

Candy Distributor

This report analyzes sales performance, gross profit, product distribution, and key influencers for a candy distributor. The 3-page dashboard provides insights into overall company performance, regional and product-level trends, and the main factors affecting profitability.

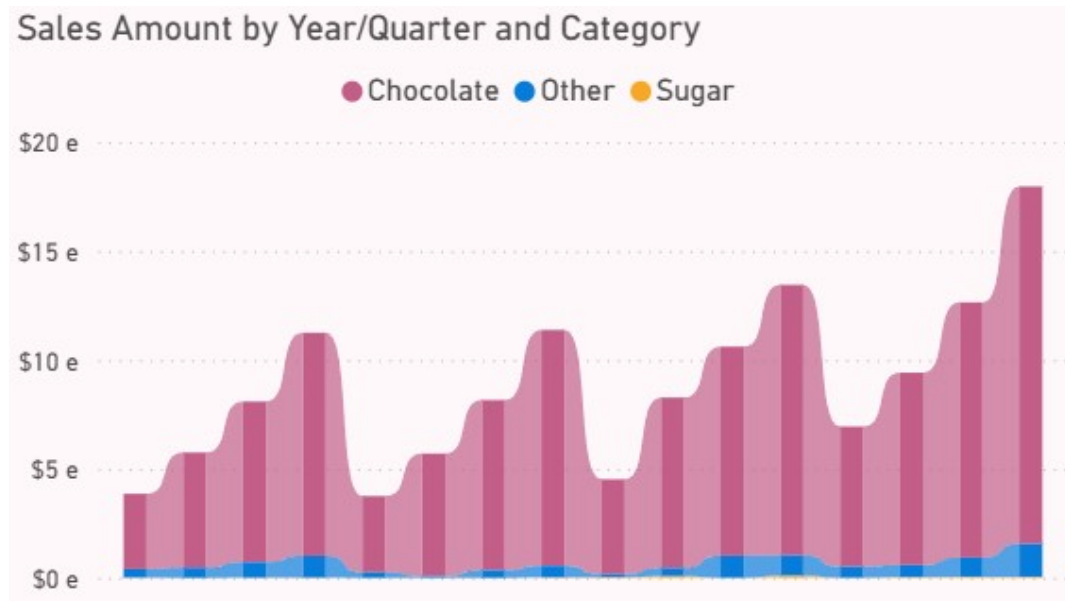
Page 1 – Sales Overview

The first page presents a **high-level financial summary** of the distributor’s performance.

- **Total Sales** reached **\$141.78K**, with **Total Costs of \$48.34K**, resulting in a **Gross Profit of \$93.44K** and a **Gross Margin of 65.91%**.
- Year-over-year growth is strong, with **49.54% increase** in sales compared to previous years.
- Sales showed steady growth across the analyzed period, with notable peaks in certain months, suggesting seasonality or successful campaigns.



- Chocolate dominates the revenue stream, while Sugar and Other categories remain minimal contributors.



- 2024 stands out with **\$46.97K in sales** (+27.43% vs 2023) and **\$30.95K gross profit**.

Year	Total Sales	Change PrevYear%	Gross Profit	Gross Margin	Total Order	Total Cost
2021	\$28 953,55		\$18 942,37	65,42%	2051	\$10 011,18
2022	\$29 002,65	0,17%	\$19 209,06	66,23%	2130	\$9 793,59
2023	\$36 859,32	27,09%	\$24 340,58	66,04%	2634	\$12 518,74
2024	\$46 968,11	27,43%	\$30 950,79	65,90%	3379	\$16 017,32
Összesen	\$141 783,63	49,54%	\$93 442,80	65,91%	10194	\$48 340,83

