Project

Awesome Chocolates

Sales and Team Performance Analysis

Tools used: SQL (MySQL), Statistics, Power BI

Created: views using SQL, Measure and new columns using Dax Power BI, Data Cleaning using sql

Utilised:

SQL: joins, aggregation, case, subquery, window function

Views: Regarding best 5 employees, most selled product in a particular region

Power BI: Dax, Power query, Measures, Charts and Graphs, Data Modeling
graphs: line chart for trend, bar char for comarision, pie chart for overall size, tables for count and sales, created matrics for sales, profit, total cusomers etc

Statistics: descriptive statistics, caculated aggregarions and measuared diferent columns with the help of different metrics

Created: views using SQL, Measure and new columns using Dax Power BI, Data Cleaning using sql

Found Key Insights like:

Top Performing Region
Top Team
Best Category
Peak Month
Improvement Area
Sales-Customer Relation

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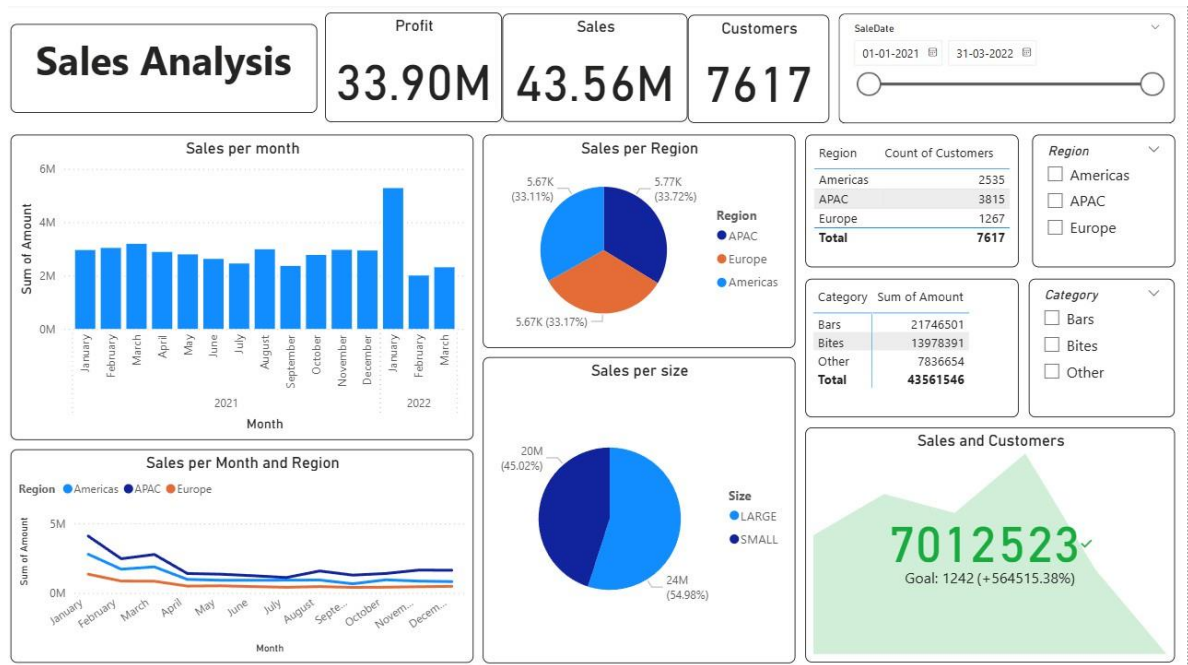
Project link: github.com/iprasad07/Awesome-chocolate-sales-team-performance-analysis

Report analysis: Awesome Chocolates

Sales Analysis Report:

Sales Analysis Report

Report Period: January 2021 – March 2022
Data Source: Power BI Dashboard

The sales report provides insights into the company's performance across profit, sales, customer distribution, and product categories. The dashboard highlights trends across months, regions, and product sizes.

- **Total Sales:** ₹43.56M

- **Total Profit:** ₹33.90M

- **Total Customers:** 7,617

2. Monthly Performance

- Sales were consistent throughout 2021, averaging around ₹3–4M per month.

- A **significant sales spike** occurred in **January 2022**, crossing ₹5M — indicating a strong start to the new year.

- A mild drop is seen post-January, suggesting potential seasonal or demand fluctuations.

3. Regional Performance

Region	Customers	% of Total
APAC	3815	50.1%
Americas	2535	33.3%
Europe	1267	16.6%
Total	7617	100%

- The **APAC region** leads in both customer base and sales contribution.
- **Americas** follow closely, while **Europe** shows the smallest share.

