

\$14M
Total Costs



\$34M
Total Sales



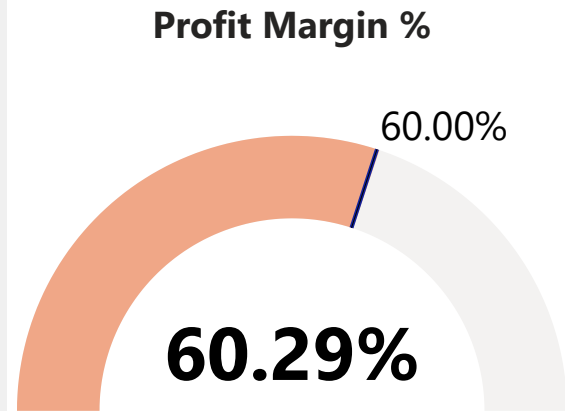
2M
Total Boxes



6K
Shipments



\$21M
Profit



Boxes

Shipments

Costs

Sales

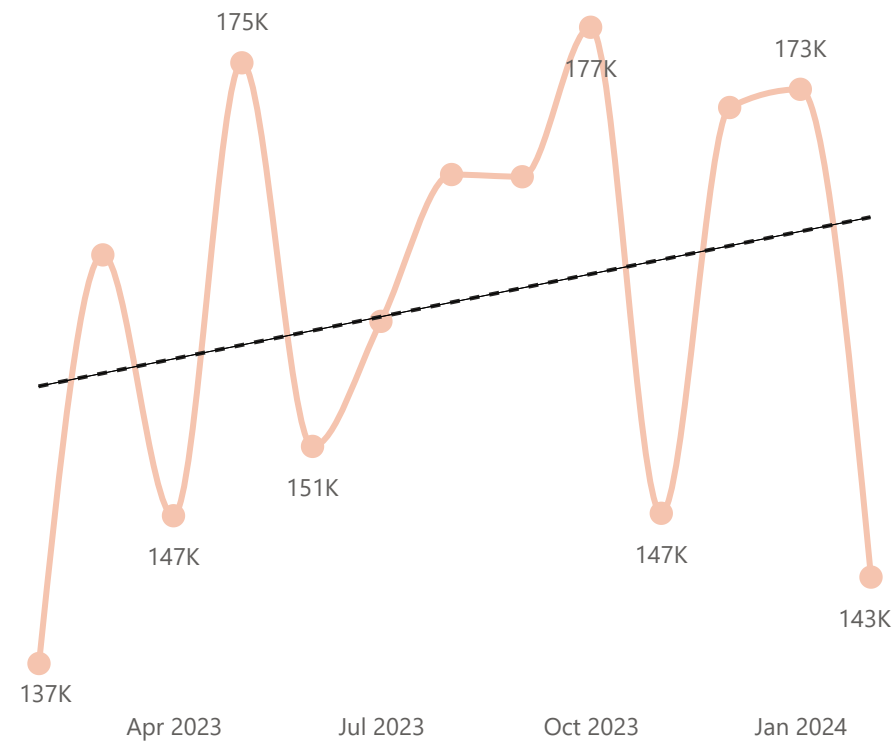
Profit

What is the Role of Region?

Drill Down For Geography



How is The Trend Going On?



Which Salesperson Gives More Profit?

Kelci Walkden | 988.3K | 65.12%

Rafaelita Blaksland | 958.8K | 63.81%

Husein Augar | 926.9K | 62.92%

Dotty Strutley | 892.6K | 62.68%

Van Tuxwell | 889.9K | 64.65%

Marney O'Brien | 884.1K | 66.71%

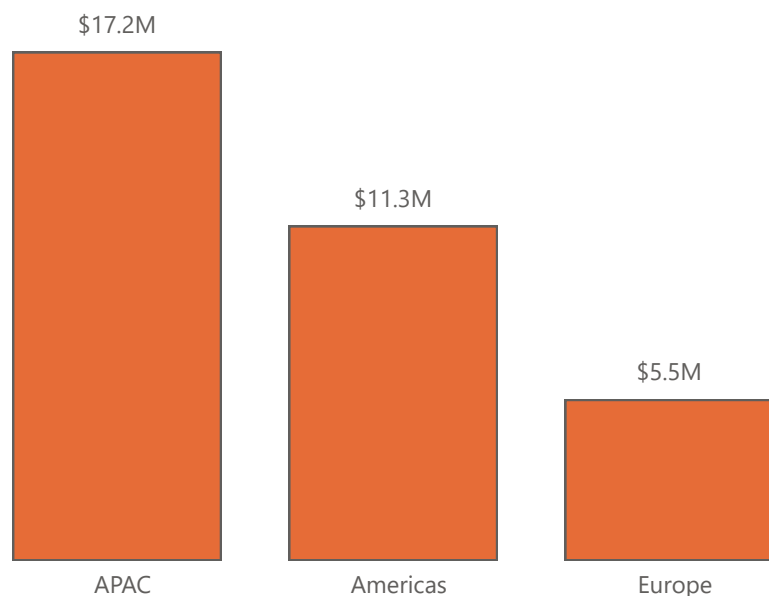
Gunar Cockshoot | 860.3K | 62.23%

Gigi Bohling | 858.4K | 62.88%

Camilla Castle | 853.8K | 61.06%

Jehu Rudeforth | 853.2K | 61.46%

Which Region Is Good?



