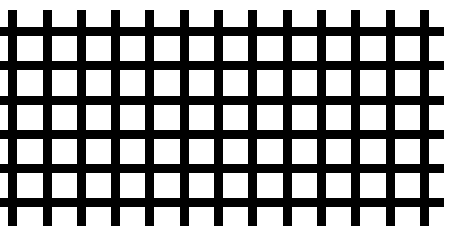
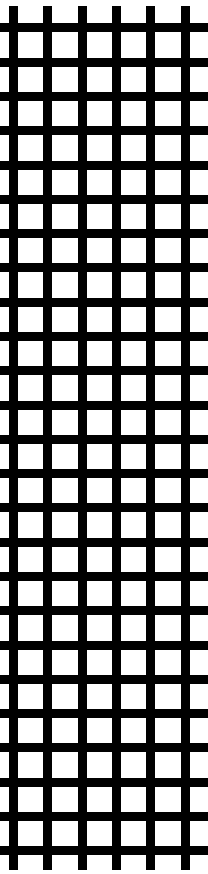




Case Study **SALES REPORT**

Microsoft Excel
(Basic Statistics And Pivot Table Analysis)



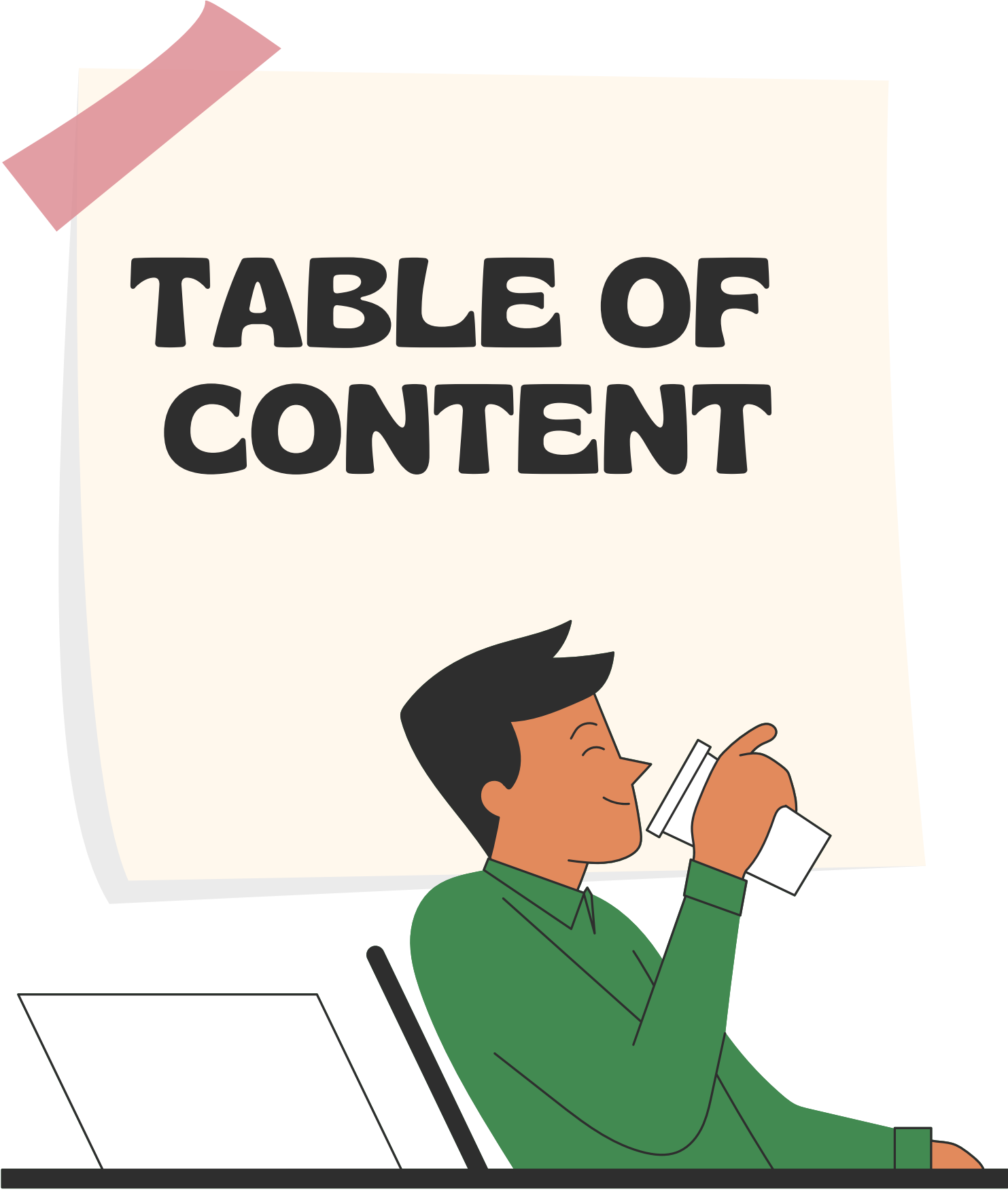


TABLE OF CONTENT

1

Project Background

2

Data Analysis

3

Key Findings

Project **BACKGROUND**



COMPANY OVERVIEW

Awesome Chocolate is a company that specializes in the production and sales food items related to chocolate. they are trying to build its brand and establish itself internationally. The owner wants some reports to see how his sales stand, products & business in general.



DATA OVERVIEW

The Dataset project was obtained from Chandoo as a part of the free Excel Youtube Video. The Awesome Chocolate data and final this final file project can be downloaded [here](#).



PROJECT GOAL

- Analyze the highest and lowest product sales to increase or stop product stock to increase company profits
- Support stakeholders to make data-driven decision-making to find out the position of sales and strategies to increase company profits



Data **ANALYSIS**

Where are we making the most money?



Top Sales by country

Country	Total Revenue	Total Unit
India	\$ 252.469,00	8760
Canada	\$ 237.944,00	7302
New Zealand	\$ 218.813,00	7431
USA	\$ 189.434,00	10158
UK	\$ 173.530,00	5745
Australia	\$ 168.679,00	6264
Grand Total	\$ 1.240.869,00	1240869

- Mostly I used a Pivot Table to quickly display this data
- India is able to become a country that obtains the highest gross income from the sale of product awesome chocolate compared to other countries
- USA became the country with the most product units sales than other countries

Top 5 Sales Product

Product	↓	Total Amount	Total Unit	Sales per Unit
Caramel Stuffed Bars		\$ 72.373	3207	\$ 23
Choco Coated Almonds		\$ 71.967	2301	\$ 31
Baker's Choco Chips		\$ 70.273	2142	\$ 33
Organic Choco Syrup		\$ 69.461	2982	\$ 23
Peanut Butter Cubes		\$ 69.160	1854	\$ 37
Grand Total		\$ 353.234	12486	\$ 28