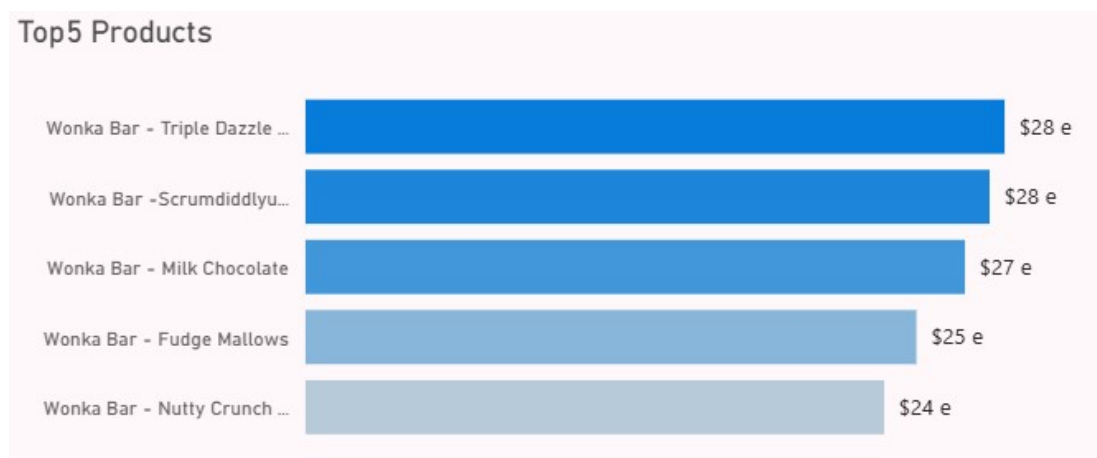
Key takeaway: The business is expanding steadily, with Chocolate products as the core driver of revenue growth.

Page 2 – Product & Market Analysis

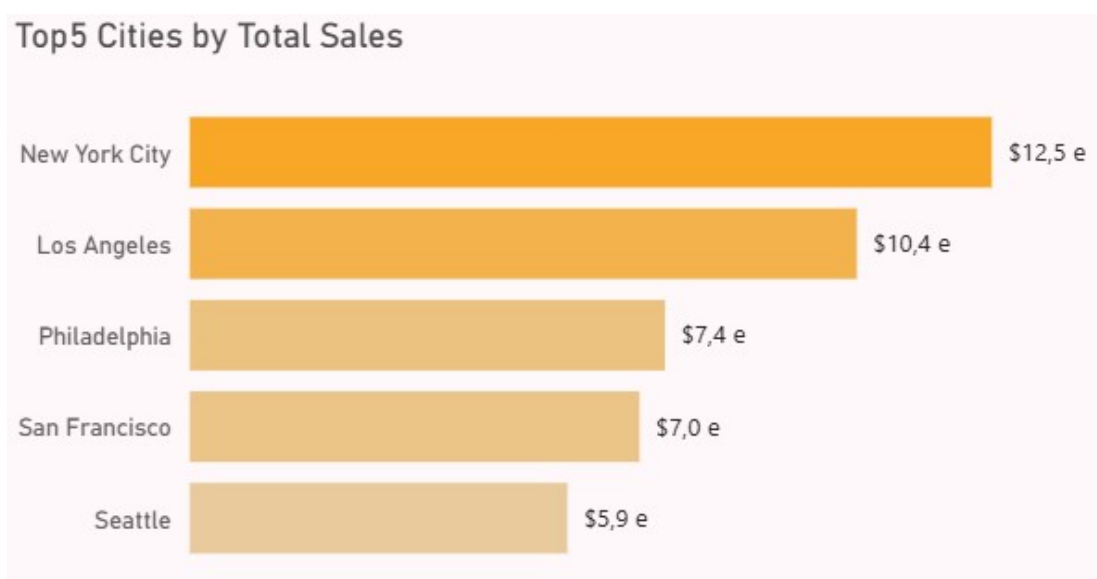
This page dives into **products, regions, and factories** driving performance.

- Order Volume:** 8,549 orders placed, with **39K products** ordered. The **average order size is 4.52 products**, valued at **\$16.58 per order**.

