

POWER BI CHOCOLATE SALES DATA ANALYSIS PROJECT REPORT

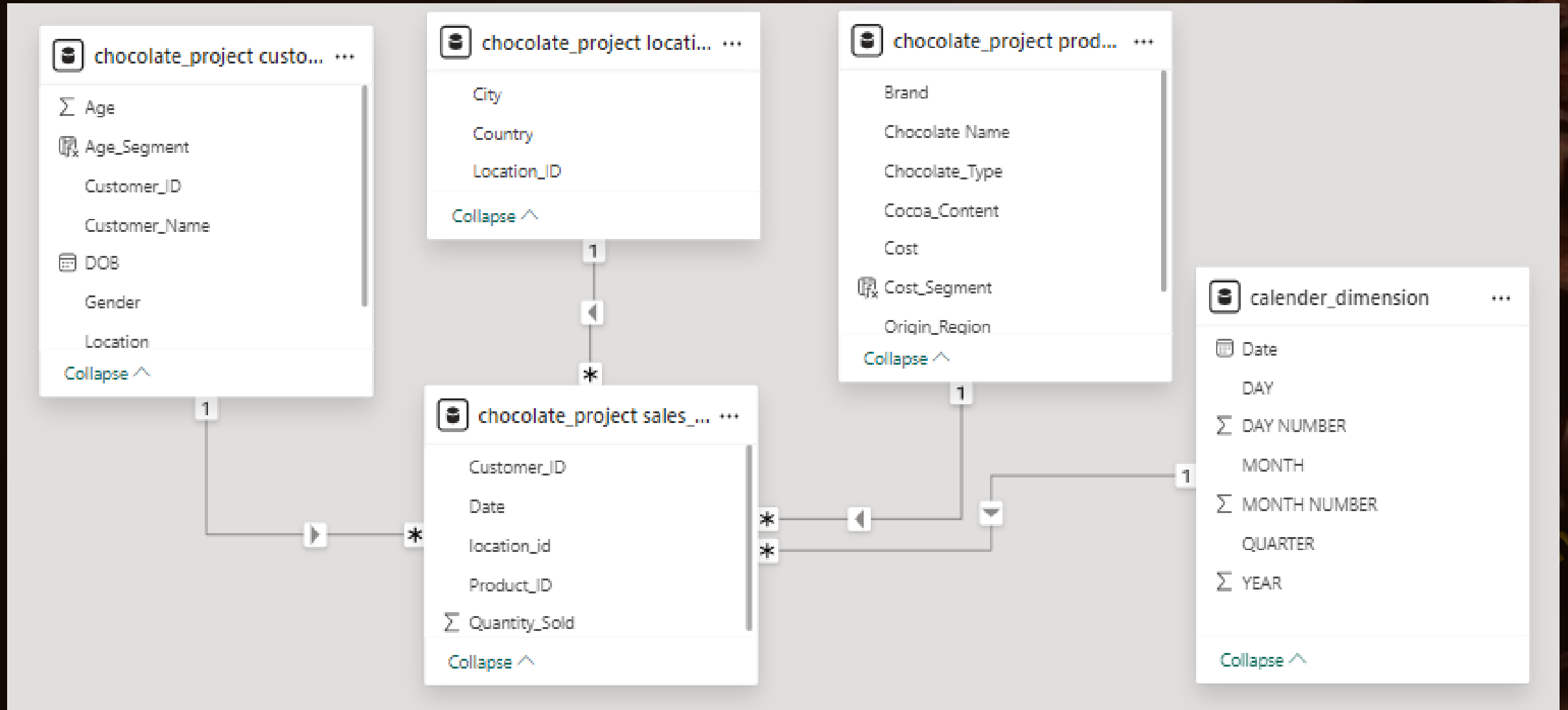
(By Mehdi Hassan)



Problem Statement

- Analyse chocolate sales data by *customer demographics*, *brand* and *product categories* across diverse geographic locations.
- Also, include the *sales trends* over various time periods throughout the year 2021.

