

Kevin Cookie Company: Sales Data Insights & Dashboard Overview

This presentation summarises key insights from Kevin Cookie Company's sales data. It covers data cleaning, visualisations, and our automated dashboard. Join us as we explore opportunities for future growth.



Data Cleaning & Transformation in Excel: A Streamlined Approach

Before Cleaning:

A	B	C	D	E	F	G
1	Country	Product	Units Sold	Revenue	Cost	Profit
2	India	Chocolate Chip	292	\$1,460.00	\$584.00	\$876.00
3	India	Chocolate Chip	2518	\$12,590.00	\$5,036.00	\$7,554.00
4	India	Chocolate Chip	1817	\$9,085.00	\$3,634.00	\$5,451.00
5	India	Chocolate Chip	2363	\$11,815.00	\$4,726.00	\$7,089.00
6	India	Chocolate Chip	1295	\$6,475.00	\$2,590.00	\$3,885.00
7	India	Chocolate Chip	1916	\$9,580.00	\$3,832.00	\$5,748.00
8	India	Chocolate Chip	2852	\$14,260.00	\$5,704.00	\$8,556.00
9	India	Chocolate Chip	2729	\$13,645.00	\$5,458.00	\$8,187.00
10	India	Chocolate Chip	1774	\$8,870.00	\$3,548.00	\$5,322.00
11	India	Chocolate Chip	2009	\$10,045.00	\$4,018.00	\$6,027.00
12	India	Chocolate Chip	4251	\$21,255.00	\$8,502.00	\$12,753.00
13	India	Chocolate Chip	218	\$1,090.00	\$436.00	\$654.00
14	India	Chocolate Chip	2074	\$10,370.00	\$4,148.00	\$6,222.00
15	India	Chocolate Chip	2431	\$12,155.00	\$4,862.00	\$7,293.00
16	India	Chocolate Chip	1702	\$8,510.00	\$3,404.00	\$5,106.00
17	India	Chocolate Chip	257	\$1,285.00	\$514.00	\$771.00
18	India	Chocolate Chip	1094	\$5,470.00	\$2,188.00	\$3,282.00
19	India	Chocolate Chip	873	\$4,365.00	\$1,746.00	\$2,619.00
20	India	Chocolate Chip	2105	\$10,525.00	\$4,210.00	\$6,315.00
21	India	Chocolate Chip	4026	\$20,130.00	\$8,052.00	\$12,078.00
22	India	Chocolate Chip	2394	\$11,970.00	\$4,788.00	\$7,182.00
23	India	Chocolate Chip	1366	\$6,830.00	\$2,732.00	\$4,098.00
24	India	Snickerdoodle				

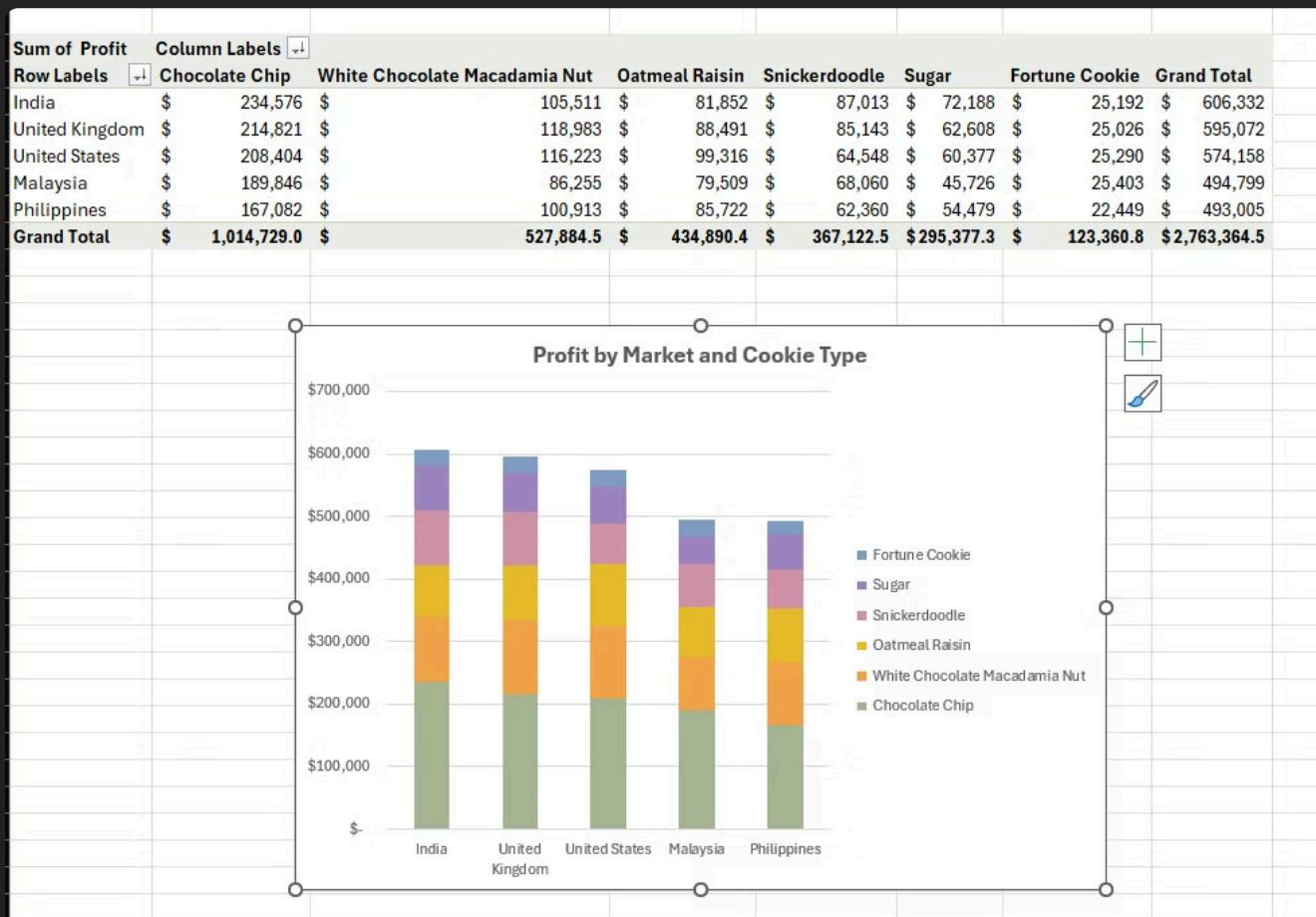
After Cleaning:

A	B	C	D	E	F	G	H
1	Country	Product	Units Sold	Revenue	Cost	Profit	Date
2	India	Chocolate Chip	1725	\$8,625.00	\$3,450.00	\$5,175.00	1/11/19
3	India	Chocolate Chip	2152	\$10,760.00	\$4,304.00	\$6,456.00	12/1/19
4	India	Chocolate Chip	2349	\$11,745.00	\$4,698.00	\$7,047.00	9/1/19
5	India	Chocolate Chip	1228	\$6,140.00	\$2,456.00	\$3,684.00	10/1/19
6	India	Chocolate Chip	1389	\$6,945.00	\$2,778.00	\$4,167.00	10/1/19
7	India	Chocolate Chip	1802	\$9,010.00	\$3,604.00	\$5,406.00	12/1/19
8	India	Chocolate Chip	2299	\$11,495.00	\$4,598.00	\$6,897.00	10/1/19
9	India	Chocolate Chip	1404	\$7,020.00	\$2,808.00	\$4,212.00	11/1/19
10	India	Chocolate Chip	2470	\$12,350.00	\$4,940.00	\$7,410.00	9/1/19
11	India	Chocolate Chip	1743	\$8,715.00	\$3,486.00	\$5,229.00	10/1/19
12	India	Chocolate Chip	2222	\$11,110.00	\$4,444.00	\$6,666.00	11/1/19
13	India	Fortune Cookie	345	\$345.00	\$69.00	\$276.00	10/1/19
14	India	Fortune Cookie	2851	\$2,851.00	\$570.20	\$2,280.80	10/1/19
15	India	Fortune Cookie	1283	\$1,283.00	\$256.60	\$1,026.40	9/1/19
16	India	Fortune Cookie	1611	\$1,611.00	\$322.20	\$1,288.80	12/1/19
17	India	Oatmeal Raisin	1778	\$8,890.00	\$3,911.60	\$4,978.40	12/1/19
18	India	Oatmeal Raisin	1228	\$6,140.00	\$2,701.60	\$3,438.40	10/1/19
19	India	Oatmeal Raisin	2761	\$13,805.00	\$6,074.20	\$7,730.80	9/1/19
20	India	Oatmeal Raisin	1743	\$8,715.00	\$3,834.60	\$4,880.40	10/1/19
21	India	Snickerdoodle	908	\$3,632.00	\$1,362.00	\$2,270.00	12/1/19
22	India	Snickerdoodle	2851	\$11,404.00	\$4,276.50	\$7,127.50	10/1/19
23	India	Snickerdoodle	2299	\$9,196.00	\$3,448.50	\$5,747.50	10/1/19
24	India	Snickerdoodle	1560	\$6,240.00	\$2,340.00	\$3,900.00	11/1/19
25	India	Snickerdoodle	2416	\$9,664.00	\$3,624.00	\$6,040.00	9/1/19

We utilised Excel to cleanse and transform the raw sales data. This involved standardizing formats, handling missing values, and ensuring data consistency. This streamlined approach improved data accuracy.