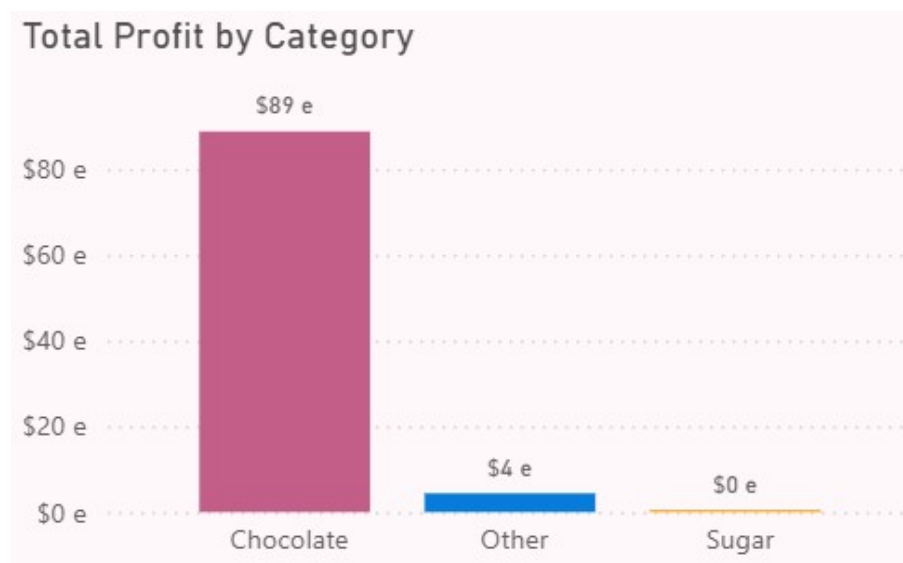
- The best-selling items are **Wonka Bars** (Triple Dazzle, Scrumdiddlyumptious, Milk Chocolate, Fudge Mallows, and Nutty Crunch), each generating \$24K–28K in sales.



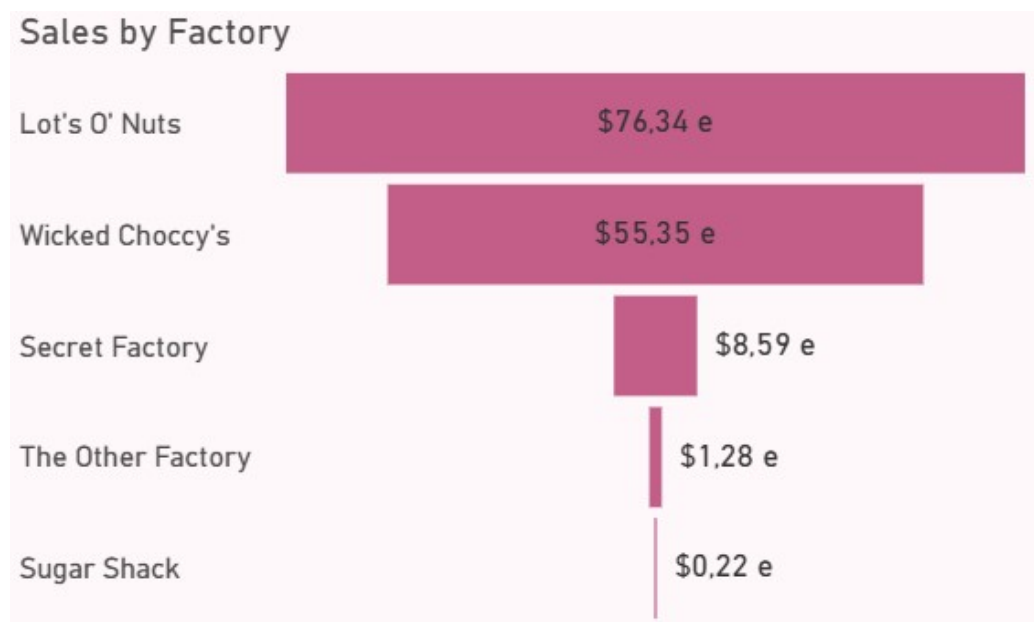
- **New York City leads with \$12.5K in sales**, followed by Los Angeles (\$10.4K) and Philadelphia (\$7.4K). This highlights strong urban market penetration.