SCHEMA DIAGRAM



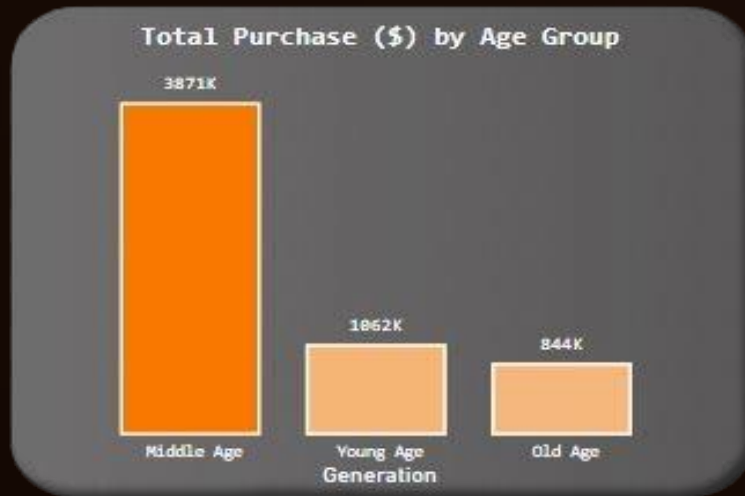
Overview



- The dashboard offers a comprehensive 360-degree view of total sales, including insights into how sales are occurring across different dimensions such as city, gender, brand and month.
- In addition, it presented the overall sales value, the total quantity of chocolate sold, and identified the leading brand and city in terms of sales.

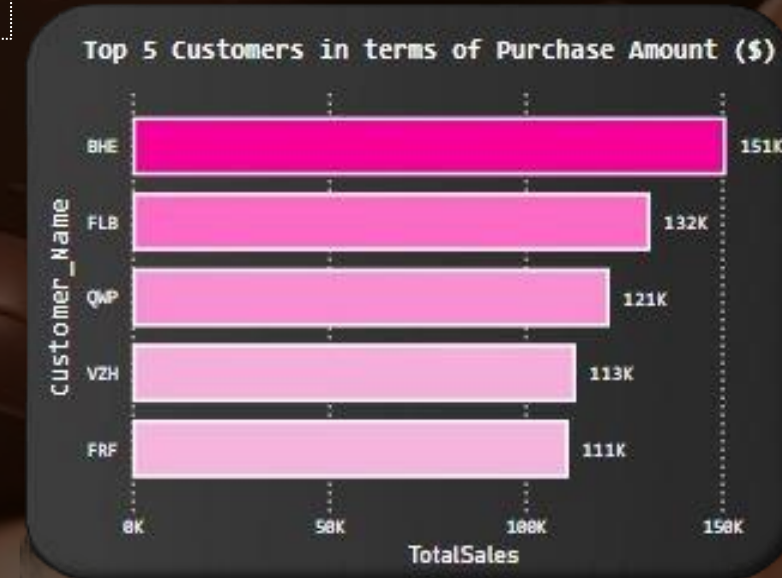
Customer Demographics

Chocolate Purchasing Trends in Relation to Gender for 2021: According to recent statistics, males accounted for 53.29% of chocolate purchases in 2021, while females accounted for 46.71%.



The Middle Age Group exhibited a higher purchase rate than both the Younger and Older Age Groups.

BHE, FLB, QWP, VZH, and FRF are our top 5 customers regarding purchases. As a result, we need to conduct a more in-depth analysis of their purchasing patterns.

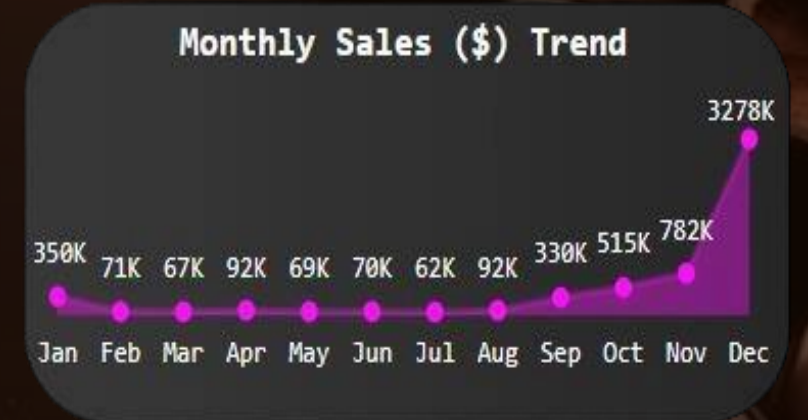
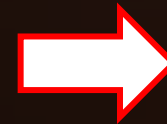


