**Chocolate Business Report**

**Objective**

The purpose of this dashboard is to provide a comprehensive overview of the chocolate sales business from **January 2023 to September 2024**. The dashboard offers insights into revenue trends, product performance, geographical market contribution, and individual salespersons' effectiveness.

**Key Metrics**

* **Total Revenue:** 27.92 Million
* **Boxes Sold:** 2 Million
* **Date Range Covered:** 02 January 2023 – 25 September 2024

**Visualizations & Insights**

**1. Trend of Revenue by Month & Year**

**Visualization Type:** Area Line Chart  
**Description:**  
This chart displays how monthly revenue fluctuated over time.

**Insights:**

* **High revenue months:** June 2023, August 2023, March 2024.
* A **notable dip** occurred around October 2023.
* Revenue rebounded in early 2024 but began to plateau by mid-2024.
* Useful for identifying **seasonal trends** and planning marketing or inventory strategies accordingly.

**2. KPI Tiles – Total Revenue & Boxes Sold**

**Visualization Type:** KPI Cards

* **Total Revenue:** 27.92M
* **Boxes Sold:** 2M

**Purpose:**  
These key performance indicators provide an at-a-glance view of overall business performance during the selected date range.

**3. Sales Date Filter**

**Visualization Type:** Date Range Slicer

* Allows filtering of all visual components based on selected start and end dates.
* **User Interaction:** Enables flexible data exploration and time-based comparisons.

**4. Top-Selling Chocolate Products**

**Visualization Type:** Horizontal Bar Chart  
**Top 5 Products:**

1. Orange Choco
2. Drinking Coco
3. 99% Dark & Pure
4. Organic Choco Syrup
5. Peanut Butter Cubes

**Insights:**

* The top products all achieved sales close to or above 1.5M.
* Strong preference for **dark, organic, and flavored chocolates**.
* Insights can guide **product stocking, marketing, and R&D** efforts.

**5. Revenue Contribution by Country**

**Visualization Type:** Donut Chart  
**Country-wise Breakdown:**

* **UK:** 7.62M (27.29%)
* **USA:** 6.28M (22.49%)
* **India:** 4.57M (16.38%)
* **Canada:** 3.26M (11.7%)
* **Australia:** 3.09M (11.07%)
* **New Zealand:** 3.09M (11.08%)

**Insights:**

* The **UK and USA** are the most significant markets, contributing nearly 50% of the total revenue.
* Emerging markets like **India and Australia** show strong potential for expansion.
* Geographic segmentation is critical for region-specific promotions and logistics planning.

**6.Salesperson Performance**

**Visualization Type:** Horizontal Bar Chart  
**Top Performers:**

* Brien Boise – 2.16M
* Madelene Upcott – 2.03M
* Dotty Strutley – 1.67M

**Insights:**

* Shows a relatively even distribution among top sales reps.
* Highlights **individual performance for evaluation, reward, and training**.
* Can be further analyzed to see territory assignments and conversion efficiency.

**Data Source & Preparation**

*The dataset powering this report contains the following key columns (hypothetical structure):*

* Date
* Product
* Country
* SalesPerson
* BoxesSold
* Revenue
* UnitPrice

**Power BI Techniques Used:**

* Data cleaning and transformation via **Power Query**
* Custom measures using **DAX** for total revenue, product ranking, and % contribution
* Interactive slicers and filters for drill-down capability

**Business Recommendations**

1. **Focus on High-Performing Products:**  
   Invest in marketing and inventory for Orange Choco, Drinking Coco, and 99% Dark & Pure.
2. **Expand in Emerging Markets:**  
   India and Australia show promise with >11% contribution each.
3. **Support and Train Mid-Level Sales Reps:**  
   There’s a potential to boost overall performance by upskilling salespersons like Husein Augar and Barr Faughny.
4. **Seasonal Campaign Planning:**  
   Leverage peak months like June and March for targeted campaigns and bulk stocking.

**Conclusion**

This dashboard provides actionable insights into the chocolate sales business with an emphasis on:

* Performance monitoring
* Sales optimization
* Market targeting
* Data-driven decisions

It empowers stakeholders to make informed business decisions in marketing, operations, and HR.