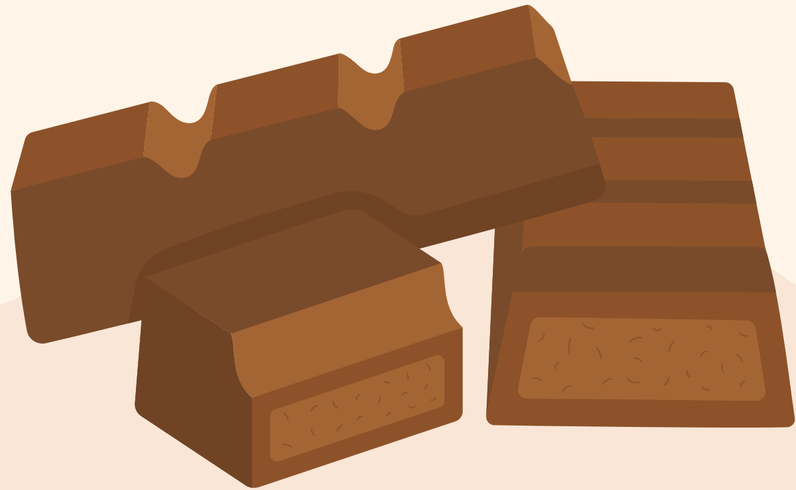
Awesome Chocolates Report

using SQL + Power Bi



Introduction

The Awesome Chocolates Report is a comprehensive data analysis project designed to provide key insights into the sales, performance, and trends of the chocolate business. The data was sourced directly from the company's database and imported into Power BI Server. Using advanced data visualization techniques, the report highlights critical metrics, including sales performance, customer preferences, and product popularity, enabling data-driven decisions to enhance business operations. This report offers an intuitive and interactive interface to help stakeholders quickly identify growth opportunities and address operational challenges.

Columns in Table

Geo table	geoid , geo , region
People table	salesperson , spid , team , location
Product table	pid , product , category , size , cost_per_box
Sales	spid , geoid , pid , saledate , amount , customer , boxes

Geo Table :-

geoid [PK] character varying (4)	**geo** text	**region** text
G1	India	APAC
G2	USA	Americas
G3	Canada	Americas
G4	New Zealand	APAC
G5	Australia	APAC
G6	UK	Europe

People Table :-

salesperson text	spid [PK] character varying (6)	team text	location text
Barr Faughny	SP01	Yummies	Hyderabad
Dennison Crosswa...	SP02	Yummies	Hyderabad
Gunar Cockshoot	SP03	Yummies	Hyderabad
Wilone O Kielt	SP04	Delish	Hyderabad
Gigi Bohling	SP05	Delish	Hyderabad
Curtice Advani	SP06	Delish	Hyderabad
Kaine Padly	SP07	Delish	Hyderabad
Ches Bonnell	SP08		Hyderabad
Andria Kimpton	SP09	Jucies	Hyderabad
Brien Boise	SP10	Jucies	Wellington
Husein Augar	SP11	Yummies	Wellington
Karlen McCaffrey	SP12	Yummies	Wellington
Jan Morforth	SP13	Delish	Wellington
Dotty Strutley	SP14	Delish	Wellington
Kelci Walkden	SP15	Yummies	Wellington
Marney O Breen	SP16	Jucies	Wellington
Rafaelita Blaksland	SP17		Wellington
Madelene Upcott	SP18	Jucies	Wellington