Visualising Performance: Profit by Market & Cookie Type

We visualised profit by market segment and cookie variety. This helped to understand the contributions of each product. This enables informed decisions for targeted marketing.



This stacked column chart shows profit by market and cookie.

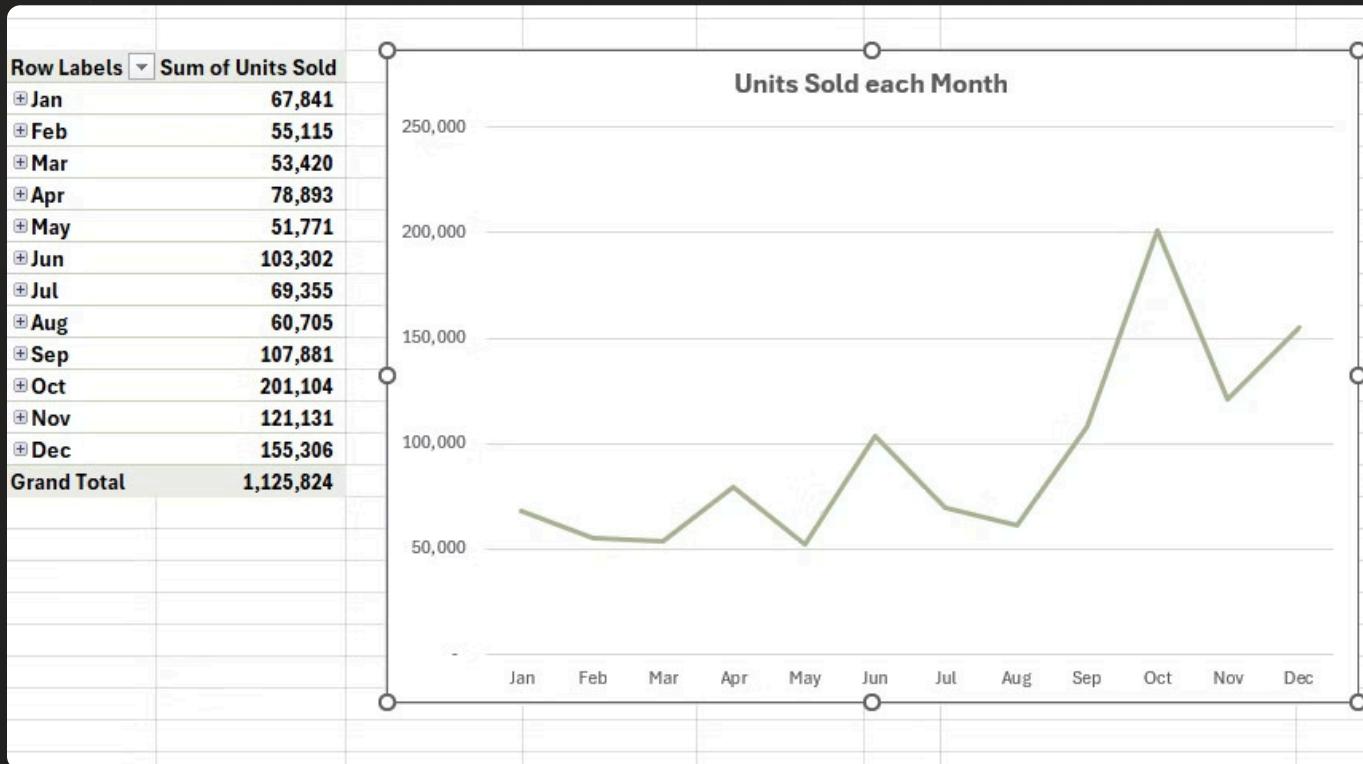
We can see that chocolate chip cookies are the most popular product amongst all countries.

The fortune cookies are the least popular cookies amongst all cookies

As well as India is the most profitable Country. Whilst the Philippines is the least popular.

Monthly Units Sold: Identifying Trends & Seasonality

The analysis of monthly units sold revealed key trends. Seasonality impacts were clearly identified. We can better predict inventory and adjust sales strategies.



The most cookies sold was in the Month October

The least cookies sold was in May

The graph fluctuates each month however, the sales are generally increasing over the months.

Profit by Month: Analysing Financial Performance Over Time



The most profitable month was October.