4. Category Performance

Category	Sales (₹)
Bars	21,746,501
Bites	13,978,391
Other	7,836,654
Total	43,561,546

- **Bars** account for nearly **50% of total sales**, making it the top-performing category.
- **Bites** contribute about **32%**, and **Other** categories form the rest.

5. Product Size Analysis

- **Large-size products** generated **54.98%** of total revenue.
- **Small-size products** accounted for **45.02%**, showing a balanced market preference but slightly higher demand for larger packages.

6. Sales vs Customers

- The **Sales and Customers KPI** shows a strong positive correlation, with an impressive **goal achievement of +564,515.38%**, highlighting excellent performance growth and customer engagement.

Business Questions & Insights

1. **Which region is contributing the most to total sales and why?**
   Use the "Sales per Region" pie chart and customer count table.
   The **APAC region** leads in both customers and revenue, indicating stronger market presence and demand.

2. **Which product category drives the highest revenue?**
   Check the "Category vs Sum of Amount" table.
   Bars generate the most revenue (~₹21.7M), suggesting it should remain the focus for marketing and production.

3. **How do sales vary across months?**
   Use the "Sales per Month" bar chart.
   A sales spike in **January 2022** shows potential seasonal influence or successful campaigns worth replicating.

4. **Which product size (Large/Small) performs better in sales?**
   Analyze the "Sales per Size" pie chart.
   Large-size products contribute ~55% of total revenue, showing customer preference for larger packages.

5. **Which region has the lowest sales or customer count, and how can we improve it?**
   Compare customer counts in the region table.
   Europe has the lowest engagement — focus on targeted promotions or localized offers.

6. **Is there a correlation between the number of customers and total sales?**
   Observe "Sales and Customers" KPI chart.
   A strong positive trend indicates more customers directly increase revenue — implying retention and acquisition strategies work well.

7. **Which months and regions together perform best?**
   Use the "Sales per Month and Region" line chart.
   APAC maintains consistent sales across months; identifying off-peak periods can guide future campaigns.

Despite achieving strong overall sales of ₹43.56M and a profit of ₹33.90M, the company's performance shows regional and product-level imbalances. The APAC region dominates in both customers and revenue, while Europe lags significantly. Sales are highly dependent on the "Bars" category and large size products, limiting diversification. Additionally, sales fluctuations across months especially the spike in January 2022 indicate inconsistent performance. Therefore, the business needs to identify key factors driving sales variation across regions, product sizes, and time periods to develop targeted strategies for improving sales consistency and expanding market share in underperforming regions.

Team Performance Analysis:
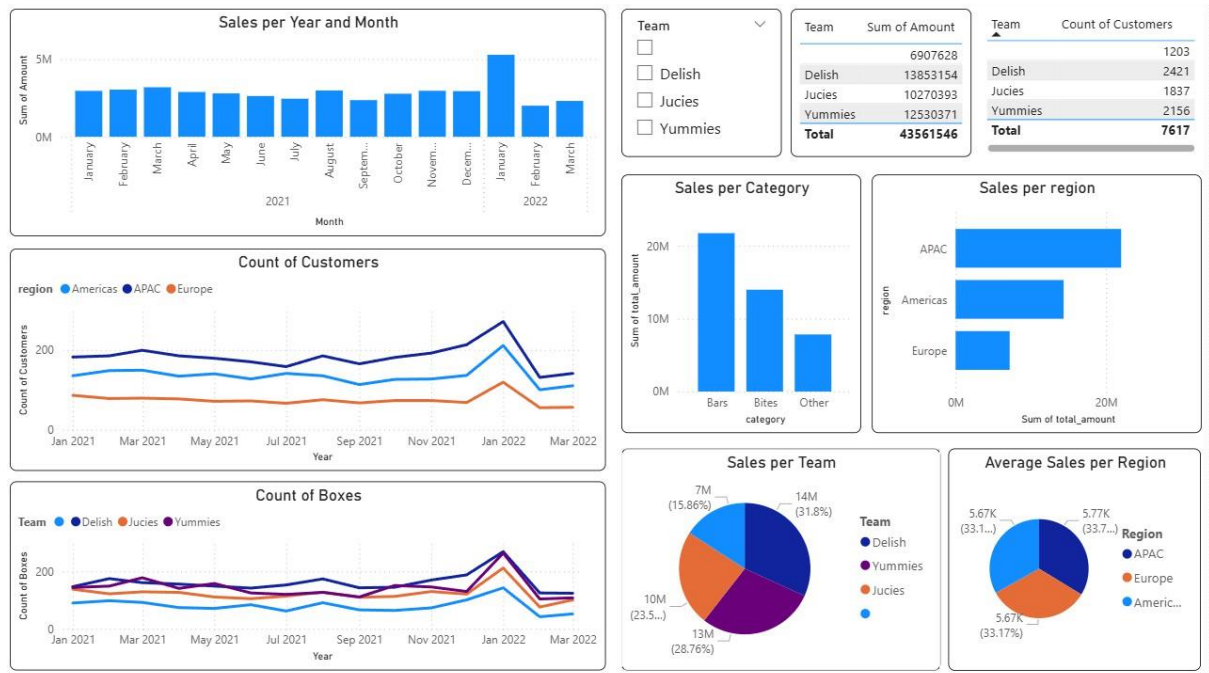
Team Performance Analysis Report