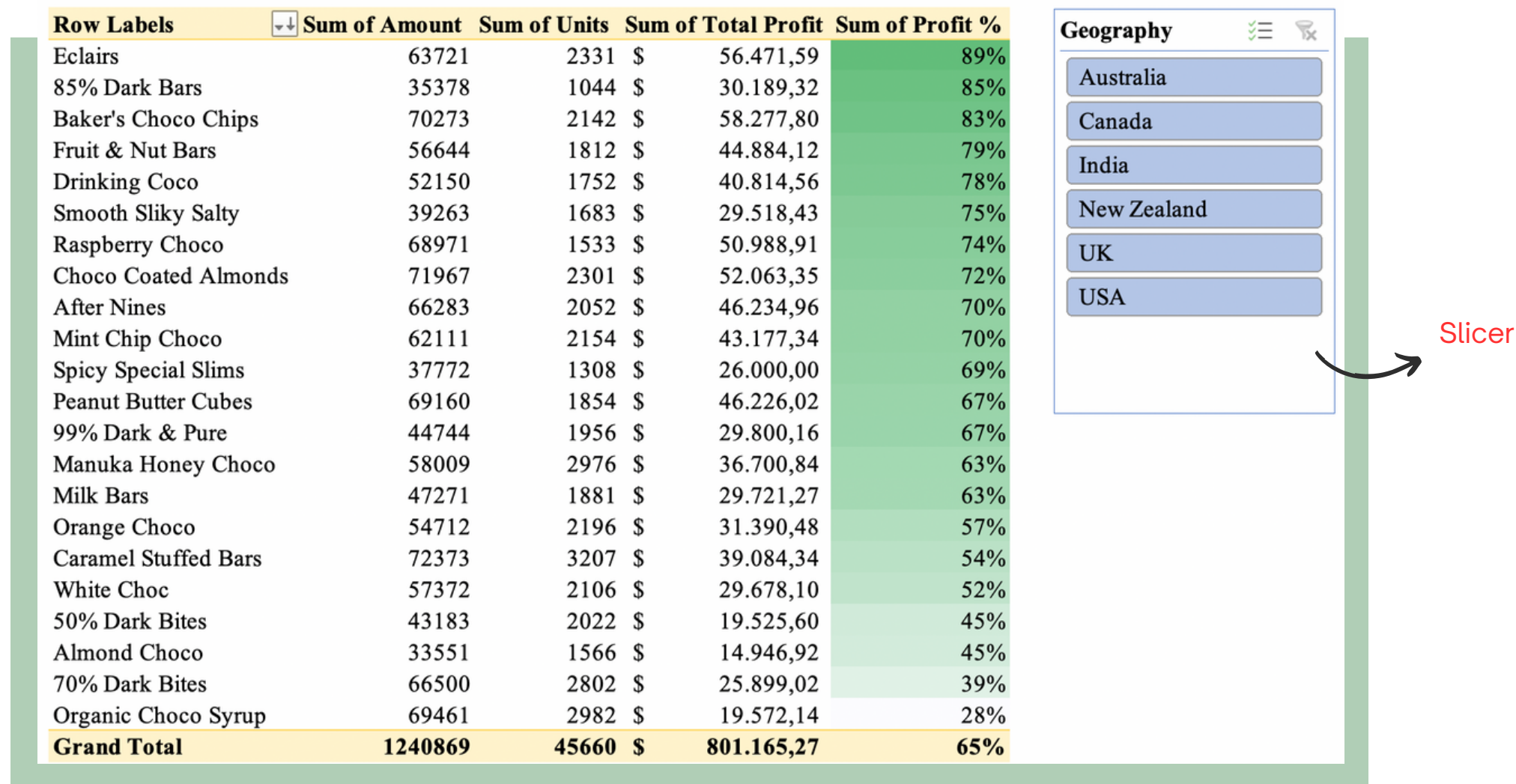
- The product performing the best, based on Total Amount. Caramel Stuffed bars is the highest Sales Product
- We make a sales column per unit to find out the price per product

Who is the Top Salesperson by Country?