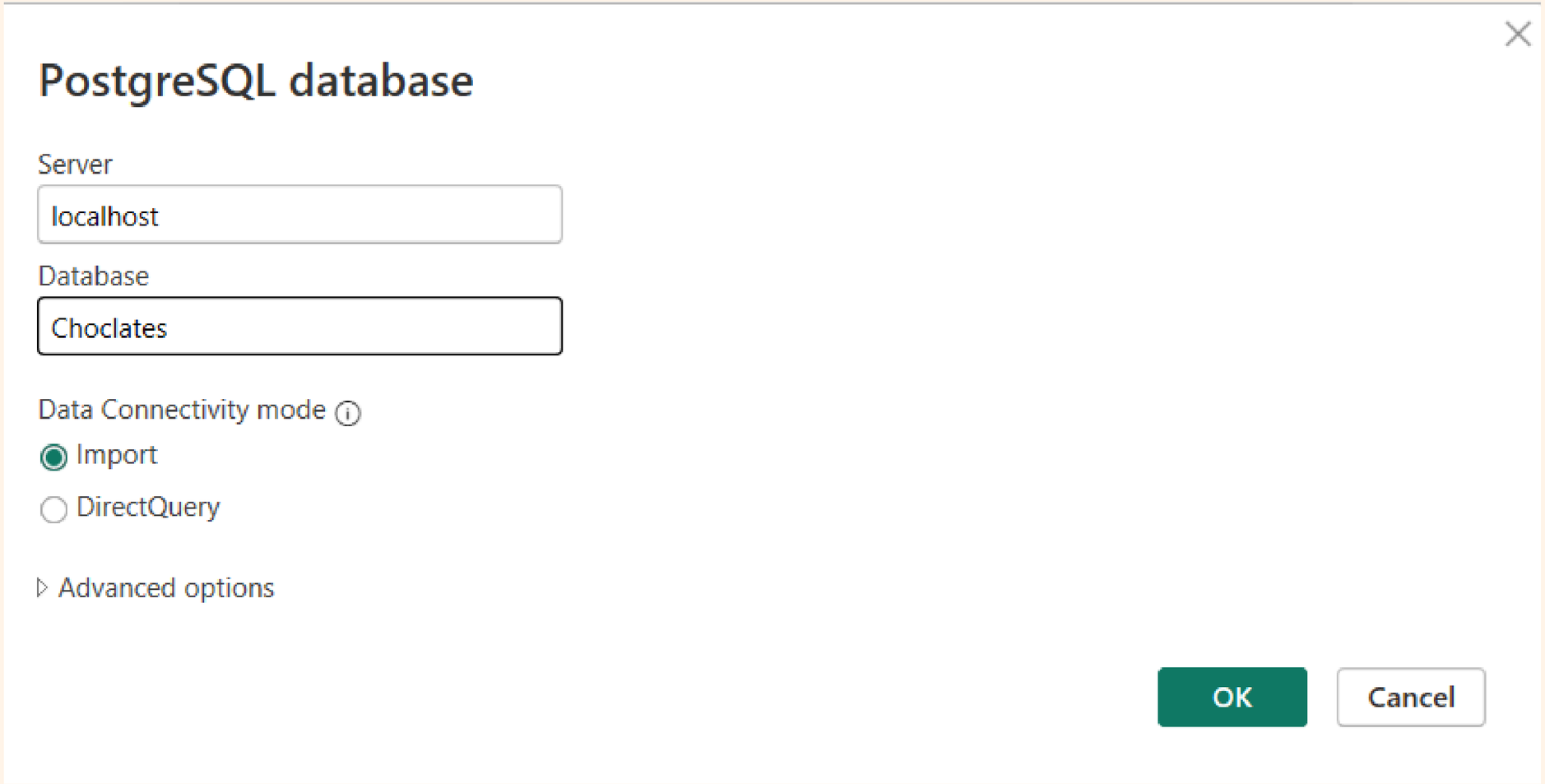
Products Table :-

pid [PK] character varying (6)	product text	category text	size text	cost_per_box double precision
P01	Milk Bars	Bars	LARGE	1.52
P02	50% Dark Bites	Bites	LARGE	2.57
P03	Almond Choco	Bars	LARGE	9.6
P04	Raspberry Choco	Bars	LARGE	4.09
P05	Mint Chip Choco	Bars	LARGE	1.54
P06	Eclairs	Bites	LARGE	2.24
P07	Drinking Coco	Other	LARGE	1.62
P08	99% Dark & Pure	Bars	LARGE	2.47
P09	Orange Choco	Bars	LARGE	7.14
P10	Spicy Special Slims	Bites	LARGE	5.79
P11	After Nines	Bites	LARGE	4.43
P12	Fruit & Nut Bars	Bars	LARGE	1.58
P13	85% Dark Bars	Bars	SMALL	0.64

Sales Table :-

spid text	geoid text	pid text	saledate timestamp without time zone	amount integer	customers integer	boxes integer
SP01	G4	P04	2021-01-01 00:00:00	8414	276	495
SP02	G3	P14	2021-01-01 00:00:00	532	317	54
SP12	G2	P08	2021-01-01 00:00:00	5376	178	269
SP01	G4	P15	2021-01-01 00:00:00	259	32	22
SP19	G2	P18	2021-01-01 00:00:00	5530	4	179
SP17	G1	P13	2021-01-01 00:00:00	2184	63	122
SP20	G6	P04	2021-01-01 00:00:00	1057	295	71
SP14	G5	P16	2021-01-01 00:00:00	1036	370	37
SP10	G5	P17	2021-01-01 00:00:00	4039	536	176
SP06	G4	P01	2021-01-01 00:00:00	12894	115	478
SP18	G2	P01	2021-01-01 00:00:00	4669	121	180
SP04	G4	P16	2021-01-01 00:00:00	6377	184	246
SP22	G3	P05	2021-01-01 00:00:00	4599	106	256
SP22	G2	P09	2021-01-01 00:00:00	2751	228	251
SP10	G1	P06	2021-01-01 00:00:00	15596	32	975
SP06	G1	P11	2021-01-01 00:00:00	8561	111	330

