

Sales Teams Profit/Sales Report

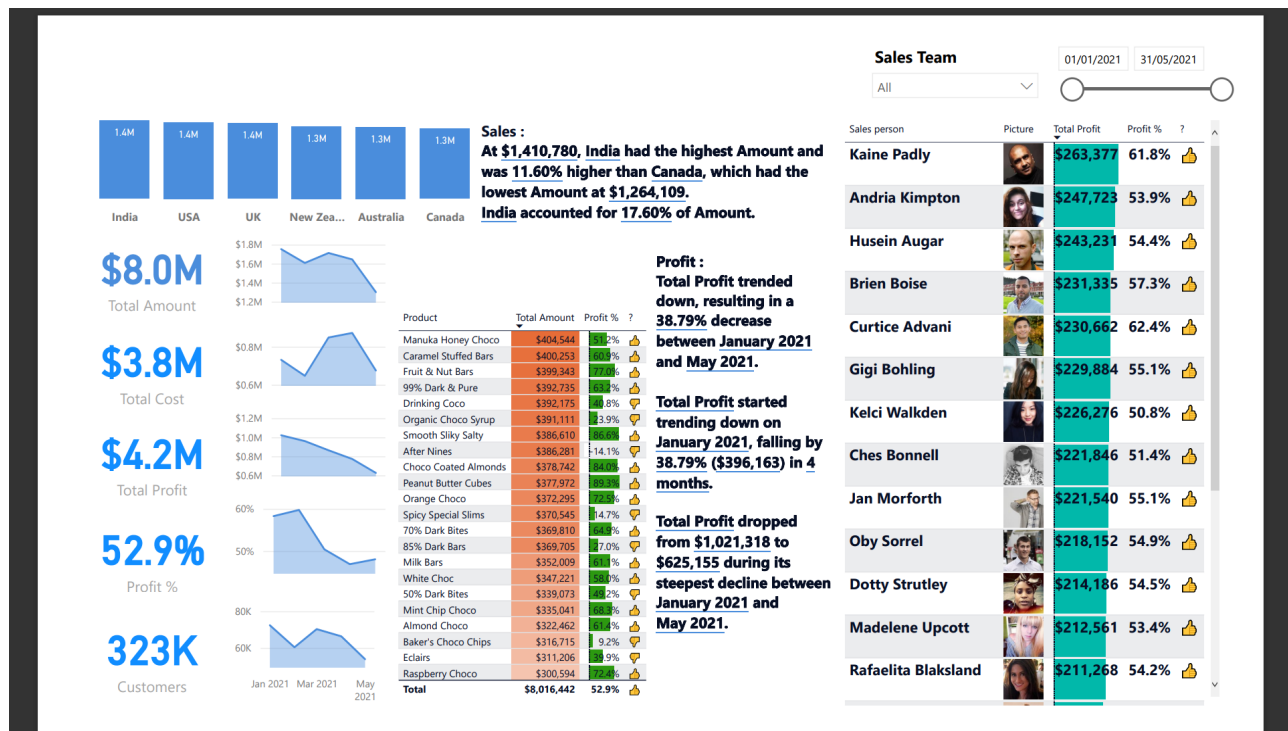
Chocolate Co.

