



AWESOME
CHOCOLATES



OVERVIEW



REGION VIEW



PRODUCT VIEW



PEOPLE VIEW



SUMMERY

REGION

PRODUCT

PEOPLE

Overall Performance



Total Sales
\$3.04M
LM - \$2.96M **2.69%↑**

Unit Sold
186.50K
LM - 181.08K **2.99%↑**

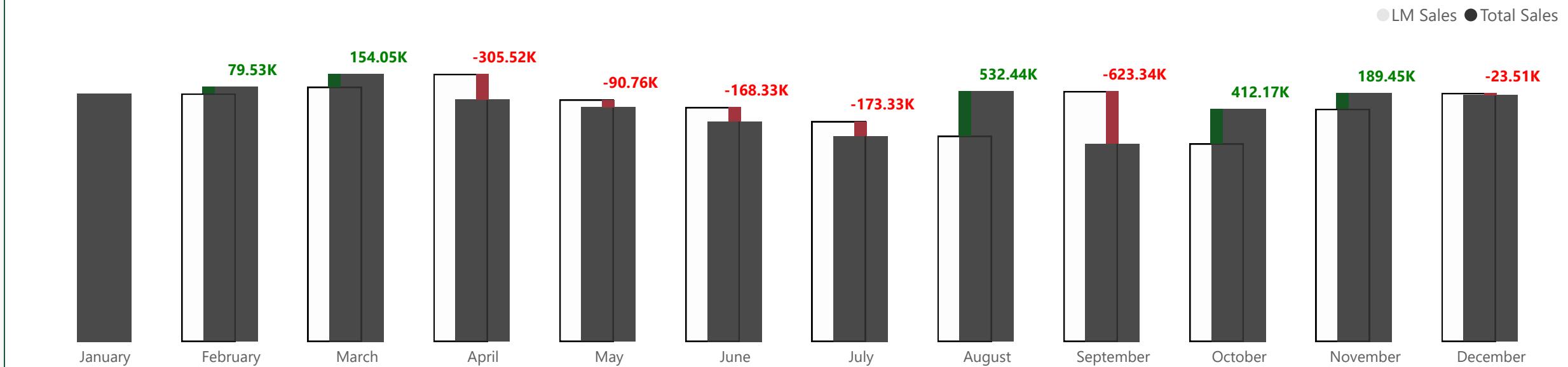
Profit
\$1.8M
LM - 1.77M **1.76%↑**

Total Cost
\$1.2M
LM - 1.19M **4.08%↑**

Profit %
59.29%
LM - 59.83% **-0.91%↓**

T.Custom...
84073
LM - 80.749K **4.12%↑**

Monthly Sales Overview



Date

Feb...