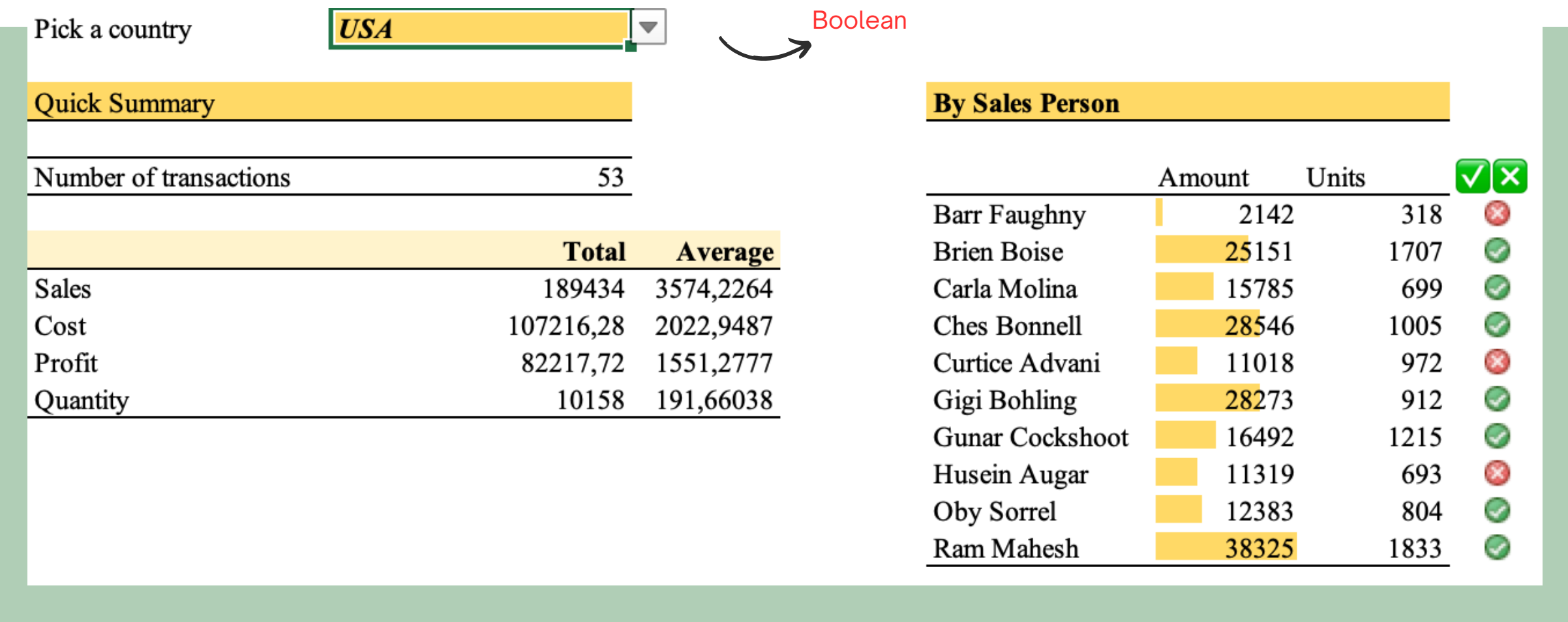
Country and Sales Person	Total Sales
Australia	\$ 25.221
Gigi Bohling	\$ 25.221
Canada	\$ 39.620
Gigi Bohling	\$ 39.620
India	\$ 41.559
Gigi Bohling	\$ 41.559
New Zealand	\$ 43.568
Ches Bonnell	\$ 43.568
UK	\$ 45.752
Barr Faughny	\$ 45.752
USA	\$ 38.325
Ram Mahesh	\$ 38.325
Grand Total	\$ 234.045

- I put the countries in the rows field followed by the sales person. For the value, I used the Amount, then i had changed to Variable Total Sales
- Then, added a Filter "top 1" to only display the Top 1 salesperson each country.
- Gigi Bohling is the Top Salesperson in 3 states (Australia, Canada, and India)



- In general, Eclairs has been the most profitable product with over \$56,000 in total profits made
- Organic Choco Syrup is a prime candidate to be discontinued. It ranks dead last in total revenue
- We included a slicer to show product performance by country revealing where we may be able to discontinue a product in just a specific location.

Dashboard Sales Report



For the mini dashboard, we provide pick a country as a boolean to provide some insight regarding basic statistics such as number of transactions and profits by country. In the Salespeople table, each salesperson is listed with units sold, total sales, and Conditional formatting was added to the sales and goal fields for visual convenience. A green tick indicates the salesperson's \$12,000+ sales goal has been met and a red X indicates the goal was not met.

Data **RECAP**

Key Findings :

- India is currently the country that generates the highest sales revenue for Awesome Chocolate, but in terms of units sold to the USA, it comes in second. Therefore, it would be worth analyzing the USA market more closely, as it is fourth overall in sales but first in units.
- Gigi Bohling has achieved top salesperson status in three countries and met the sales goal in all of them. Therefore, it would be a wise decision to appoint Gigi as the lead salesperson.
- It is important to seriously consider discontinuing certain products that are not performing well. For example, the Organic Choco Syrup has a profit margin of -70% in Canada, resulting in significant profit losses. Hence, discontinuing this product in Canada could be a viable solution to mitigate the losses.

