



Chocolate Sales Analytics



The Sweet Outline

- **Problem Statement**
- **Datasets and Data Model**
- **Dashboard Overview**
- **Insights**
- **Recommendations**
- **Conclusion**

Problem Statement

Awesome Chocolates operates across multiple countries and offers a variety of chocolate products.

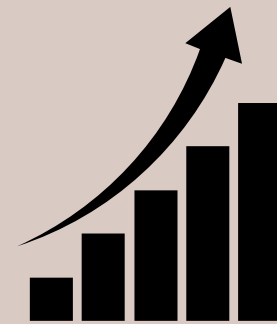
Business Goals:



Track and analyze sales performance across multiple countries.



Evaluate the effectiveness of sales teams and individual products.



Monitor monthly sales growth (MoM).



Identify key demand patterns.



Formulate strategies to increase overall sales.

Dataset & Data Model

The Dataset contains **Sales Data** from Feb 2023 - Feb 2024.

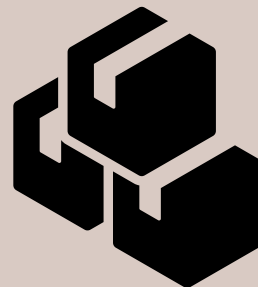
Five key tables:

Shipment



Details about shipments.

Product



Information about the different products cost and category.

Geography



Covers the regions and countries where sales occurred.