Geo

All

Category

All

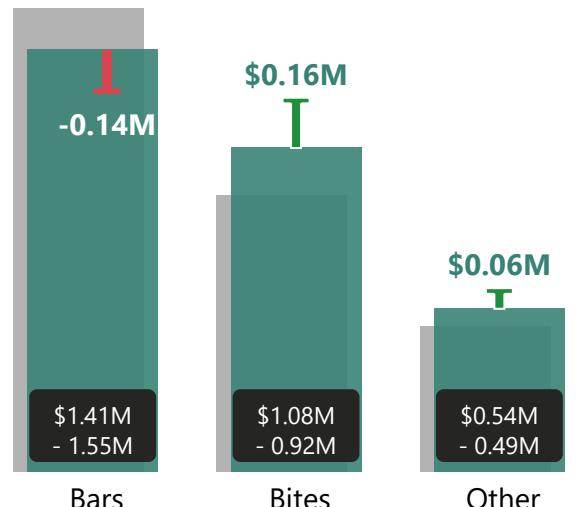
Product

All

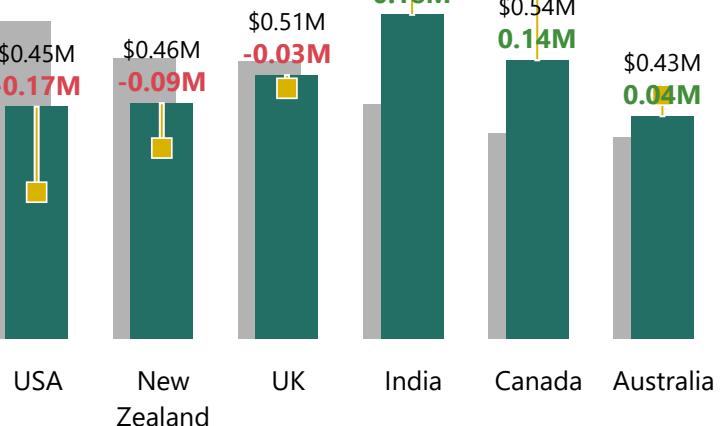
Team

All

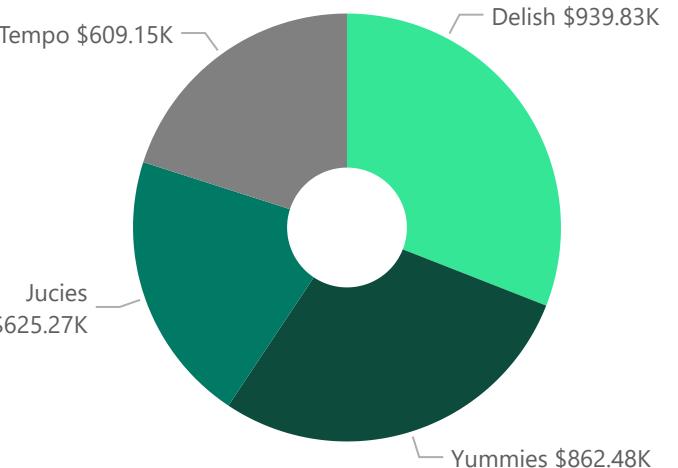
Sales Distribution by Category



Sales Distribution by Geo



Total sales by Team





Total Sales
\$33.97M

LM - - - not available

Unit Sold
2.16M

LM - - - not available

Profit
\$19.9M

LM - - - not available

Total Cost
\$14.0M

LM - - - not available

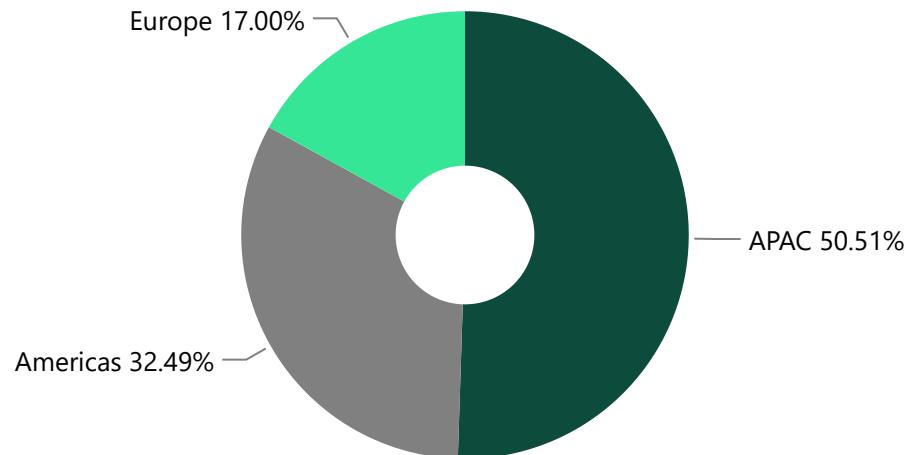
Profit %
58.73%

LM - - - not available

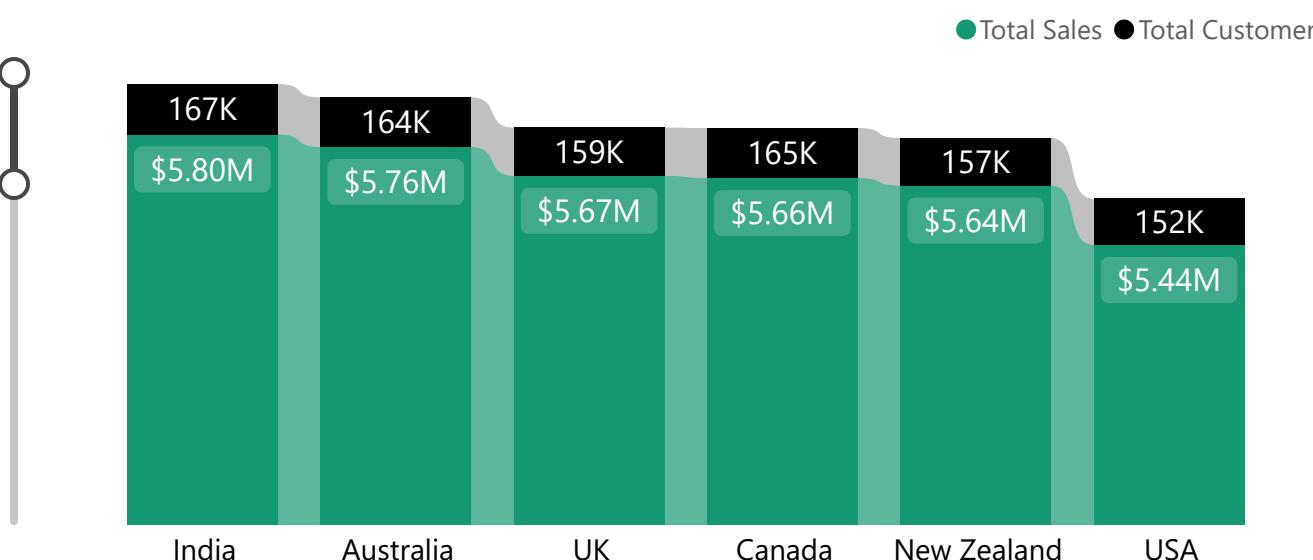
T.Customer...
963585

LM - - - not available

Profit margin contribution % by Region

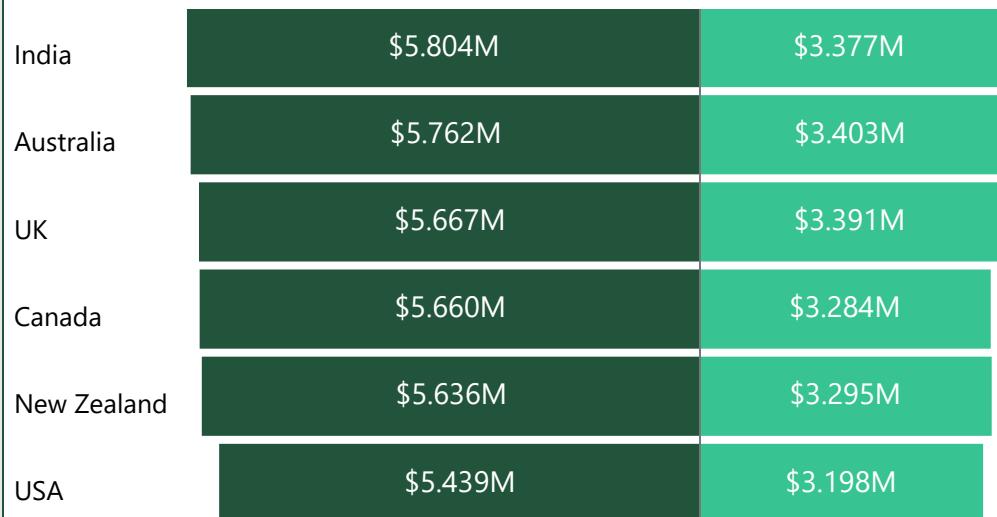


Total Customers and Sales by Geo



Geo	Total sales	Total box	Amount per Box	Shipment	Amount per ship
Australia	\$5.76M	368.05K	15.66	998	5,773.87
India	\$5.80M	368.83K	15.74	1012	5,735.01
UK	\$5.67M	353.60K	16.03	1001	5,661.75
Canada	\$5.66M	363.93K	15.55	1000	5,660.07
New Zealand	\$5.64M	361.22K	15.60	1003	5,618.81
USA	\$5.44M	346.62K	15.69	983	5,533.11
Total	\$33.97M	2162.24K	15.71	5997	5,664.22

Sales VS Profit by Geo



Total Sales
\$33.97..

