

US Candy Distributor Report

Sales, Logistics, and Regional Report

created by James Jarman in May 2025

Objective

This dashboard analyses sales performance, shipping efficiency, regional trends, and seasonality for a fictional US candy distributor. All insights were derived from SQL-based data modelling and visualised using Microsoft Power BI.

How to Use

- Use the **slicers** on each page to filter by date, division, region, etc.
- Hover over charts for additional detail via **tooltips**.
- Click on charts or tables to **drill down** into specific data points.
- Use the **buttons** to navigate between pages.

Page Navigation

Use the **buttons** to jump to each report page.

1. Sales Performance Analysis

2. Factory to Customer Shipping Analysis

3. Regional Sales Trends

4. Seasonality & Sales Trends

Key Takeaways

Click below for the **insights & business conclusions** page.

5. Insights & Recommendations



Sales Performance Analysis

James Jarman

Q: Which divisions and products are driving the most revenue?

[Click Here for Insights](#)

Year

All

Quarter

All

Division

All

Product Name

All

Total Revenue

\$141.78K

Best-Selling Division

Chocolate:
\$131,692.90

Total Gross Profit

\$93.44K

Average Gross Margin

66.36%

of Customers

5044

of Orders

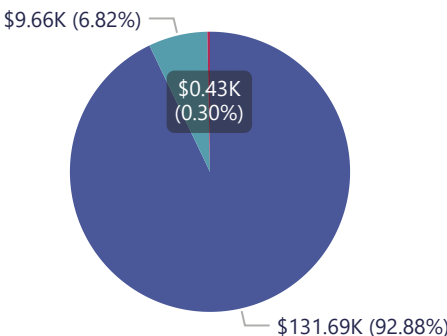
8549

of Units Sold

38654

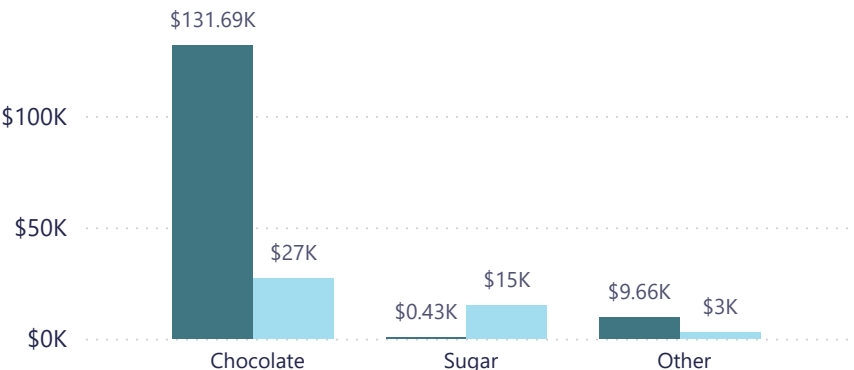
Revenue Share by Division

Chocolate Other Sugar



Division Sales vs Targets

Actual Sales Target Sales



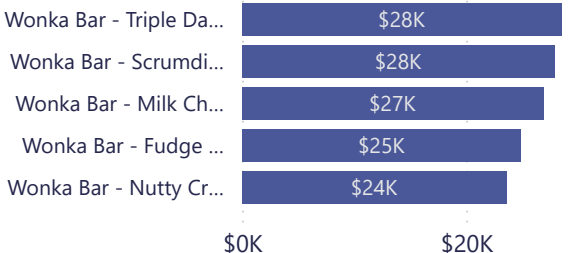
Product Name

Total Revenue

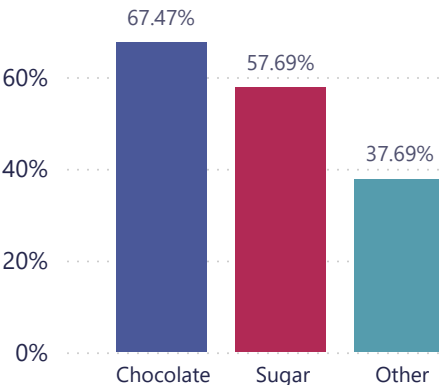
Units Sold

Wonka Bar - Triple Dazzle Caramel	\$28,485.00	7596
Wonka Bar - Scrumdiddlyumptious	\$27,874.80	7743
Wonka Bar - Milk Chocolate	\$26,867.75	8267
Wonka Bar - Fudae Mallows	\$24,890.40	6914
Total	\$141,783.63	38654

Top 5 Best-Selling Products

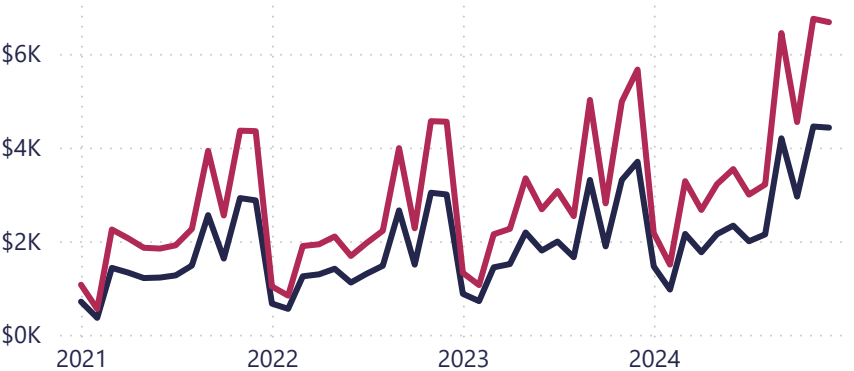


Average Gross Margin by Division



Sales & Profit Trends Over Time

Gross Profit Sales



Bottom 5 Lowest-Selling Products



Overview

Shipping Analysis



Factory to Customer Shipping Analysis

Q: What is the average shipping distance from factories to customers?

