



# COOKIE COMPANY PERFORMANCE

Using Excel



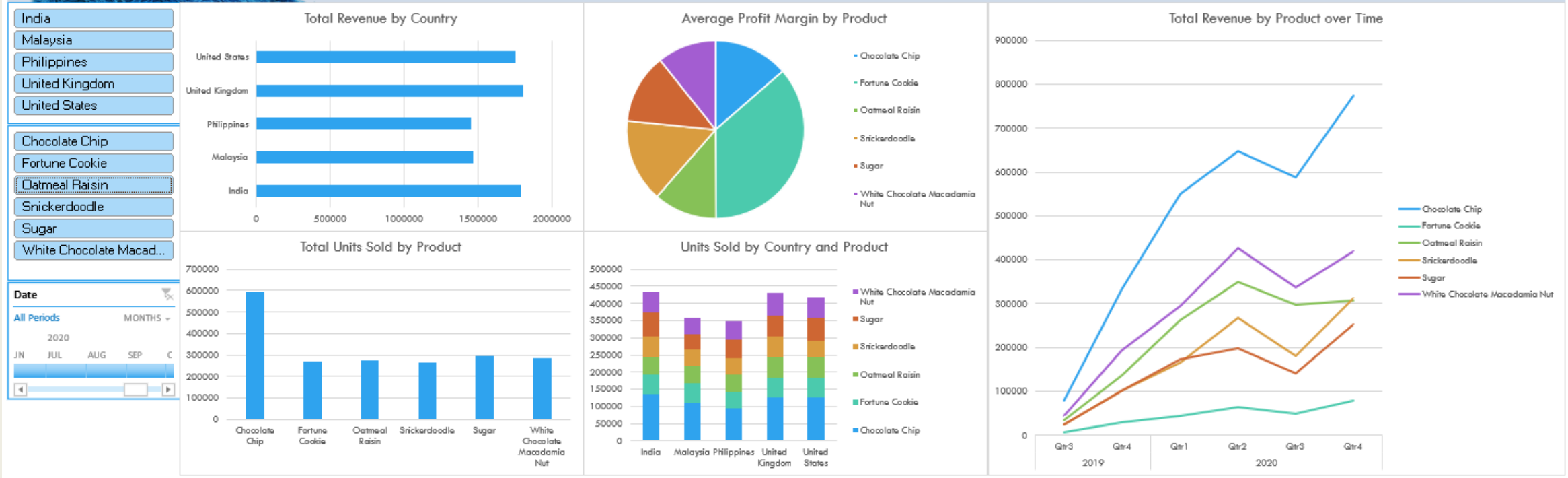
# The Brief

- The aim of this project was to use Microsoft Excel to take a cookie company's information regarding sales and performance and place that into a dashboard.
- Five visuals were created, which include: the total revenue by country, the total units sold by type of cookie, units sold by country and product, the total revenue by project and finally, the profit margin was calculated by product and these were placed into visuals.
- The data was placed into a table and all the graphs were created via pivot table summaries to allow for an updateable format so future months can be added to the data and monitor change over time simply.
- In addition, slicers were added to the dashboard to allow a breakdown via country, product and time period.

# The Dashboard



## Cookie Profit Dashboard



# Insights

- India is the most profitable market (\$1,789,633) and the United State is the least profitable market (\$1,754,087).
- Chocolate chip is the most popular cookie (594,239 units sold) and Snickerdoodle is the least popular 262,294 units sold).
- Fortune Cookie gave the biggest average profit margin (36% of the total profit margin) and Oatmeal Raisin has the least (11% of the total profit margin).
- Whilst all cookies have increased in revenue from the period of Quarter 3 2019 until Quarter 4 2020, Chocolate Chip increased the most and Fortune Cookie increased the least.

# Recommendations

- Individualised targeted sales could be made in each country to promote poorer performing cookies based on region. For example, in Indian the lease popular cookie is Oatmeal Raisin, so a targeted discount for India could be used to encourage people to try that particular cookie.
- In addition, a tandem promotion could go out for Fortune cookie across all regions to boost attention and increase sales for the Fortune cookie.
- Based on Cookie margins and sales, it is recommended that prices maintain the same. As profitability is only at minimum 11% on White Chocolate Macadamia Nut and Oatmeal Raisin.