LM - - - not available

Unit Sold
2.16M

LM - - - not available

Profit
\$19.9M

LM - - - not available

Total Cost
\$14.0M

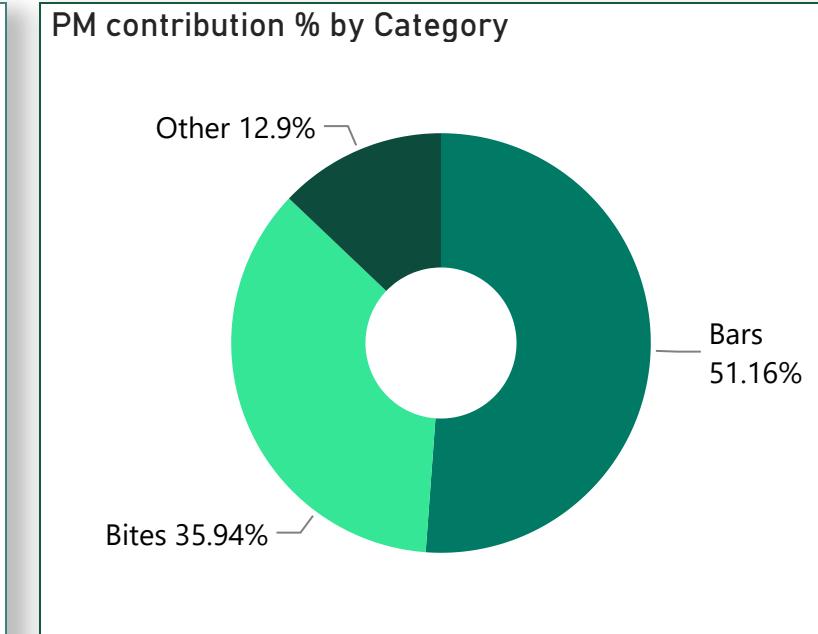
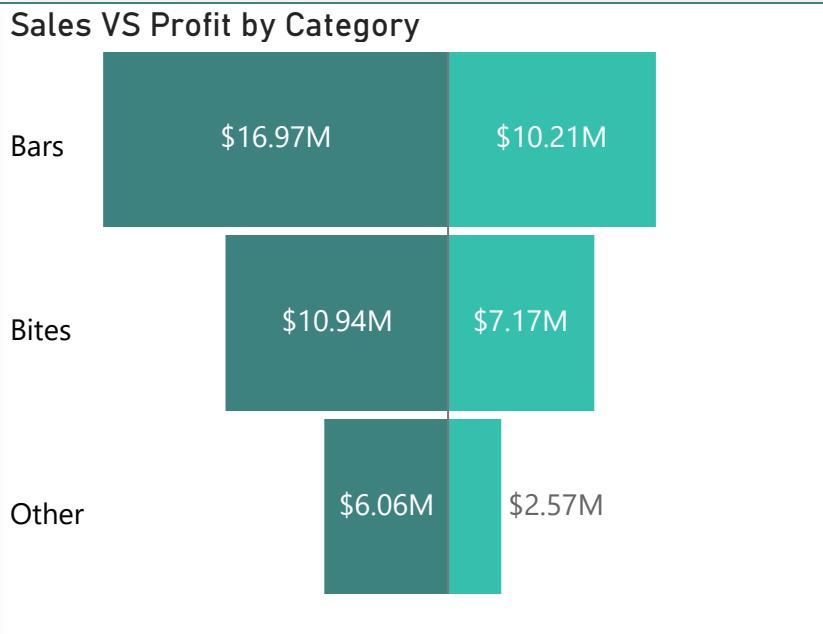
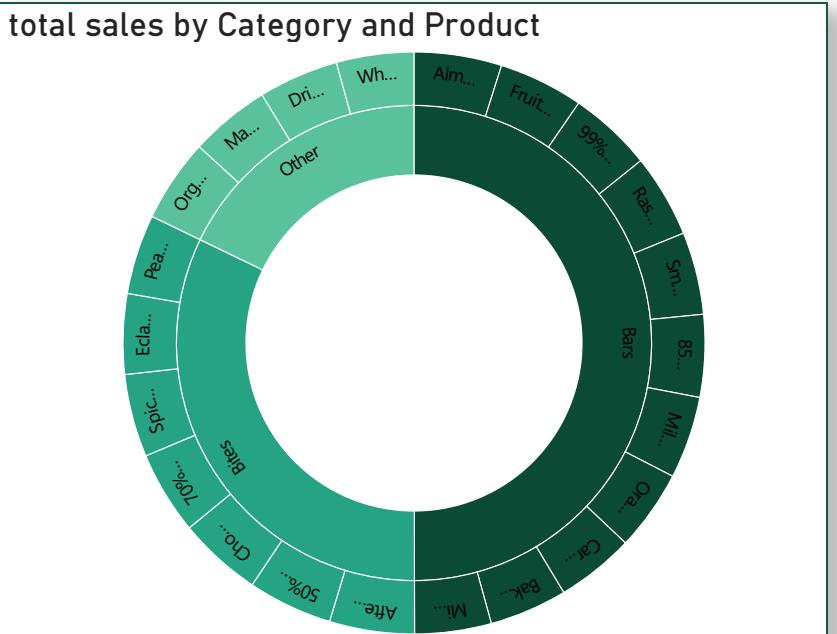
LM - - - not available