Sales Trends Over Time

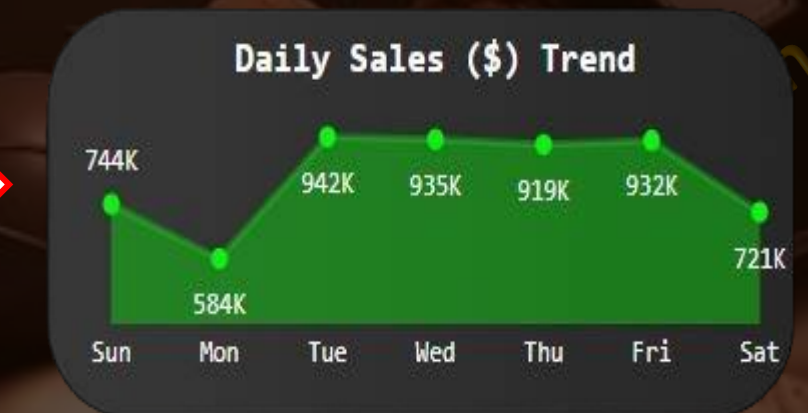
The Quarterly Chocolate Sales Trend experienced an abrupt spike in Quarter 4, which is unsurprising as this period comprises several festivals.



The Monthly Sales Trend indicates positive growth overall. However, starting from August, there was a steady increase, which spiked up significantly in November and December due to the festival season.



Sales for Tuesday, Wednesday, Thursday, and Friday show minimal variance. However, it's noteworthy that sales experienced a significant decline on Monday, warranting further evaluation



Sales Trends Over Time (Cont.)

Month-wise Sales (\$) Trend for Different Brands

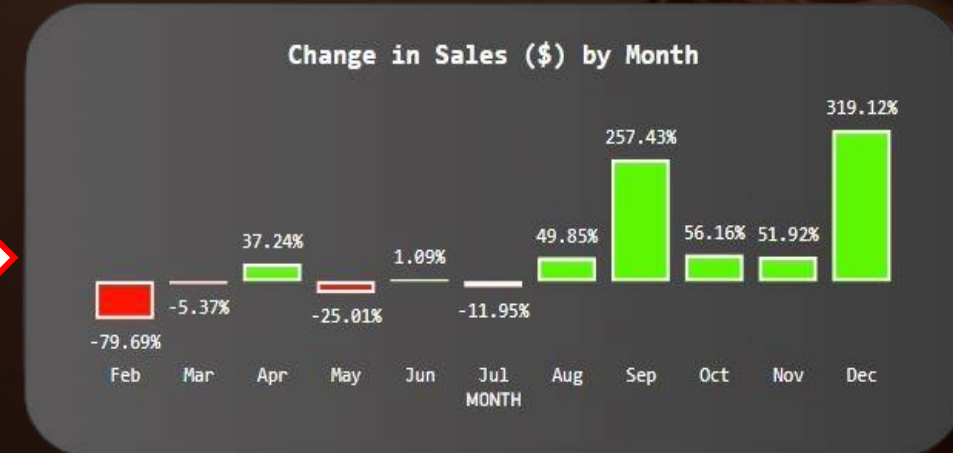
Brand ● Chocolate is Divine ● Crafttest Chocolate ● Luxurious and Sweetest Chocolates ● Master in Chocolate ● Sweetest Chocolate



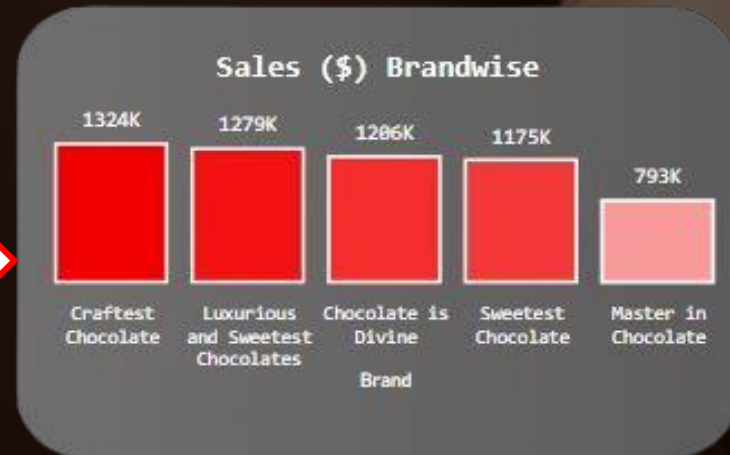
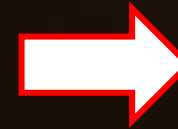
- Based on the overall sales trend, it can be inferred that sales increased during the October to December quarter. Additionally, there was a significant spike in sales during the month of December, attributable to the festival season.
- With respect to brand-wise sales, Crafttest Chocolate reported the highest sales, while Master in Chocolate saw the lowest sales during December.