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Introduction

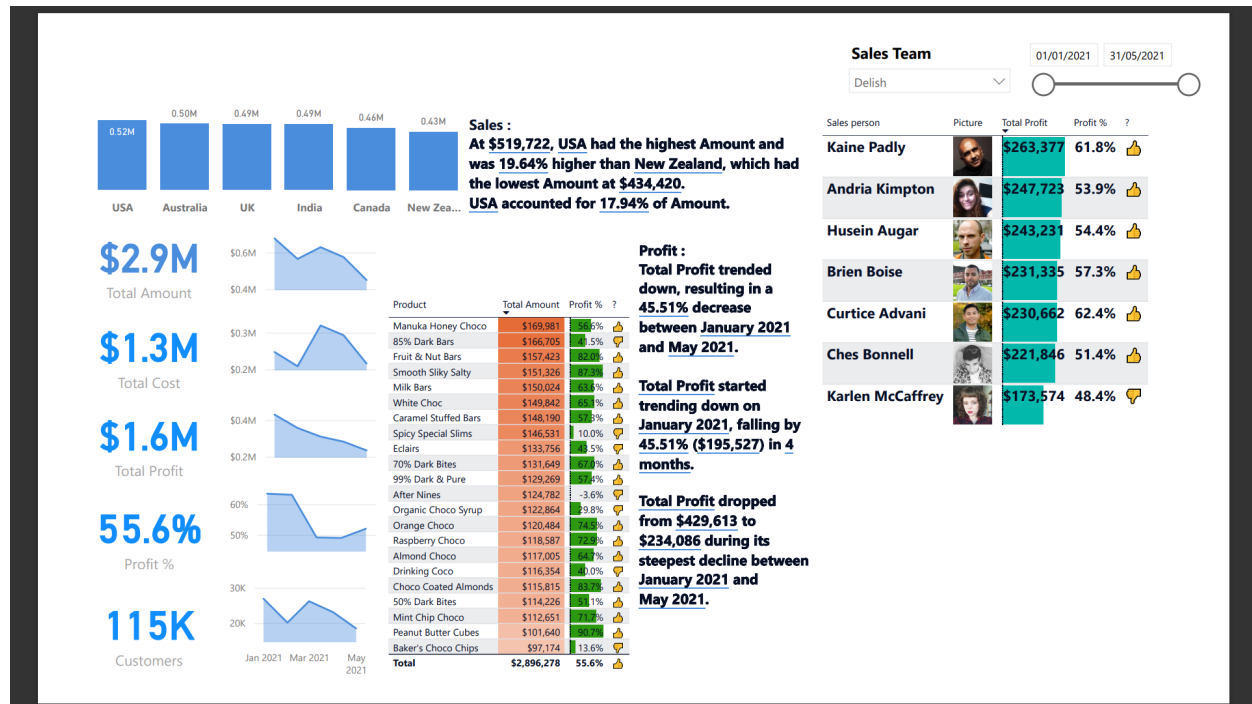
This is an Exploratory Data Analysis (EDA) of the Chocolate Co. sales data over a 5 month period 01/01/2021 to 31/05/2021, focusing on the 3 sales teams involved with the company(Delish, Juicies, and Yummies) with a profit margin quota of 50 % . The goal of this analysis is to better understand what sales have taken place between the teams over the five month period, what profits were made , who is making the quota set, and gain insights into the products being sold.