Profit %
58.73%

LM - - - not available

T.Custom...
963585

LM - - - not available



Product

Product	Total Sales	Total Cost	Total Box	Shipment	Amount per Box	Profit %
▼						
White Choc	\$1.46M	\$0.90M	139714	268	10.45	38.47%
Spicy Special Slims	\$1.57M	\$0.61M	74193	277	21.10	61.04%
Smooth Sliky Salty	\$1.56M	\$0.26M	95038	276	16.37	83.14%
Raspberry Choco	\$1.57M	\$0.35M	91092	278	17.23	77.65%
Peanut Butter Cubes	\$1.51M	\$0.18M	67239	276	22.39	88.16%
Organic Choco Syrup	\$1.57M	\$1.22M	127501	273	12.32	22.30%
Orange Choco	\$1.52M	\$0.61M	165736	272	9.19	59.97%
Mint Chip Choco	\$1.44M	\$0.49M	84894	269	17.02	66.38%
Milk Bars	\$1.55M	\$0.52M	99666	278	15.57	66.23%

Top Products  **Bottom Products**

Almond Choco \$1.65M	50% Dark Bites \$1.60M	Organic C... \$1.57M	Raspberry... \$1.57M	70% Dark... \$1.57M
After Nines \$1.60M	Choco Coated Almonds \$1.58M			
Fruit & Nut Bars \$1.60M	99% Dark & Pure \$1.58M	Spicy Special Slims \$1.57M		



SUMMERY

REGION

PRODUCT

PEOPLE

People Performance



Total Sales
\$33.97M

LM - - - not available

Unit Sold
2.16M

LM - - - not available

Profit
\$19.9M

LM - - - not available

Total Cost
\$14.0M

LM - - - not available

Profit %
58.73%

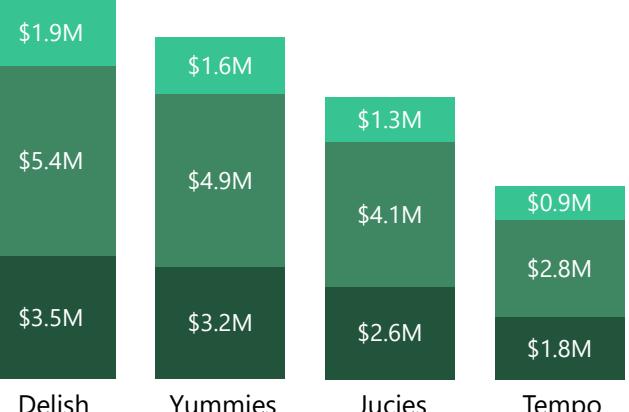
LM - - - not available

T.Customer
963585

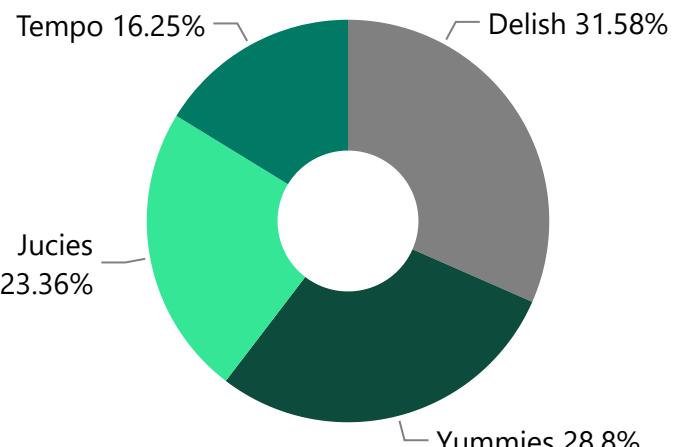
LM - - - not available

Sales by Team and Region

Region ● Americas ● APAC ● Europe



PM Contribution % by Team



Top Performer



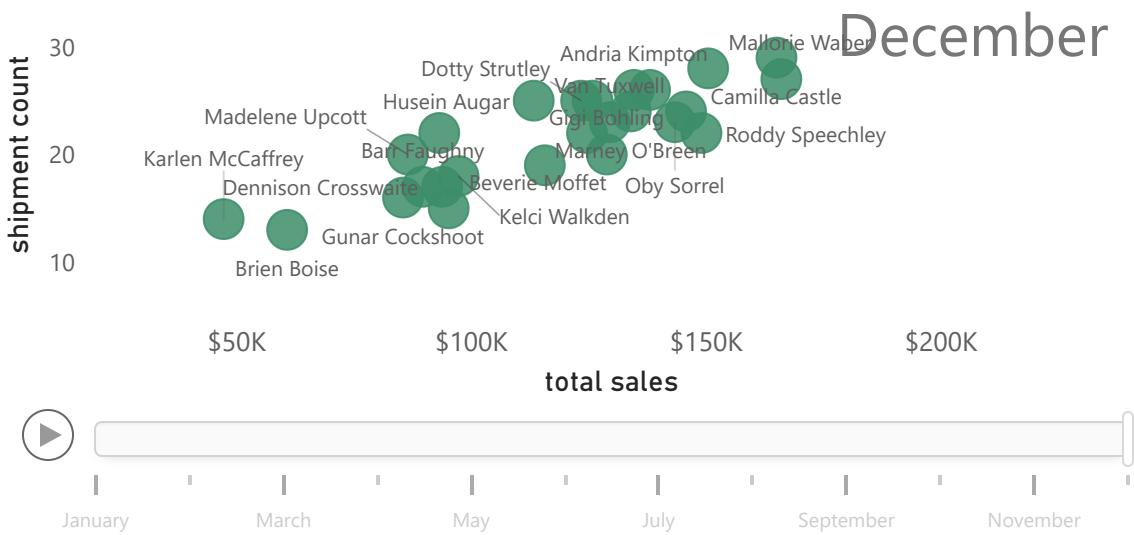
Bottom Performer

Top 5 Salesperson



Barr... Mad... Karle... Gun... Wilo...