Salesperson

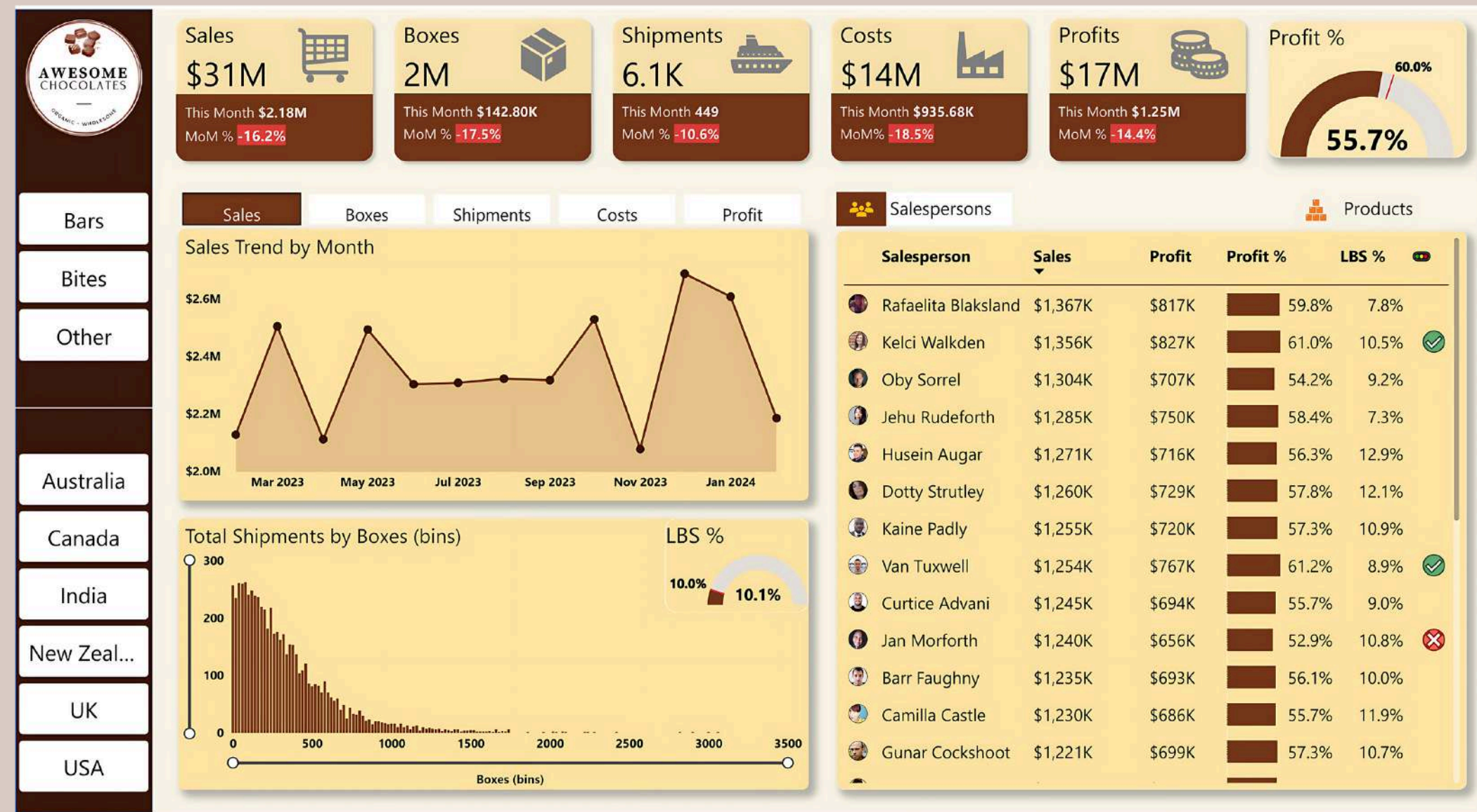


Data about the individuals responsible for making those sales.

Date



A calendar table to track trends over time.



Dashboard Overview



Insights

Overview of Sales



Sales
\$31M

MoM Growth
-16.2%



Boxes
2M

MoM Growth
-17.5%



Shipments
6.1K

MoM Growth
-10.6%



Cost
\$14M

MoM Growth
-19.3%



LBS
620

MoM Growth
28.6%



Profits
\$17M

MoM Growth
-14.4%

This overview highlights declining growth trends across key metrics, indicating a need for strategic action to boost sales, optimize costs, and improve profitability to meet targets.

Unwrapping Trends



Sales: Peaks in Dec, Jan and Oct suggest strong seasonality. Dips in Nov, Apr, and Feb indicate areas for growth.



Boxes: High in Oct, May, and Jan; lowest in Feb, Apr, and Nov, highlighting seasonal demand or shipping challenges.



Shipments: Strong in Dec, Oct, and May; weak in Feb, Apr, and Nov, mirroring the boxes shipped trend.



Cost: Spiked in Jan, May, and Dec due to operational demands; reduced in Feb, Apr, and Nov reflecting lower activity.



Profits: Peaks align with high sales in Dec, Jan, and Oct; dips in Nov, Sep, and Apr point to inefficiencies or low demand.

Seasonal patterns dominate, offering opportunities to optimize low-demand periods.