Report Period: January 2021 – March 2022
Data Source: Power BI Dashboard

This report analyzes team-wise sales performance across different regions, categories, and months. It provides insights into how each team contributes to overall revenue, customer engagement, and product movement. The dashboard focuses on sales distribution, customer trends, and team efficiency across APAC, Americas, and Europe.

- **Total Sales:** ₹43.56M

- **Total Customers:** 7,617

- **Teams Analyzed:** Delish, Juicies, Yummies

 Monthly Performance

Sales remained steady throughout 2021, averaging between ₹3M–₹4M per month.
A major spike occurred in **January 2022**, reflecting possible promotional success or high seasonal demand.
After the spike, a moderate drop was observed, suggesting the need for consistent marketing strategies across months.

Regional Performance

Region	Sales (₹)	Trend Insight
APAC	Highest	Strongest performing region, with maximum customer count and sales volume.
Americas	Moderate	Stable performance, showing consistent monthly engagement.
Europe	Lowest	Underperforming region with limited customer base and lower sales.

Insight: APAC continues to be the dominant market across all teams, while Europe needs targeted sales strategies to improve revenue contribution.

Team Performance

Team	Sales (₹)	Customers
Delish	6,907,628	1,203
Juicies	10,270,393	1,837
Yummies	12,503,071	2,156

Insight: Yummies achieved the highest sales and customer engagement, followed by **Juicies**, while **Delish** recorded the lowest revenue contribution.

Category Performance

Category	Sales (₹)
Bars	21,746,501
Bites	13,978,391
Other	7,836,654
Total	43,561,546

Insight: The **Bars** category dominates across all teams, contributing nearly **50% of total sales**, indicating high customer preference and profitability.

Customer and Box Trends

- **Customer Count:** Steady growth through 2021 with a sharp increase in **January 2022**.

- **Box Count:** Follows the same upward trend, confirming that higher customer engagement directly boosts sales volume.

Insight: The sales spike in early 2022 reflects effective campaigns or product launches, which can be replicated for future growth.

Business Questions & Insights – Team Performance Analysis

1. **Which team contributes the most to total sales and customer count?**
   Use the "Sales per Team" and "Count of Customers" charts.
   Delish and **Yummies** teams lead in both sales and customers, showing strong performance and engagement.

2. **Which region brings the highest sales for each team?**
   Check "Average Sales per Region" and "Sales per Region" charts.
   The **APAC region** consistently delivers the highest sales across all teams, indicating stronger demand in that market.

3. **How are sales distributed across product categories for each team?**
   Use the "Sales per Category" bar chart.
   Bars remain the top-selling category for all teams, suggesting a common high-performing product focus.

4. **Which team showed the highest growth during sales spikes (e.g., January 2022)?**
   Analyze "Count of Boxes" and "Sales per Year and Month."
   The **Yummies** team saw the sharpest rise, implying effective promotions or product launches during that period.

5. **Which regions or teams have lower customer retention or sales consistency?**
   Refer to "Count of Customers" by Region and Team.
   Europe and the **Juicies** team show lower and less consistent trends, requiring targeted sales or customer engagement strategies.

6. **What patterns can be observed between sales and box count?**
   Compare "Count of Boxes" with "Sales per Team."
   A direct correlation exists — higher box counts correspond to higher revenue, suggesting effective supply and demand alignment.

7. **How can underperforming teams improve to match top performers?**
   Compare "Sales per Team" with category and region trends.
   Juicies can adopt APAC-focused campaigns and increase focus on high-demand categories like Bars to boost performance.