Total Profit/Sales Across All Teams



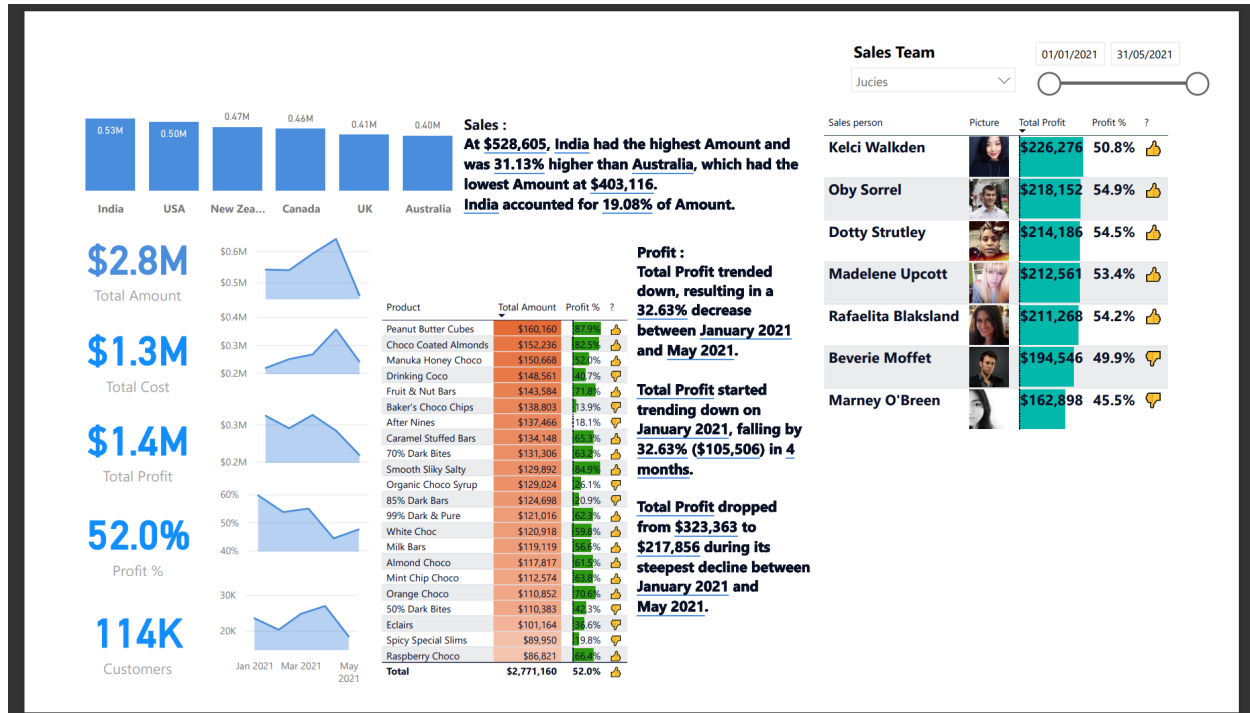
- Overall we can see India is the top country contributing to 17% of total sales
- There is a downward trend in profits starting as of January falling by 38% in 4 months
- Highest sales come from Manuka Honey Choco product \$404k
- 47.1% of all product sales fall below profit % quota set
- Kaine Padly is the highest profiting sales person
- Lowest profits come from After Nines product - 14%, loss of -\$54k