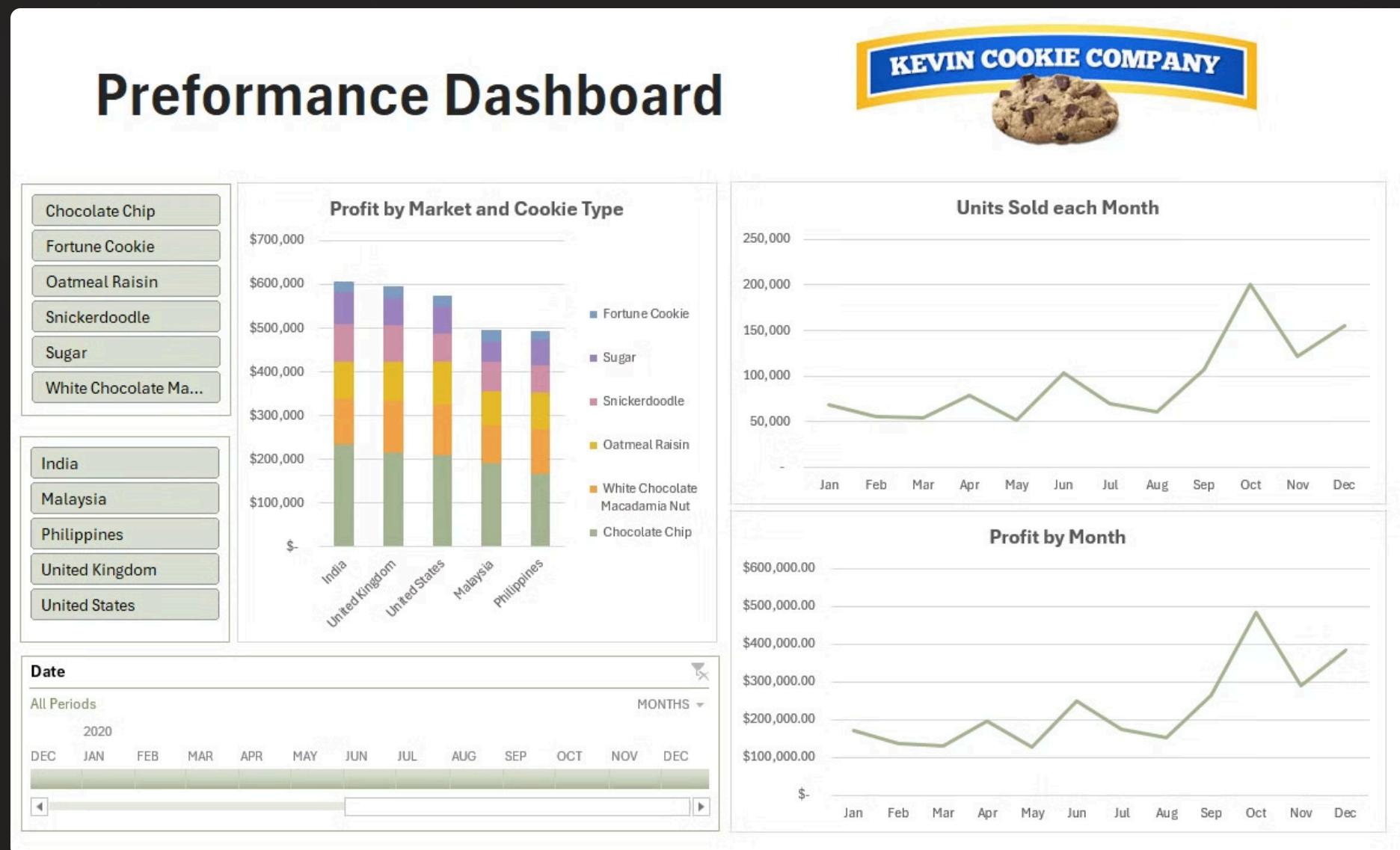
The least profitable month was May.

Again, the graph fluctuates each month however, the profit is generally increasing over the months.



Building an Automated Dashboard: Yearly Updates Made Easy

The automated dashboard simplifies yearly updates. Key metrics are readily available. This saves time and reduces manual effort. You can keep adding yearly info into the folder and it will automatically update the dashboard as well as add to the date slider so you can filter and look through any year / month.



Key Insights & Strategic Recommendations

Key insights include identifying top-performing products and markets. Strategic recommendations focus on optimizing inventory. Targeted marketing can boost seasonal sales.

Focus on best sellers

Increase production of high-demand cookies. So they could focus on the demand for chocolate chip cookies and potentially make different variations of them.

They could focus on the cookie market in India as they buy the most cookies from all the Countries.

Seasonal campaigns

Optimise marketing for peak sales months.

The number of cookies sold went down in the months of November and December.

They could include seasonal cookies with different themes to appeal to the customers in the festive months.

Next Steps: Leveraging the Dashboard for Future Growth

Next steps involve continuous monitoring and refinement of the dashboard. Regular analysis will ensure sustained growth and improved decision-making. Adopt data-driven strategies to stay ahead.

Monthly reviews

Assess key performance indicators regularly.

Strategy adjustments

Adapt strategies based on data insights.

Trend tracking

Monitor market trends and consumer behavior.

