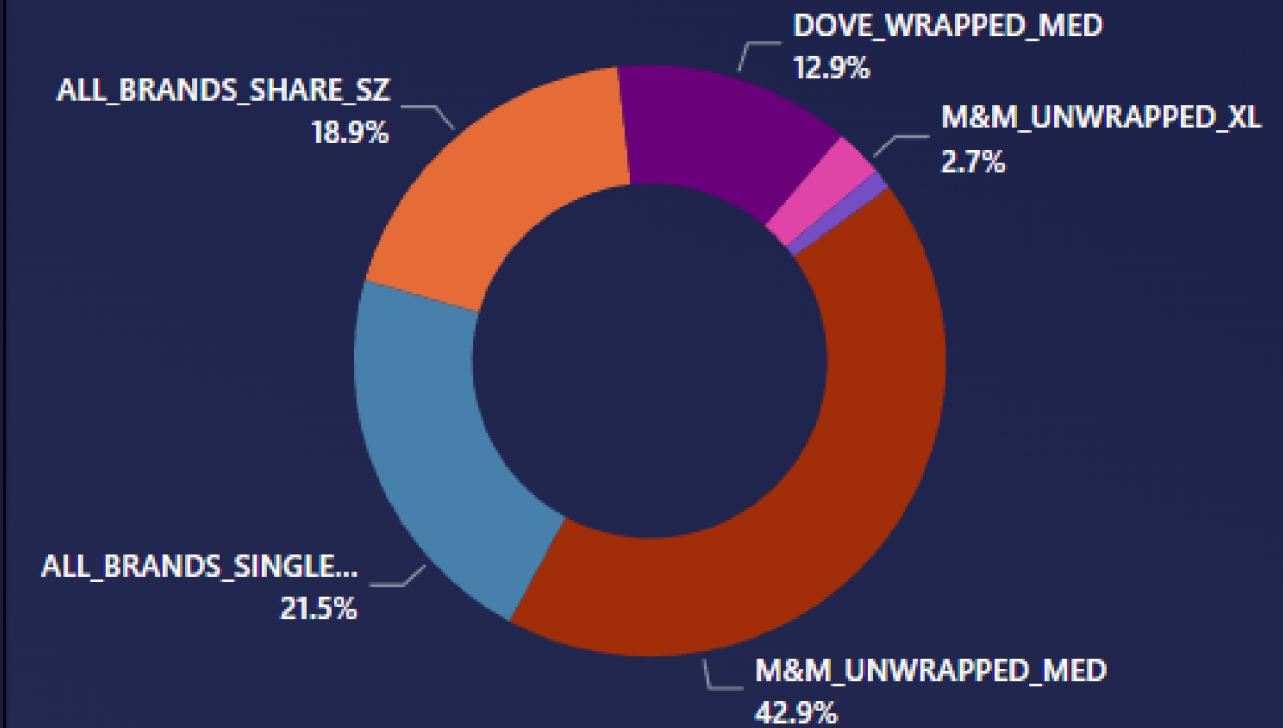
- But For Dove_wrapped_MED it shows downward trend



Assess the percentage of retail stores featuring/displaying specific products.

- "M&M UNWRAPPED MED," representing **42.9%**
- "DOVE WRAPPED MED" at **12.9%**.
- "ALL_BRANDS_SHARE_SZ" at **18.8%**.
- "ALL_BRANDS_SINGLE_SZ" at **21.5%**.

Products on Display



Compare product prices with competitors.

Almost all product price equally with competitors.

expect M&M UNWRAPPED MED priced 40% more than the competition which grows to 50% on Holidays. and Almost Opposite to that M&M UNWRAPPED MED prices 60% less and but prices increases by 10% on Holidays.