Brand & Product Statistics

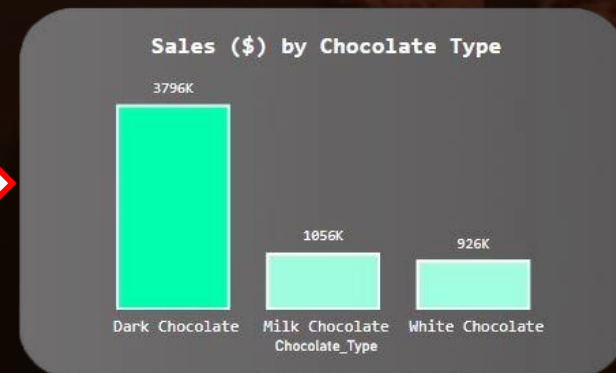
- There has been a notable shift in sales during the months of September and December.
- In February and May, we observed a sudden decline in sales; the reason for this decline should be further examined by the company.



Craftest Chocolate Brand has emerged as the highest selling brand, while Master in Chocolate has performed poorly and finished at the bottom among the five brands.

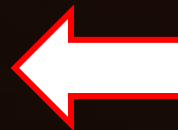
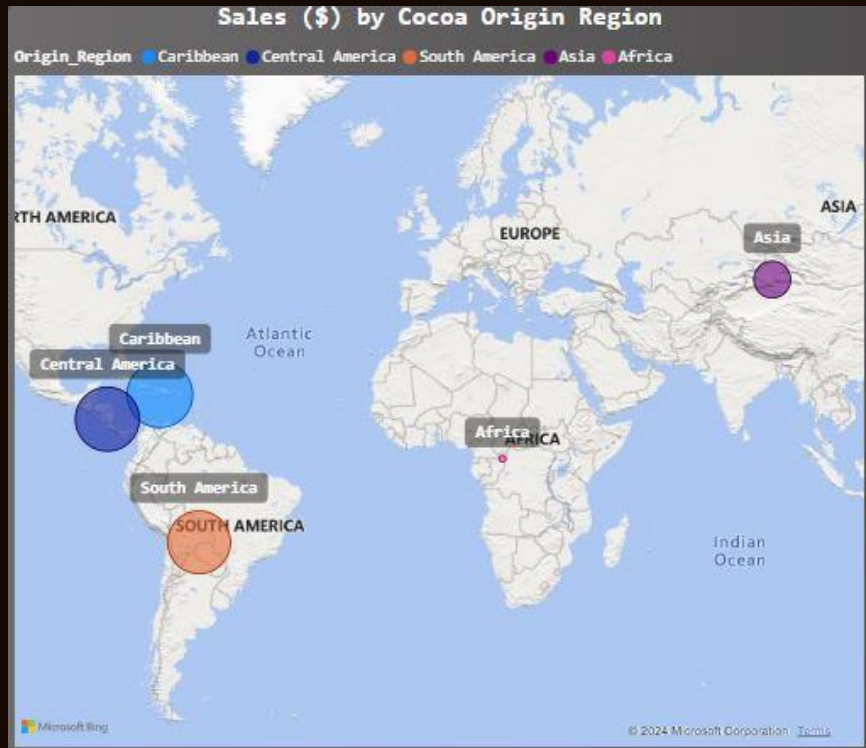
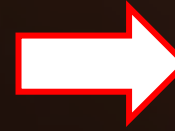


Dark chocolate is the most popular type of chocolate, while white chocolate is not as favoured.



Geographical Sales

The city of Denver has recorded the highest sales in terms of revenue (\$). This is evident from the size of the bubble, which indicates the same.



The sales of chocolate made from the Caribbean region are the highest, while the sales for chocolate made from the African region are the lowest.