The team performance analysis shows uneven sales distribution across regions and teams, with Delish and Yummies leading in both revenue and customer count. The APAC region consistently drives the highest sales for all teams, while Europe lags behind. Sales are largely concentrated in the "Bars" category, indicating limited product diversity. A major spike in January 2022 highlights potential successful campaigns by the Yummies team. The overall challenge is to identify the key factors behind team and regional disparities, strengthen underperforming teams like Juicies, and maintain consistent growth across all markets and categories.

SQL Views:

```sql
-- which category made the highest sales
CREATE VIEW _sales_by_category AS
SELECT
    pd.category AS product_category,
    SUM(s.amount) AS total_amount
FROM products AS pd
JOIN sales AS s ON s.pid = pd.pid
GROUP BY product_category
ORDER BY total_amount DESC;


-- total amount by each sales person
CREATE VIEW _sales_by_salesperson AS
select pe.salesperson as salesperson, sum(s.amount) as total_amount from sales as s
join people as pe on pe.SPID=s.SPID
group by salesperson
order by total_amount desc;



 -- which region has the heighest total sales
 create view sales_per_region as
 select g.region as region, sum(s.amount) as total_amount from sales as s
 join geo as g on G.geoiD = s.GeoID
 group by region
 order by total_amount desc;


 -- top 5 products
 create view top_5_products as
 select pr.product as products, sum(s.amount) as total_amount from sales as s
 join products as pr on pr.pid = s.pid
 group by pr.Product
 order by total_amount desc
 limit 5;


 -- total no of boxes per category
 create view no_of_boxes_by_category as
 select pr.category as category, count(s.boxes) as no_of_boxes from sales as s
 join products as pr on pr.pid = s.pid
 group by category
 order by no_of_boxes desc;
```

```sql
-- which product category perfrom best in each region
create view best_performed_product_category as
WITH ranked_sales AS (
    SELECT
        g.region,
        pr.category,
        SUM(s.amount) AS total_amount,
        RANK() OVER (PARTITION BY g.region ORDER BY SUM(s.amount) DESC) AS rnk
    FROM sales AS s
    JOIN products AS pr ON pr.pid = s.pid
    JOIN geo AS g ON g.geoid = s.geoid
    GROUP BY g.region, pr.category
)
SELECT
    region,
    category AS best_category,
    total_amount AS highest_sales
FROM ranked_sales
WHERE rnk = 1
ORDER BY region;

-- remaining amount after expenses (amount - ( boxes * cost per box ))
create view remaining_money as
select pr.category as category, sum(s.amount) as total_amount, round((sum(s.amount)-(sum(s.boxes*pr.cost_per_box))),2) as remaining_amount from sales as s
join products as pr on pr.pid=s.pid
group by category
order by remaining_amount desc;


    -- list the top 3 products sizes in terms of boxes sold
    create view top_3_products_by_boxes_sold as
    select pr.Product as products, pr.Size as product_size ,sum(s.boxes) as total_box_sales from sales as s
    join products as pr on pr.pid = s.pid
    group by products, product_size
    order by total_box_sales desc
    limit 3;

    -- which sales person generated the highest returns
    create view top_5_salespersons as
    select pe.salesperson as salesperson, sum(s.amount) as total_amount from sales as s
    join people as pe on pe.spid = s.spid
    group by salesperson
    order by total_amount desc
    limit 5;
```

```sql
-- top 10 salesperson who made more than the average boxes per location
create view 10_salespeersons_made_more_money_then_avg as
SELECT
    pe.salesperson AS salesperson,
    g.geo AS location,
    SUM(s.boxes) AS total_boxes
FROM sales AS s
JOIN people AS pe ON pe.spid = s.spid
JOIN geo AS g ON g.GeoID = s.GeoID
GROUP BY pe.spid, g.GeoID
HAVING total_boxes > (
    SELECT AVG(s1.boxes)
    FROM sales AS s1
    WHERE s1.GeoID = g.GeoID
)
ORDER BY g.geo, total_boxes DESC
limit 10;

-- which region has highest no of customer served
create view highest_customers_per_regin as
select g.region as region, sum(s.customers) as customers from sales as s
join geo as g on g.GeoID=s.GeoID
group by region
order by customers desc ;
```

Power BI Dax:

```
1  avg price = ('awesome chocolates sales'[Amount]/'awesome chocolates sales'[Boxes])
```

```
profit = SUMx('awesome chocolates sales','awesome chocolates sales'[amount]-('awesome chocolates sales'[boxes]*related('awesome chocolates products'[cost_per_box])))
```

Remaining I did manually Drag and Drop from canvas (Data and visualization)