Comparison of Price of Product with Competitors

M&M_UNWRAPPED_MED	1.4
M&M_UNWRAPPED_LRG	0.4
ALL_BRANDS_SHARE_SZ	0.0
ALL_BRANDS_SINGLE_SZ	0.0
DOVE_WRAPPED_MED	0.0
M&M_UNWRAPPED_XL	0.0

Average of Inter Comp Price

Non-Holiday

Holiday

Comparison of Price of Product with Competitors

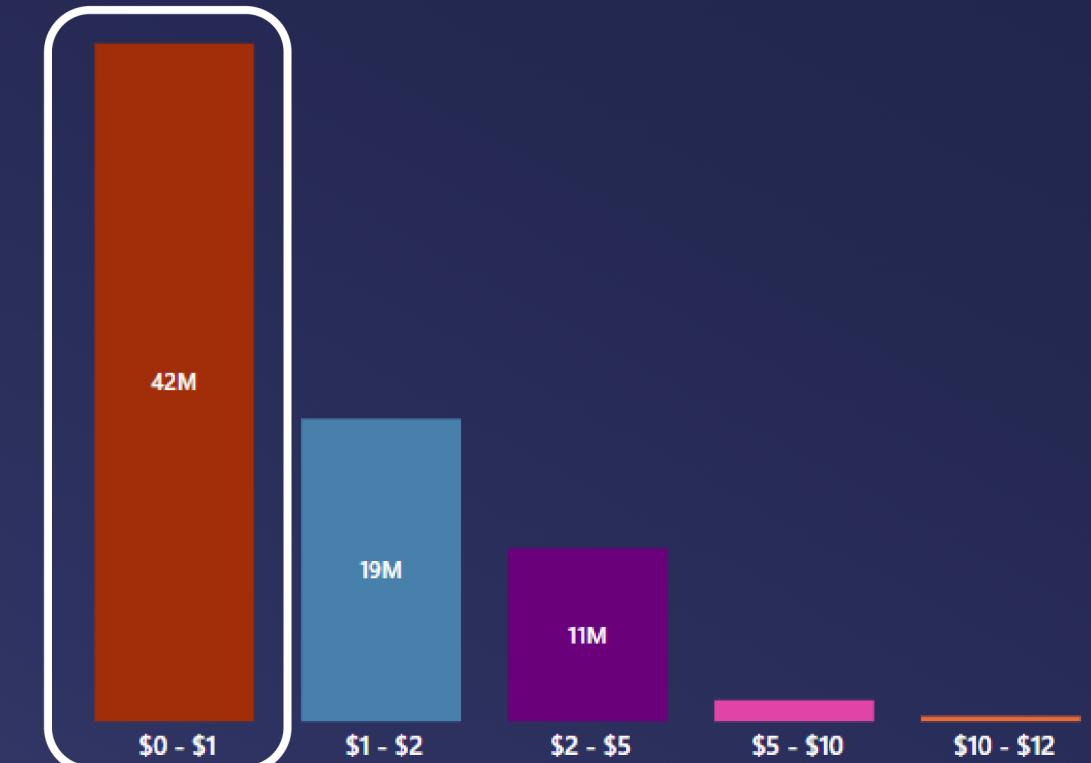
M&M_UNWRAPPED_MED	1.5
M&M_UNWRAPPED_LRG	0.5
ALL_BRANDS_SHARE_SZ	0.0
ALL_BRANDS_SINGLE_SZ	0.0
DOVE_WRAPPED_MED	0.0
M&M_UNWRAPPED_XL	0.0

Average of Inter Comp Price

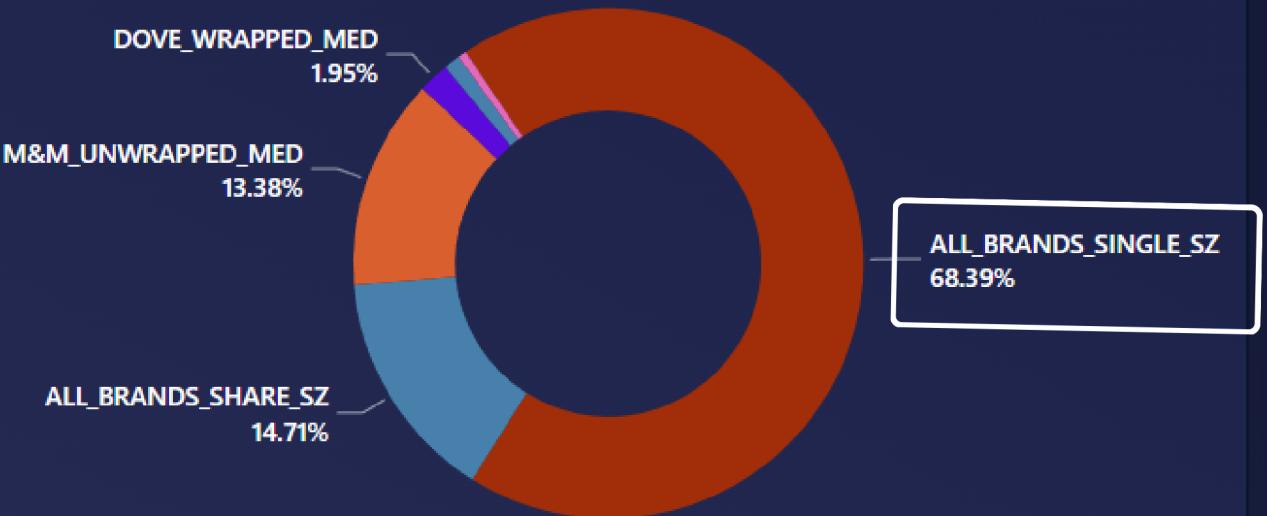
Investigate the relationship between price and unit sales for each product.