Sales & Shipment by Sales Person



Salesperson	Total Sales	T.customer	total box	Amount per Box	Profit %	Amount per shipment	APS Target Achieved
Barr Faughny	\$1.46M	35997	92.36K	15.84	59.92%	6,096	👍
Madeline Upcott	\$1.45M	39412	95.48K	15.17	54.66%	5,938	👍
Karlen McCaffrey	\$1.44M	36838	96.68K	14.93	56.61%	6,014	👍
Gunar Cockshoot	\$1.43M	40267	90.13K	15.91	60.68%	5,902	👍
Wilone O'Kiel	\$1.43M	35556	90.34K	15.87	57.94%	5,975	👍
Rafaelita Blaksland	\$1.41M	39565	86.72K	16.24	59.48%	5,795	👍
Roddy Speechley	\$1.41M	39026	88.01K	15.99	58.43%	6,014	👍
Jehu Rudeforth	\$1.40M	38512	88.87K	15.70	59.33%	5,813	👍
Dotty Strutley	\$1.39M	39150	90.86K	15.31	58.82%	5,919	👍



INSIGHTS FROM THE PROJECT

Overview of Financial Performance:

- **Total Sales:** Achieved \$33.97 million, supported by a notable increase in units sold by 2.16 million.
- **Profit:** The year concluded with a total profit of \$19.9 million.
- **Costs:** Witnessed a significant increase in total costs by \$14 million.
- **Profit Percentage:** There was a considerable decrease in profit percentage by 58.73% over the year.
- **Customer Growth:** Totalling 307,318 customers by year-end, with January having the lowest count at 20,814 and December the highest at 31,596.

Product Category and Sales Insights:

- **Categories:** Bars led the sales with \$17.0 million, whereas the 'Other' category recorded the lowest at \$6.1 million.
- **Top Selling Products:** Almond Choco was the highest-selling product at \$1.65 million, followed by Mint Chip Choco at \$1.44 million. Organic Choco Syrup incurred the highest cost at \$1.22 million.

Geographical Sales Performance:

- **India vs. USA:** India emerged as the top market with sales of \$5.80 million, in contrast to the USA with lower sales of \$5.44 million.
- **Regional Contributions:** The APAC region significantly contributed to the profit margin with 50.51%, whereas Europe contributed only 17.00%.

Team and Individual Performance:



Recommendations and Strategic Outlook

****Optimizing Cost and Pricing Strategies:**** The increase in costs and decrease in profit percentages suggest a need for a thorough review of our cost structure and pricing strategies to enhance profitability.

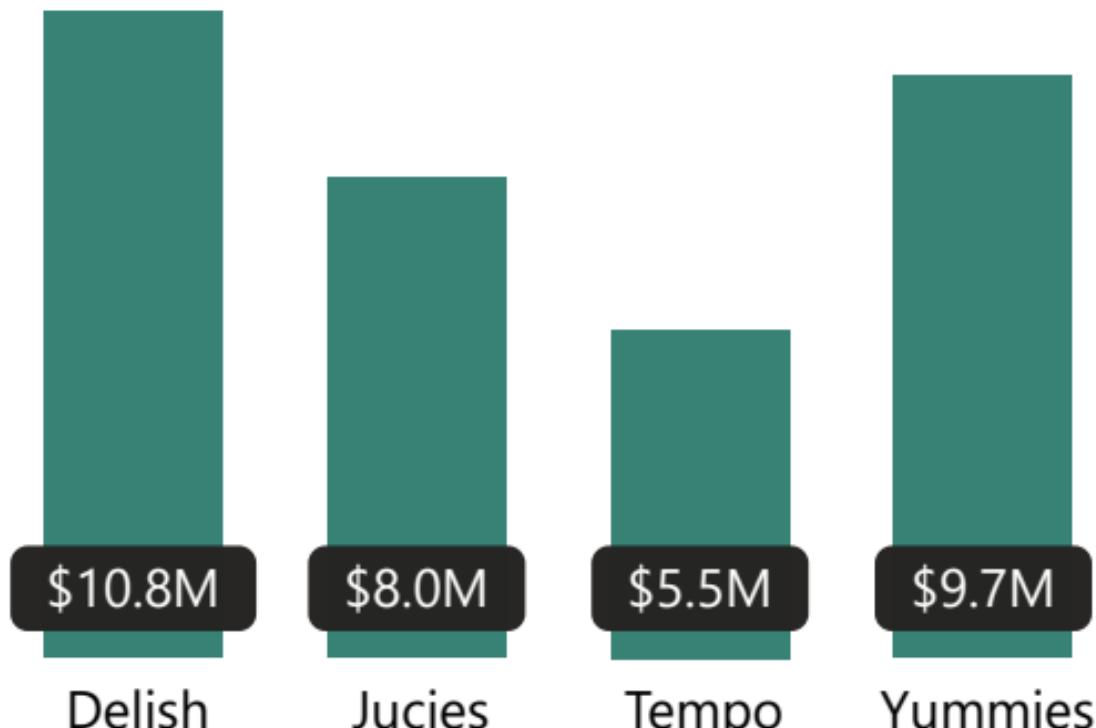
****Product and Category Focus:**** Given the success of the Bars category and the underperformance of the 'Other' category, a strategic focus on high-performing categories while reassessing or innovating in the lower-performing ones could be beneficial.

****Market Expansion and Penetration:**** With India as a strong market and the USA showing lesser sales, targeted marketing and expansion strategies in high-performing regions, along with a reevaluation in underperforming markets, could yield better results.