Which Product Gives High Profit Margin?

Product	Total Sales	Profit	Profit Margin %
Peanut Butter Cubes	\$20,28,632	\$17,67,662	87.14%
Smooth Silky Salty	\$17,16,703	\$14,49,041	84.41%
Orange Choco	\$17,87,726	\$14,21,312	79.50%
Manuka Honey Choco	\$18,39,157	\$14,51,672	78.93%
Choco Coated Almonds	\$12,36,267	\$9,44,329	76.39%
Milk Bars	\$13,21,522	\$9,97,211	75.46%
99% Dark & Pure	\$19,75,833	\$14,61,680	73.98%
Almond Choco	\$17,88,435	\$12,80,686	71.61%
Spicy Special Slims	\$14,55,928	\$9,45,186	64.92%
Fruit & Nut Bars	\$18,26,694	\$11,55,297	63.25%

AWESOME CHOCOLATES

ORGANIC - WHOLESALE

Total Products

22

Avg Cost Per Box

\$6.65

Highest Margin

Peanut Butter Cubes

Lowest Margin

Baker's Choco Chips

Total Boxes, Profit Margin % and Total Sales by Product

Product	Category	Total Boxes	Profit Margin %
Smooth Silky Salty	Other	~105K	~85%
Peanut Butter Cubes	Bites	~95K	~75%
Choco Coated Almonds	Bites	~95K	~70%
Orange Choco	Bars	~95K	~65%
Almond Choco	Bars	~95K	~60%
70% Dark Bites	Bites	~105K	~55%
Raspberry Choco	Bars	~135K	~60%
Fruit & Nut Bars	Bars	~135K	~55%
50% Dark Bites	Bites	~135K	~25%
Caramel Stuffed Bars	Bars	~115K	~35%
Baker's Choco Chips	Bars	~105K	~25%
Drinking Coco	Other	~95K	~15%
Eclairs	Bites	~95K	~45%
85% Dark Bars	Bars	~85K	~35%
After Nines	Bites	~85K	~50%
Organic Choco Syrup	Other	~95K	~50%
White Choc	Other	~85K	~55%
Mint Chip Choco	Bars	~75K	~50%
Spicy Special Slims	Other	~65K	~60%
99% Dark & Pure	Bars	~65K	~65%
Milk Bars	Bars	~65K	~75%
Manuka Honey Choco	Other	~75K	~75%

Category	Product	Boxes	Avg Cost Per Box	Profit	Profit Margin %
Bites	50% Dark Bites	129990	\$7.48	\$3,63,063	27.19%
Bites	70% Dark Bites	101306	\$5.04	\$7,12,511	58.25%
Bars	85% Dark Bars	78965	\$10.51	\$4,62,129	35.77%
Bars	99% Dark & Pure	66514	\$7.73	\$14,61,680	73.98%
Bites	After Nines	79240	\$10.23	\$10,13,054	55.55%
Bars	Almond Choco	98592	\$5.15	\$12,80,686	71.61%
Bars	Baker's Choco Chips	97896	\$12.41	\$2,55,272	17.36%
Bars	Caramel Stuffed Bars	117227	\$8.43	\$6,23,206	38.67%
Bites	Choco Coated Almonds	87933	\$3.32	\$9,44,329	76.39%
Other	Drinking Coco	104802	\$9.94	\$3,79,067	26.68%
Bites	Eclairs	92100	\$6.31	\$4,62,705	44.33%
Bars	Fruit & Nut Bars	141645	\$4.74	\$11,55,297	63.25%
Other	Manuka Honey Choco	56983	\$6.80	\$14,51,672	78.93%
Bars	Milk Bars	61656	\$5.26	\$9,97,211	75.46%
Bars	Mint Chip Choco	74014	\$5.72	\$4,57,537	51.94%
Bars	Orange Choco	99569	\$3.68	\$14,21,312	79.50%
Other	Organic Choco Syrup	93975	\$9.57	\$12,07,816	57.32%
Bites	Peanut Butter Cubes	98479	\$2.65	\$17,67,662	87.14%
Bars	Raspberry Choco	149563	\$3.85	\$8,33,042	59.13%

Total Sales by Product

Product	Total Sales
Organic Choco	\$2,107K
Peanut Butter Cubes	\$2,029K
99% Dark & Pure	\$1,976K
Manuka Honey Choco	\$1,839K
Fruit & Nut Bars	\$1,827K
After Nines	\$1,824K
Almond Choco	\$1,788K
Orange Choco	\$1,788K
Smooth Silky Salty	\$1,717K
Caramel Stuffed Bars	\$1,611K

Shipments by Category

Category	Shipments	Percentage
Other	1K	18.19%
Bars	3K	49.86...
Bites	2K	31.95%

Profit Margin % by Product

Product	Profit Margin %
Choco Coat...	76.39%
99% Dark ...	73.98%
Almond Ch...	71.61%
70% Dark B...	58.25%
After Nines	55.55%
Caramel St...	38.67%
85% Dark B...	35.77%
50% Dark B...	27.19%
Drinking C...	26.68%
Baker's Cho...	17.36%



SalesPersons
25



Average Revenue per Person
\$1.36M



Max Team With Profit
Jucies



Best Performer Name
Kelci Walkden

All



Andria Kimpton

Sales person

Andria Kimpton

Team

Delish

Country

Australia

Boxes

2M

Sales

\$34M

Profit

\$21M

Profit Margin %

60.29%

Boxes

Shipm...