- The graphs illustrate a clear inverse relationship: as prices decrease, unit sales increase.
- Which indicates that ALL_BRANDS_SINGLE_SZ achieved the highest unit sales, which can be attributed to its competitive pricing at just \$0.8 per unit.

Units Sold By Price Buckets



Products by Units Sold



Products

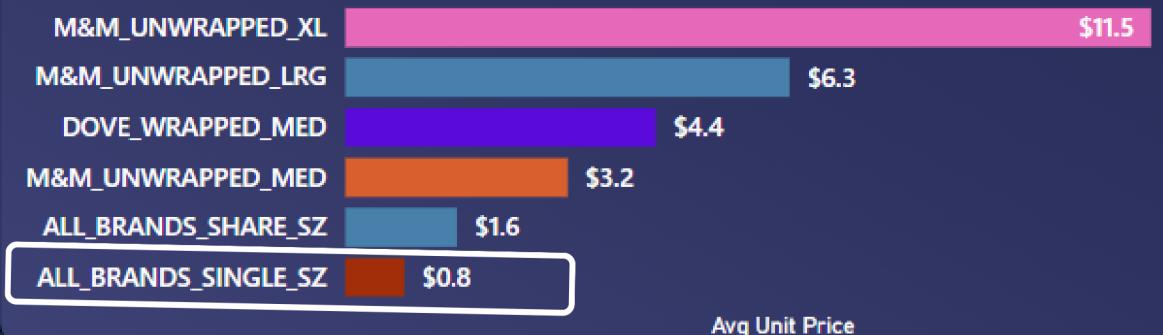
All

Qtr 1 Qtr 2 Qtr 3 Qtr 4

Week Range

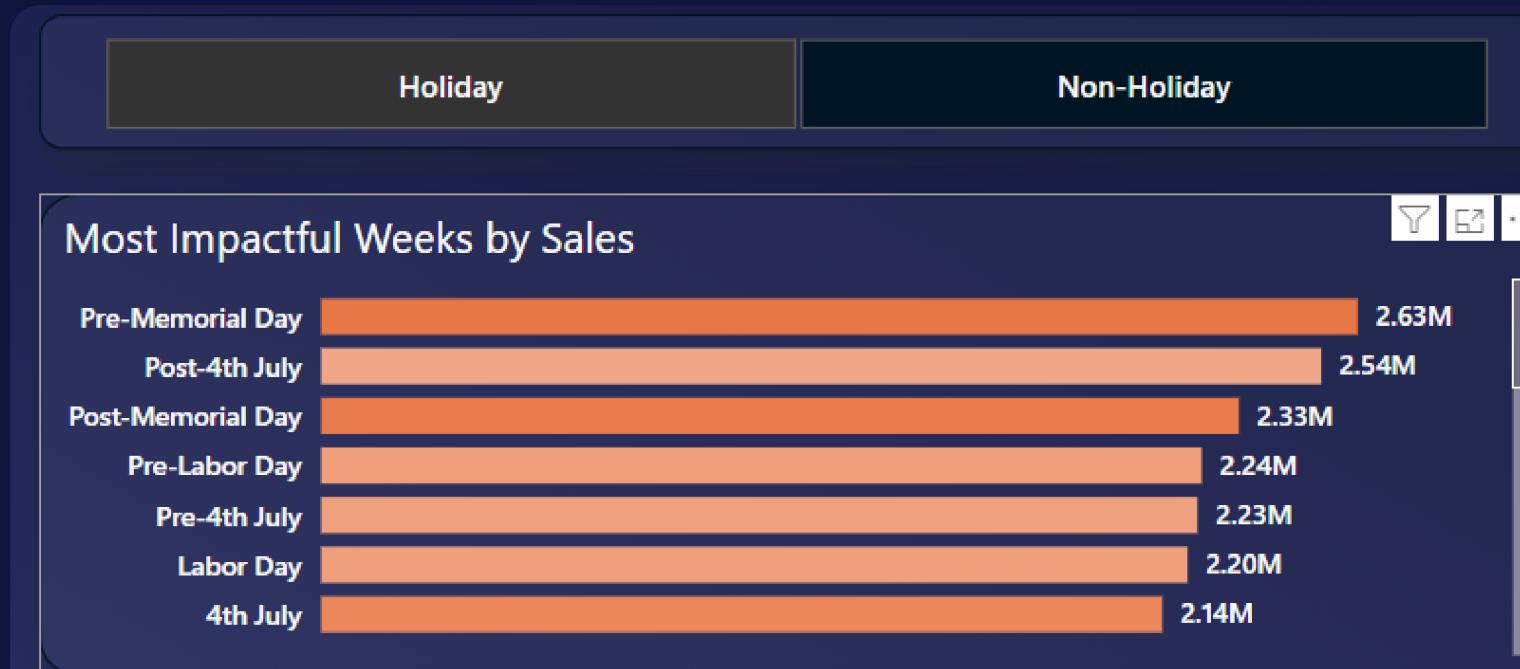
1 52

Units Sold By Price Buckets



Identify impactful holidays on sales performance.

- Pre-Memorial Day accounted for 5.90% of Sum of Sales
- At 2,634,279.20, Pre-Memorial Day had the highest Holiday Sales and was 171.36% higher than Post-Valentine, which had the lowest Holiday Sales at 970,782.03..



Which are the top products by price elasticity?

- The data reveals that M&M_UNWRAPPED_LRG leads the pack with a price elasticity of 1.33, indicating a strong responsiveness to price changes. In contrast, Dove_Wrapped_MED secures the second position with a price elasticity of 1.01, reflecting a slightly less but still significant sensitivity to price adjustments.