Now Connecting the Database with Power BI



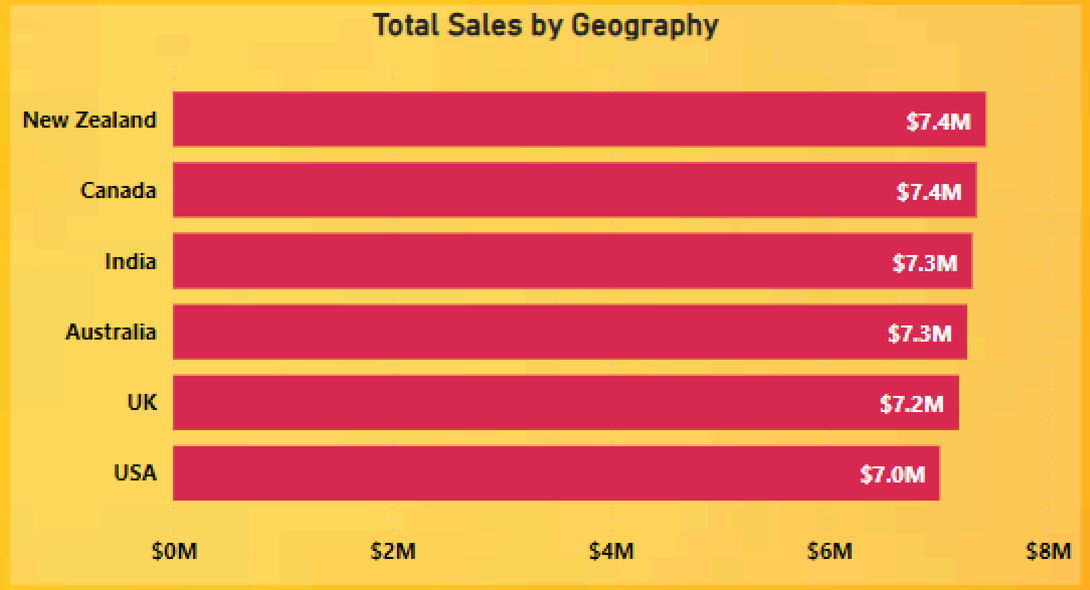
Sales Report for Awesome Chocolates

$43.56M
total_sales

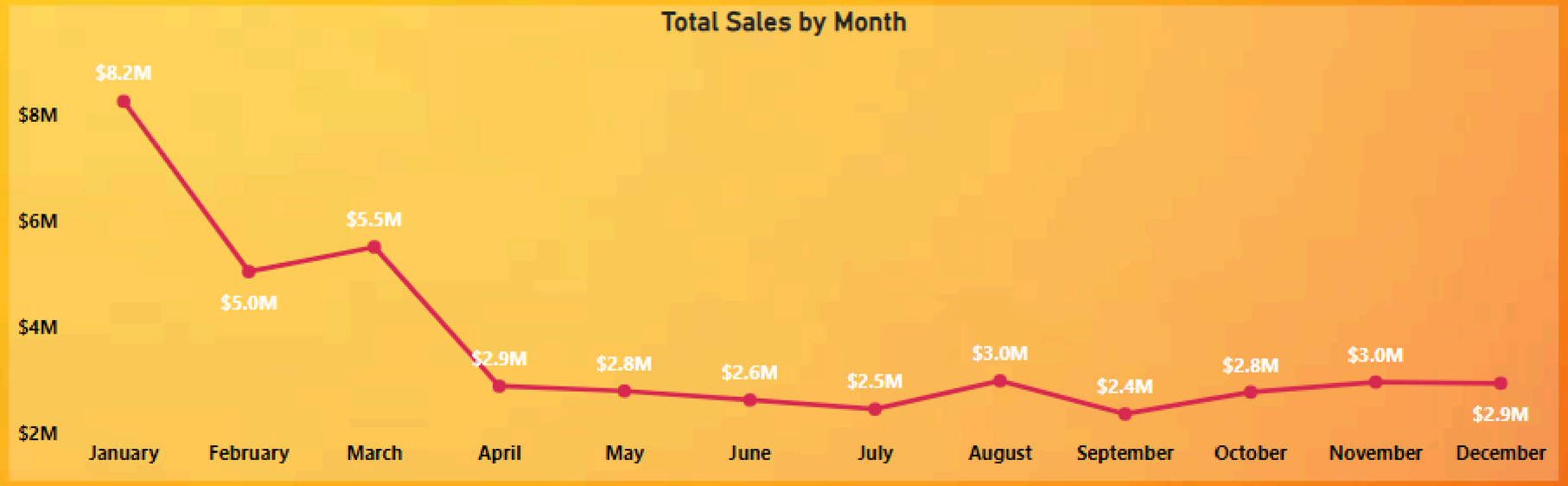
3M
total_Boxes

7,617
shipment Count

9.6%
LBS %



salesperson	total_sales	total_Boxes	LBS %
Wilone O Kielt	$19,14,157	126830	8.4%
Van Tuxwell	$18,01,023	117764	8.9%
Roddy Speechley	$18,92,163	122679	9.0%
Madelene Upcott	$18,59,305	129665	9.6%
Karlen McCaffrey	$18,44,955	129331	11.0%
Gunar Cockshoot	$18,99,436	124781	7.3%
Dotty Strutley	$17,85,091	119281	9.9%
Dennison Crosswaite	$18,02,150	117254	10.1%
Ches Bonnell	$17,80,660	122725	6.7%
Barr Faughny	$17,94,940	114532	10.2%



Thanks

Do you have any questions?
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