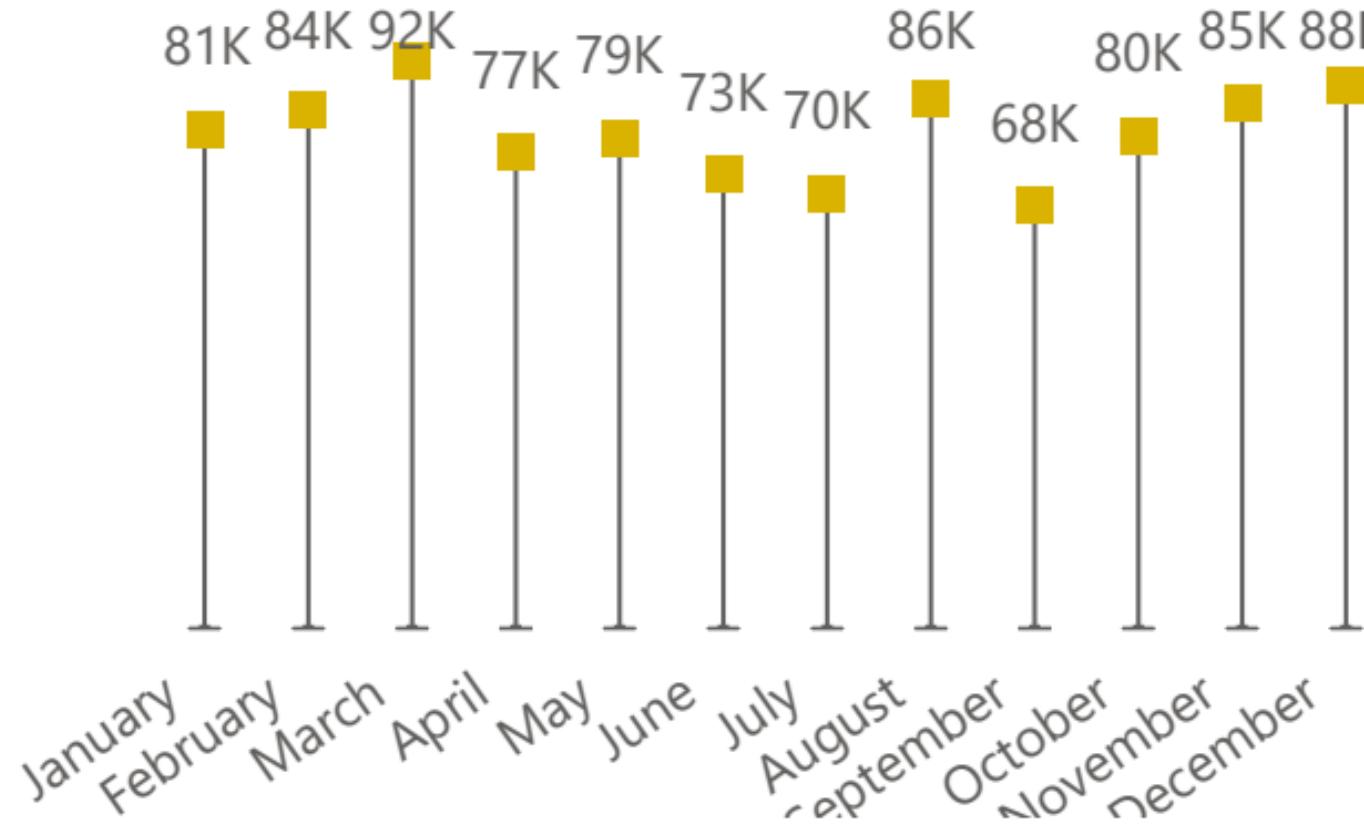
****Operational Efficiency and Seasonality:**** Acknowledging the seasonal impact on sales could guide better inventory and marketing strategies to ensure consistent performance throughout the year.

****Leveraging High Performing Teams:**** Understanding and replicating the strategies and practices of high-performing teams like Delish could enhance overall

