

Dataset:

<https://www.kaggle.com/datasets/atharvasoundankar/chocolate-sales?resource=download>

Business Problem

The chocolate company seeks to analyze its sales data to understand performance trends across countries, salespersons, and product types. With increasing competition and varying demand, the company aims to make informed decisions to improve sales strategies, identify top-performing regions and products, and enhance overall operational efficiency.

Objectives

1. **Measure overall sales performance** by calculating total revenue and total boxes shipped.
2. **Analyze monthly sales trends** to identify peak and low-performing months.
3. **Compare sales across countries** to determine which regions generate the most revenue.
4. **Identify top-selling chocolate products** based on revenue and quantity shipped.
5. **Evaluate individual salesperson performance** by total sales contribution.
6. **Enable dynamic filtering** by country, product, salesperson.