- A distinct correlation between product ratings and sales volumes is evident. This trend underscores consumer behavior, where a positive reception to discounted prices in Q3 led to repeat purchases in Q4, even at higher prices.

Cleaned Product Name	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Total
ALL_BRANDS_SHARE_SZ	1.71	0.65	1.21	0.89	0.76
ALL_BRANDS_SINGLE_SZ	0.55	0.96	0.52	1.29	0.79
DOVE_WRAPPED_MED		1.35	0.56	1.09	1.01
M&M_UNWRAPPED_LRG	1.02	0.91	1.23	1.48	1.33
M&M_UNWRAPPED_MED	0.74	1.61	0.74	0.54	0.49
M&M_UNWRAPPED_XL	0.64	0.80	0.47	1.16	0.69
Total	1.18	1.16	0.56	0.86	0.68

Cleaned Product Name	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Total
ALL_BRANDS_SHARE_SZ	1.8M	2.4M	0.9M	2.3M	7.4M
ALL_BRANDS_SINGLE_SZ	2.7M	4.1M	5.3M	5.2M	17.2M
DOVE_WRAPPED_MED		0.6M	0.9M	1.3M	2.7M
M&M_UNWRAPPED_LRG	0.6M	0.4M	0.5M	0.8M	2.3M
M&M_UNWRAPPED_MED	3.1M	2.9M	3.2M	3.6M	12.9M
M&M_UNWRAPPED_XL	0.8M	0.5M	0.4M	0.5M	2.2M
Total	9.0M	10.8M	11.1M	13.7M	44.6M

Thanks !

As you come till end

Have some