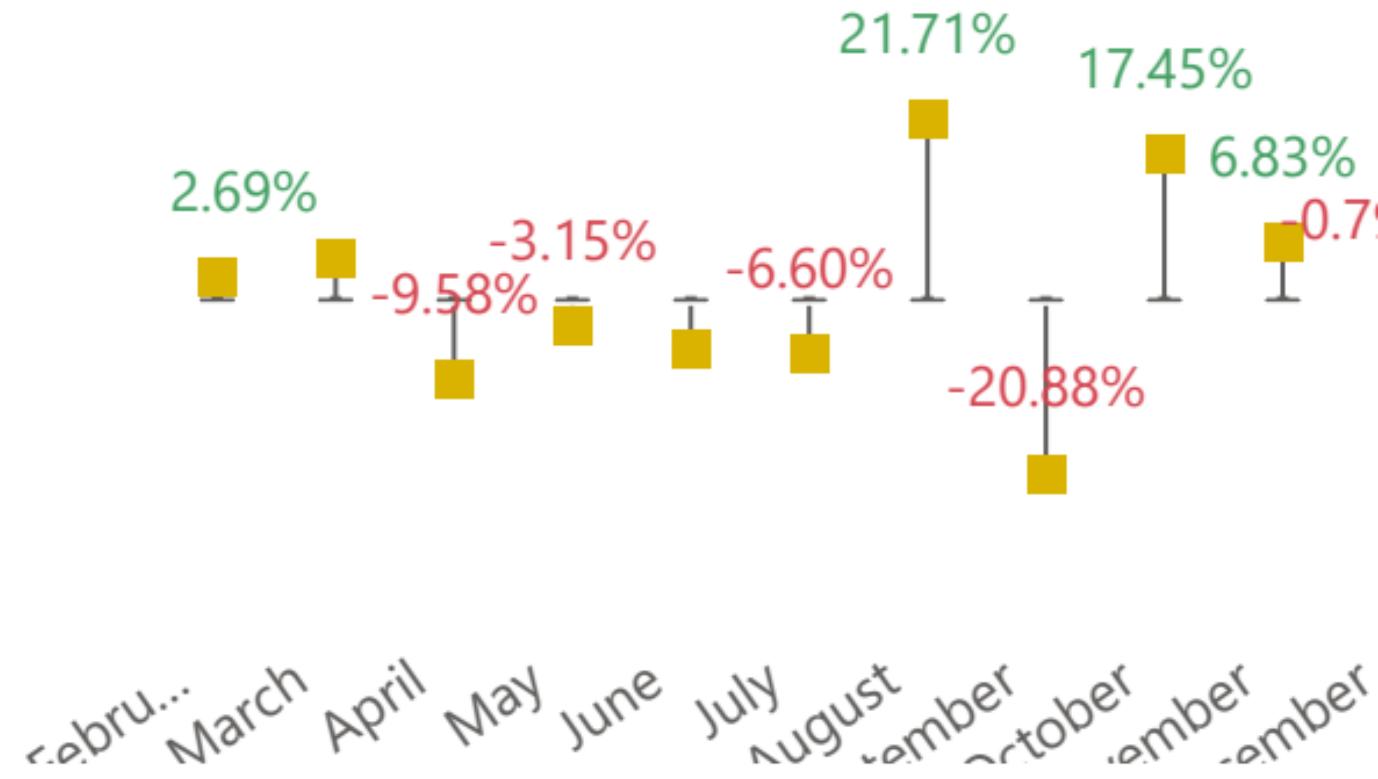
vs LM Comparison



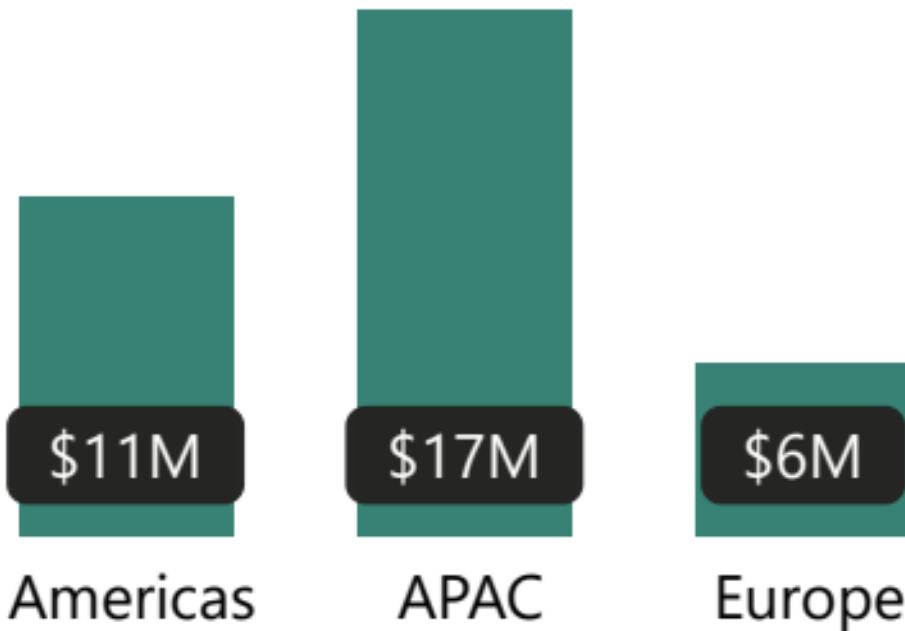
Total Customers



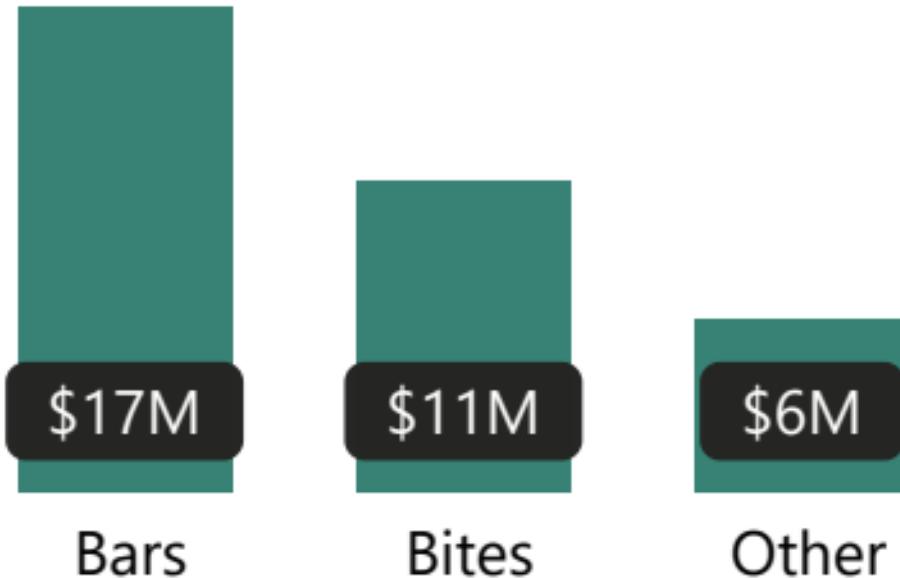
Sales Growth %



vs LM Sales Comparison

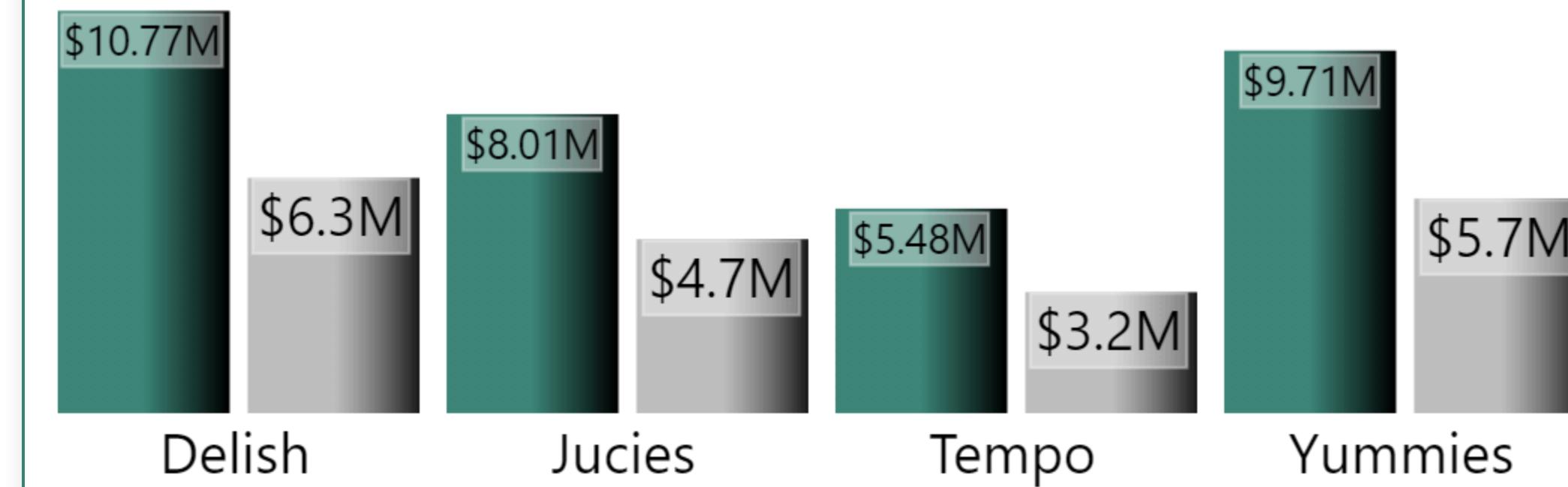


vs LM Comparison



total sales and Total profit by Team

?





APS Target Achieved



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\$3.19M
LM - \$3.04M **5.07%↑**

Unit Sold
207.84K
LM - 186.50K **11.44%↑**

Profit
\$1.8M