Delish Sales Team Profit/Sales



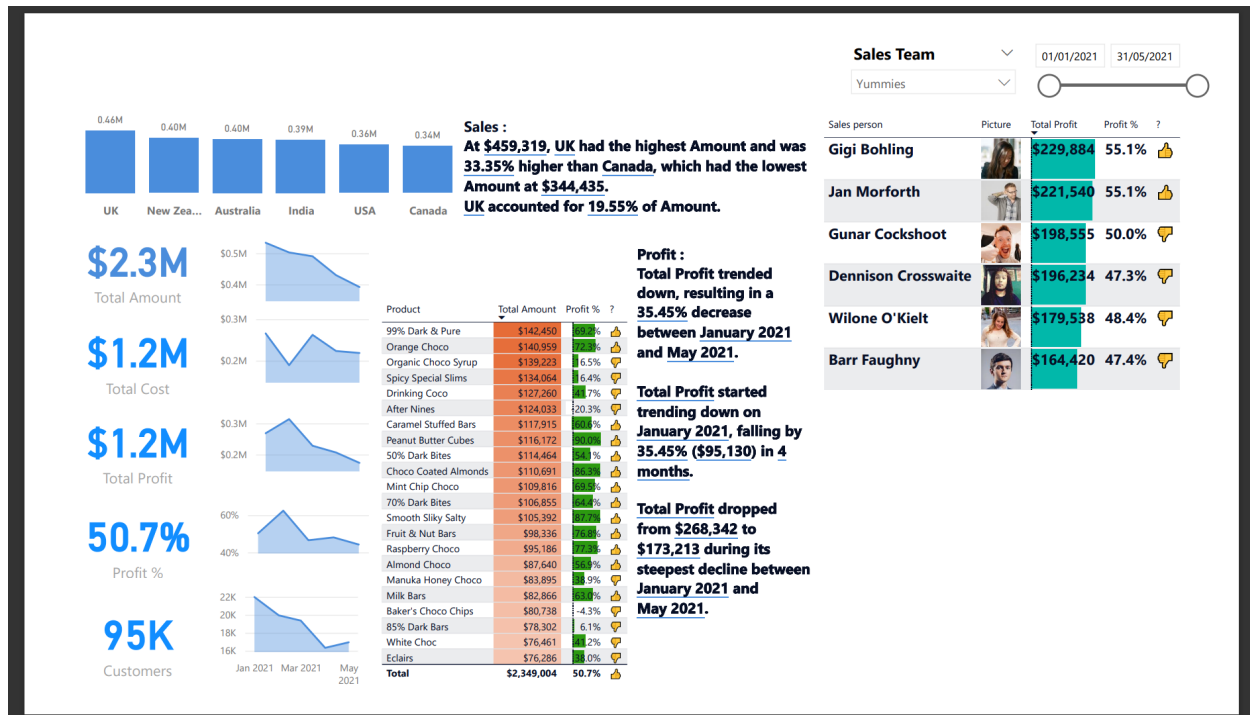
- **USA** accounted for the majority of purchases \$519k worth, 17% of sales
- There is a **downward trend** in profits starting as of January falling by 45% in 4 months
- **Highest sales** come from **Manuka Honey Choco** product \$169k
- **Highest profits** come from **Peanut Butter Cubes** product 90%
- **Kaine Padly** is the **highest profiting** sales person on the team
- **Lowest profits** come from **After Nines** product - 3%, loss of -\$4.4k
- The **Delish** team has an overall **profit** of 55% and \$2.9M in sales
- 1 out of 7 team members are **below profit** % quota

Jucies Sales Team Profit/Sales



- India accounted for the majority of purchases \$528k worth, 19% of sales
- There is a **downward trend** in profits starting as of January falling by 32% in 4 months
- Highest sales come from **Peanut Butter Cubes** product \$160k
- Highest profits come from **Peanut Butter Cubes** product 87%
- Kelci Walkden is the **highest profiting** sales person on the team
- Lowest profits come from **After Nines** product - 18%, loss of -\$24k
- The Jucies team has an overall profit of 52% and \$2.8M in sales
- 2 out of 7 team members are **below profit %** quota

Yummies Sales Team Profit/Sales



- UK accounted for the majority of purchases \$459k worth, 19% of sales
- There is a **downward trend** in profits starting as of January falling by 35% in 4 months
- Highest sales come from **99% Dark & Pure** product \$142k
- Highest profits come from **Peanut Butter Cubes** product 90%
- Gigi Bohling is the **highest profiting** sales person on the team
- Lowest profits come from **After Nines** product - 20% , a loss of -\$24k
- The Yummies team has an overall profit of 50% and \$2.3M in sales
- 4 out of 6 team members are **below profit** % quota



Conclusion

- **India** is the most popular country for Chocolate Co. contributing to **17%** of total sales value of **\$1.4M** across all teams
- **After Nines** product was the worst profiting item for each team, losing **-\$54k** in total
- **Total profit** trend **down**, **38%** decrease between January and May **falling** by **\$396k**
- The **delish team** had the **highest profit %** out of the 3 teams
- Each teams **highest profiting product** was **Peanut Butter Cubes**
- The **yummies** sales team had the **worst overall profit** of **50.7%**, caused by the low profiting items that made up for the majority of sales list i.e **losing -\$24k** from **After Nines**
- **7** out of 20 sales members are **below profit % quota**
- With 50% profit margin expectations, some items will need to be better sourced or possibly discontinued
- In the future all sales team members not meeting profit quotes should be made aware to upsell items with higher profit % when meeting with customers