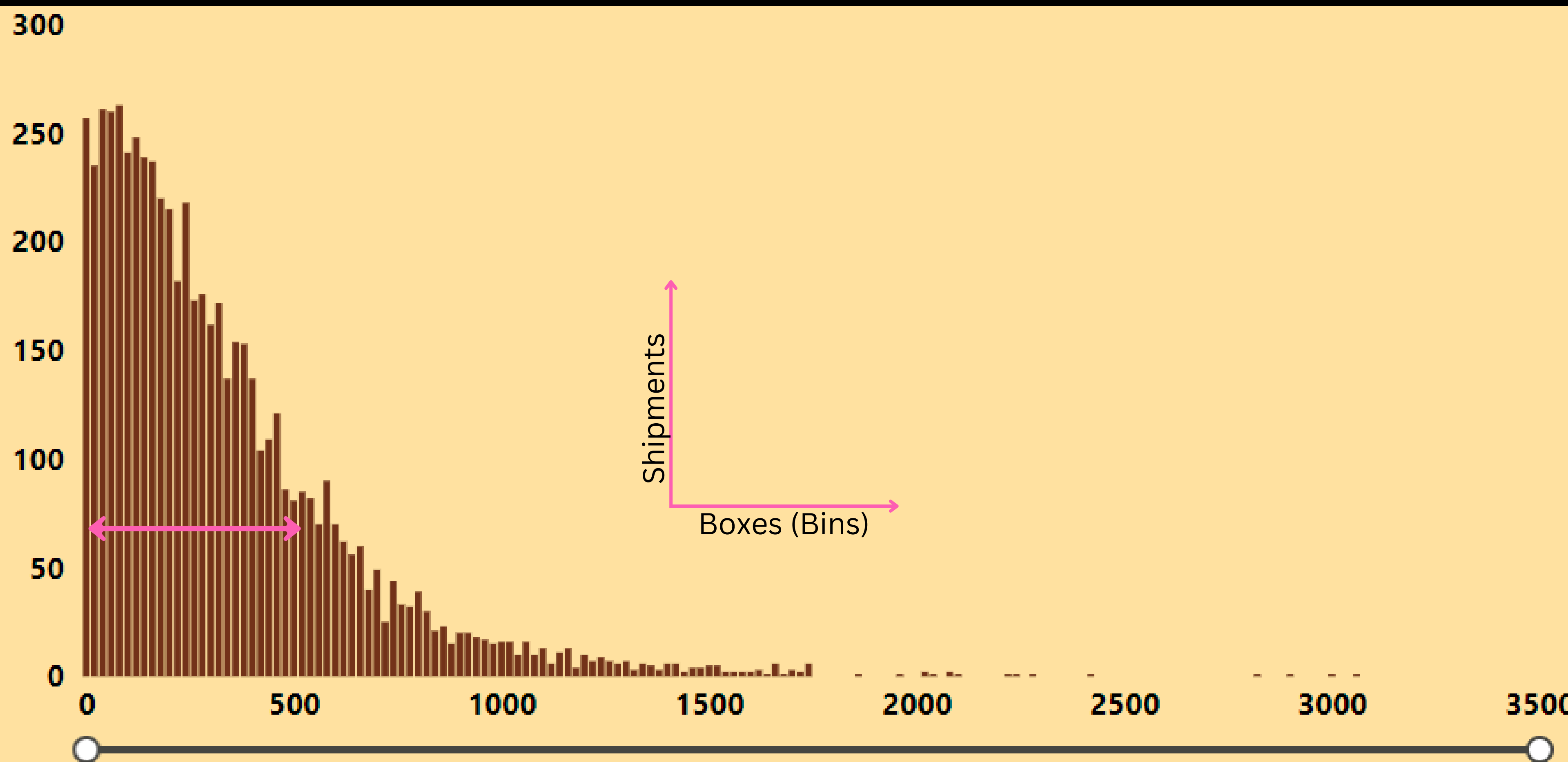
Breaking Down Shipments

➤ **Shipment Range:** Higher number of shipments fall in the 0–500 boxes range.

➤ **Averages:**

- Average Boxes Per Shipment: **328**
- Average Cost Per Shipment: **\$2295**





Sales Team Performance

➤ Top 5 Salespeople



Rafaelita Blaksland



Kelci Walkden



Oby Sorrel



Jehu Rudeforth



Husein Augar

- **Boxes Sold:** Top 5 salespeople sell 3.35% more boxes than the bottom 5.
- **Shipments:** Top 5 salespeople complete 3.70% more shipments than the bottom 5.
- **Revenue per Shipment:** Top 5 salespeople's revenue per shipment is 10.33% higher.
- **Cost per Box:** Top 5 salespeople sell best-selling products 20% cheaper per box.

Category & Product Analysis

➤ Category Contribution

- Bars: **50.9%** of sales
- Bites: **29.3%** of sales
- Others: **19.8%** of sales

➤ Top and Bottom Products by sales in Category

- Bars: **Top** – 99% Dark & Pure, Orange Choco | **Bottom** – Mint Chip Choco, Milk Bars
- Bites: **Top** – Peanut Butter Cubes, After Nines | **Bottom** – Eclairs, 70% Dark Bites
- Others: **Top** – Organic Choco Syrup | **Bottom** – Drinking Coco Only 4 products)

Category & Product Analysis

➤ Top 5 Products

- Organic Choco Syrup
- Peanut Butter Cubes
- 99% Dark & Pure
- Orange Choco
- Fruit & Nut Bars