- Chocolate again dominates profitability, generating **\$89K profit**, while Other (\$4K) and Sugar (\$0) contribute minimally.



- Lot's O' Nuts factory leads with \$76.34K in sales**, followed by Wicked Choccy's (\$55.35K). Factories like The Other Factory and Sugar Shack contribute insignificantly.

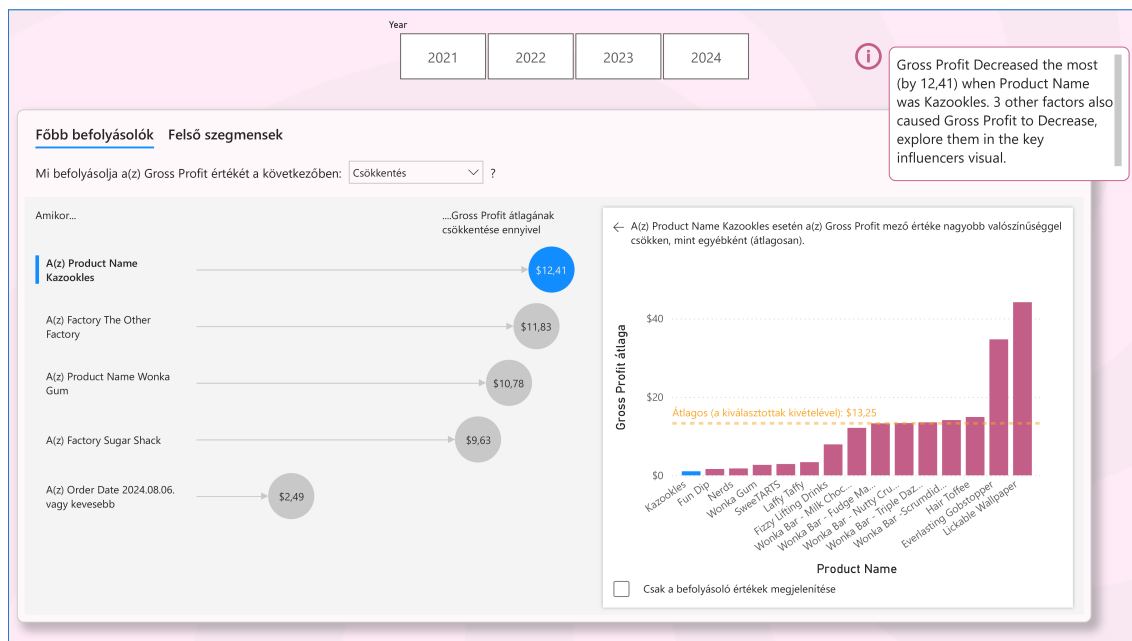


Key takeaway: The company is highly dependent on Chocolate sales and a few high-performing factories, highlighting concentration risks but also strong brand-driven performance.

Page 3 – Key Influencers

The third page leverages **Power BI's Key Influencers** to identify factors impacting **Gross Profit**.

- The **largest negative impact** on Gross Profit came from **Product Name “Kazookles”**, reducing profitability by **\$12.41** on average.
- Other influential factors decreasing Gross Profit include:
 - **Factory: The Other Factory** (–\$11.83)
 - **Product Name: Wonka Gum** (–\$10.78)
 - **Factory: Sugar Shack** (–\$9.63)
- Products like Kazookles, Fun Dip, Nerds, and Wonka Gum underperform, while Everlasting Gobstopper and Lickable Wallpaper drive positive gross profit averages.



Key takeaway: Identifying and addressing underperforming products/factories is critical to protecting margins. Focus on phasing out or improving weak products while scaling high-margin ones.

Conclusion

The Candy Distributor report highlights:

- Strong overall growth driven by Chocolate sales.
- Dependence on a few key products, cities, and factories.
- Clear underperformers that negatively influence gross profit.

By focusing on **top-performing chocolates and factories** while managing or eliminating weak product lines like *Kazookles* and *Wonka Gum*, the distributor can further improve profitability and ensure sustainable growth.