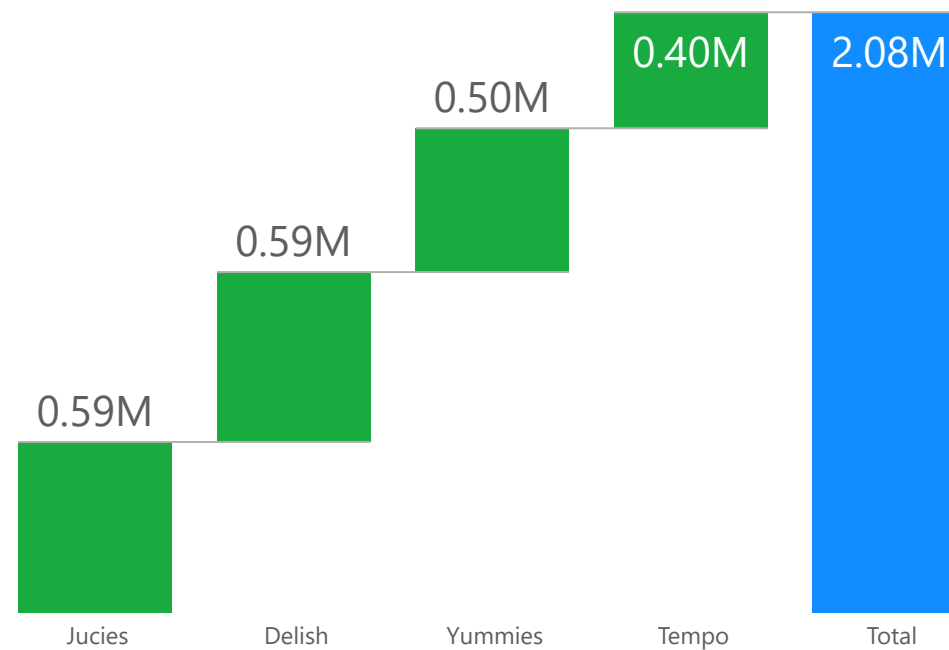
Costs

Sales

Profit

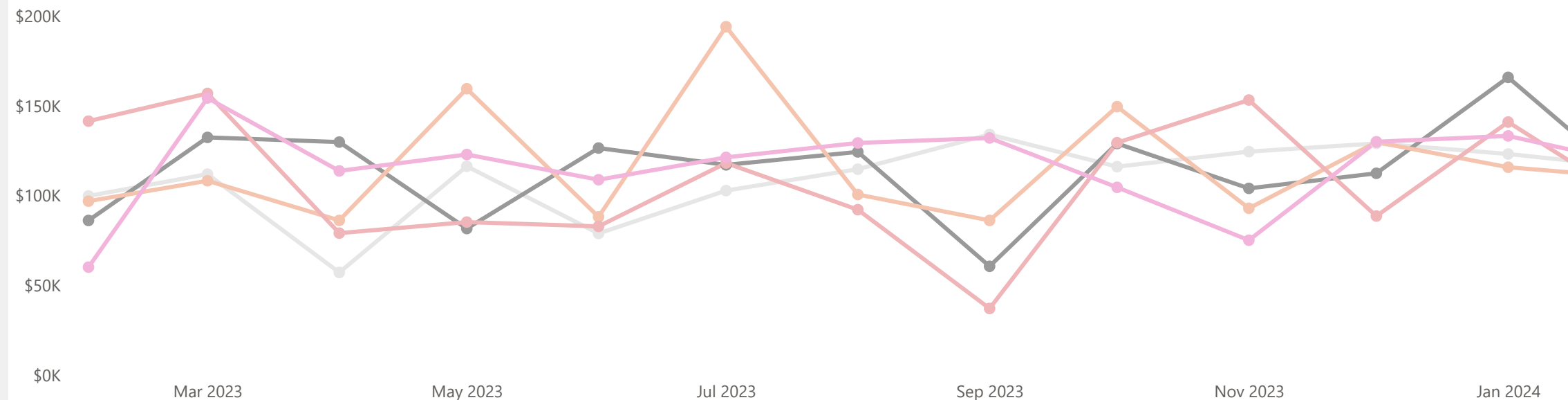
Boxes by Team

● Increase ● Decrease ● Total



Total Sales by Start of Month and Sales person

Sales person ● Dotty Strutley ● Husein Augar ● Kelci Walkden ● Oby Sorrel ● Rafaelita Blaksland



01-02-2023

29-02-2024

Geography

All

Team

All

Category

All

Region

All

Product

All