LM - 1.80M **-0.16%↓**

Total Cost
\$1.4M
LM - 1.24M **12.70%↑**

Profit %
56.34%
LM - 59.29% **-4.98%↓**

T.Custom...
91847
LM - 84.073K **9.25%↑**

Monthly Sales Overview

● LM Sales ● Total Sales

Date

March

Geo

All

Category

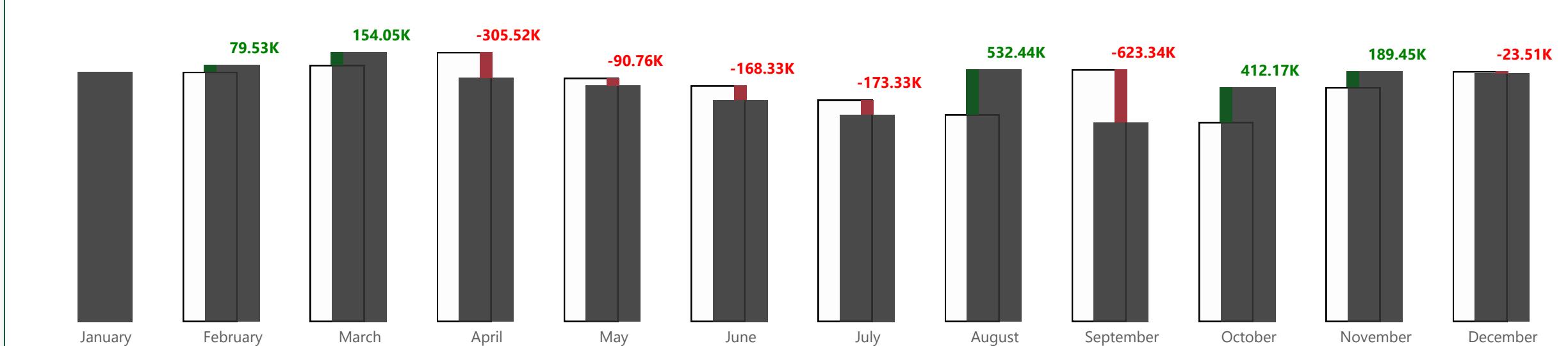
All

Product

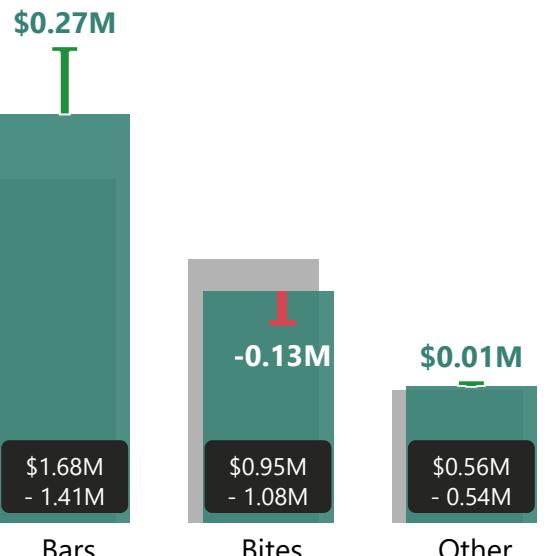
All

Team

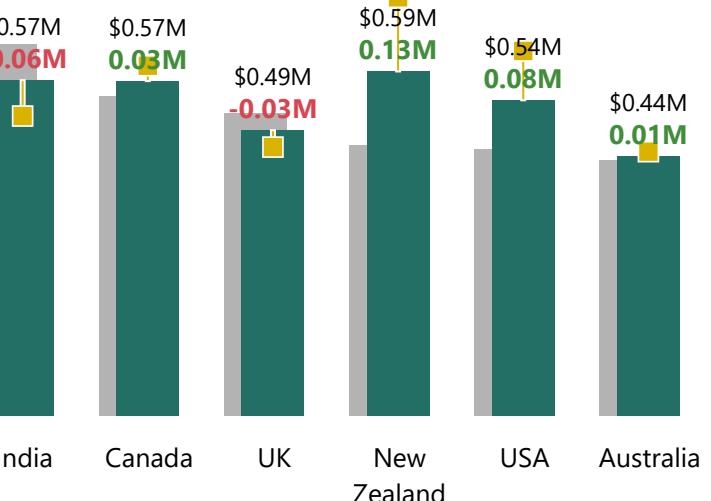
All



Sales Distribution by Category



Sales Distribution by Geo



Sales Distribution by Team