➤ Bottom 5 Products

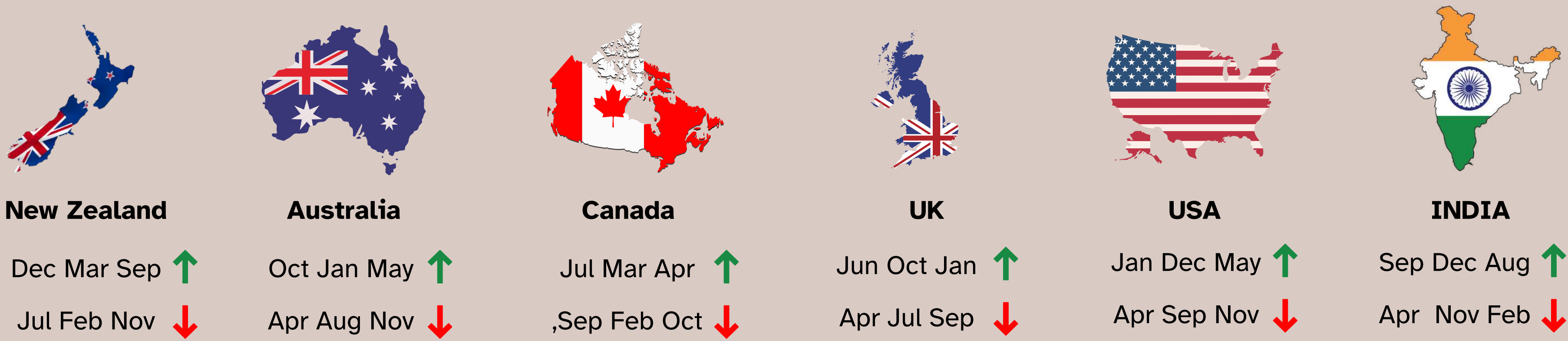
- Mint Chip Choco
- Eclairs
- Milk Bars
- 70% Dark Bites
- Choco Coated Almonds

The top 5 products account for **21.79%** more boxes sold compared to the bottom 5, indicating higher consumer demand for these top products.

Country Wise Analysis

Top performing country by sales is **New Zealand** and **India** is at bottom.

Sales Trend:



Peaks suggest seasonal and festive demand variations across countries.

Country Wise Analysis

Product Demand Variations:

➤ Common Top Products

- 99% Dark & Pure
- Organic Choco Syrup
- Fruit & Nut Bars

➤ Common Bottom Products

- Mint Chip Choco
- Eclairs
- Milk Bars
- Choco Coated Almonds

➤ Occuring Top & Bottom

- Manuka Honey Choco
- Smooth Silky Salty

Strategic Recommendations

Empowering Sales Teams for Peak Performance

➤ Encourage Top Performers

- Recognize top performers with incentives and awards (e.g., "Star Performer of the Month," "Quarter," or "Year").
- This boosts pride and motivates them to continue performing well, while inspiring others to improve.

➤ Track Progress

- Acknowledge salespeople showing progress, even if they aren't top performers
- Recognizing their improvement gives them a sense of growth and encourages continued effort.

➤ Guide Poor-Performing Salespeople

- Provide guidance to consistently underperforming salespeople.
- Share insights from top performers, such as focusing on high-margin products or securing larger shipments.
- Provide information on seasonal demand patterns to help underperformers improve.

Strategic Recommendations

Saving Costs

Encourage Large Shipments

- Offer bulk order discounts to distributors (e.g., 5% on orders up to 500 boxes, 10% on 800, and 20% on 1000+)
- Reducing shipments lowers fixed expenses, such as transportation, packaging, and handling fees, and improves operational efficiency.

Discontinue Low-Performing Products

- Discontinue consistently underperforming products across regions.

Strategic Recommendations

Increase Manufacturing and Promote Top-Selling Products

➤ Increase Production and Innovate Existing Products

- Use savings to ramp up the production of top-selling products.
- Offer new product combinations or variations (e.g., combo boxes or different sizes) to meet customer demand.

➤ Innovative and Tailored Marketing

- Create region-specific campaigns based on local festivals and traditions.
Example- In India, promote a "Combo Box" as a Rakshabandhan gift set, featuring Rakhi and a personalized note, along with a campaign offering coupon codes and scratch cards.
Target events like Valentine's Day in February by introducing heart-shaped gift boxes with romantic notes for couples.
- Run similar campaigns year-round across the countries to boost sales and build brand recognition.

Driving Growth with Data

➤ **Boost in Sales**

- Drive significant growth by reallocating resources to top-selling products and strategic marketing.

➤ **Cost Optimization**

- Reduce operational expenses through efficient shipment practices and discontinuing low-performing products.

➤ **Enhanced Sales Performance**

- Improve team contribution by equipping underperformers with actionable insights and best practices.

➤ **Improved Customer Engagement**

- Strengthen customer loyalty and encourage repeat purchases with innovative, region-specific marketing campaigns.

➤ **Long-Term Growth**

- Lay the groundwork for sustainable growth with data-backed decisions, enhancing profitability and market presence.



Thank You for Your Time and Attention



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