[Click Here for Insights](#)

Year
All

Quarter
All

Division
All

Factory
All

State/Province
All

Avg Shipping Distance
Across all customer orders

1,239.45

Total US Shipments

8,389

Avg Distance per Factory
Equal weighting across factories

1,099.89

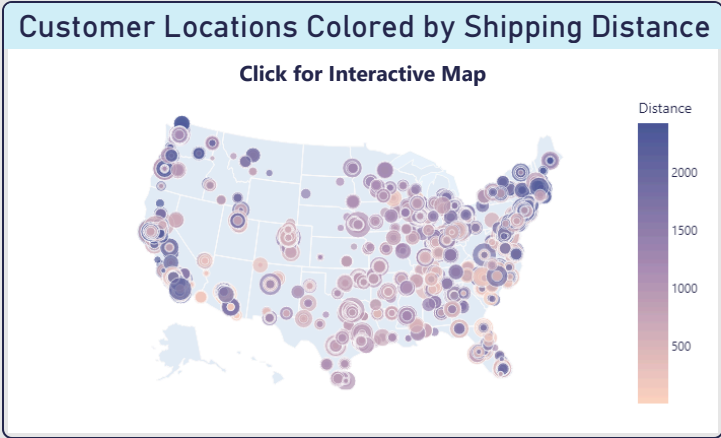
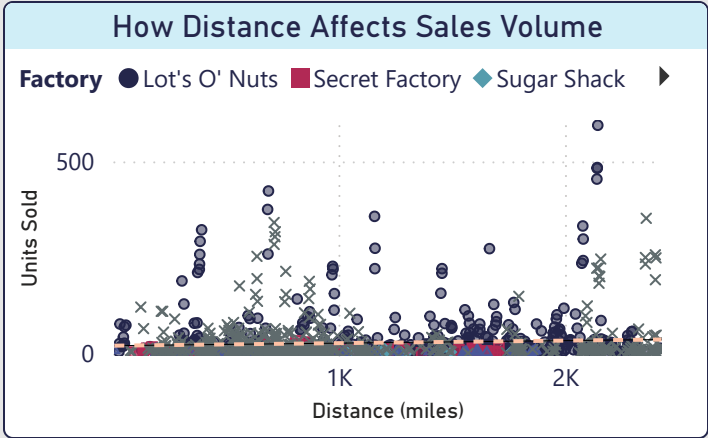
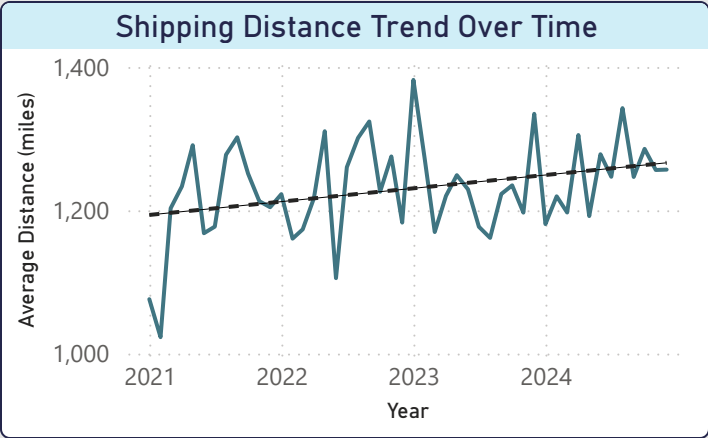
Shortest Avg Distance

Secret Factory:
891.0

Longest Avg Distance

Lot's O' Nuts:
1317.8

Note: All distances shown in this report are measured in **miles**. The analysis includes only **orders placed within the United States**.



Factory	Avg Distance	Total Orders	Total Units Sold	Most Common De
<input type="checkbox"/> Lot's O' Nuts	1,317.84	4669	21019	California
<input type="checkbox"/> Chocolate	1,317.84	4669	21019	California
<input type="checkbox"/> Wicked Choccy's	1,160.46	3380	15489	California
<input type="checkbox"/> Chocolate	1,160.46	3380	15489	California
<input type="checkbox"/> Sugar Shack	1,116.39	33	107	New York
<input type="checkbox"/> Sugar	1,125.79	27	86	New York
<input type="checkbox"/> Other	1,074.08	6	21	Arizona
<input type="checkbox"/> The Other Factory	1,013.78	98	388	California
<input type="checkbox"/> Sugar	1,088.33	4	17	Arizona
<input type="checkbox"/> Other	1,010.61	94	371	California
<input type="checkbox"/> Secret Factory	890.97	209	870	California
<input type="checkbox"/> Other	892.04	206	857	California
Total	1,239.45	8389	37873	California

Regional Sales Trends

Q: Which regions have the highest and lowest candy sales?

[Click Here for Insights](#)

Note: All distances shown in this report are measured in miles. The analysis includes only orders placed within the United States.

Year

All

Quarter

All

Division

All

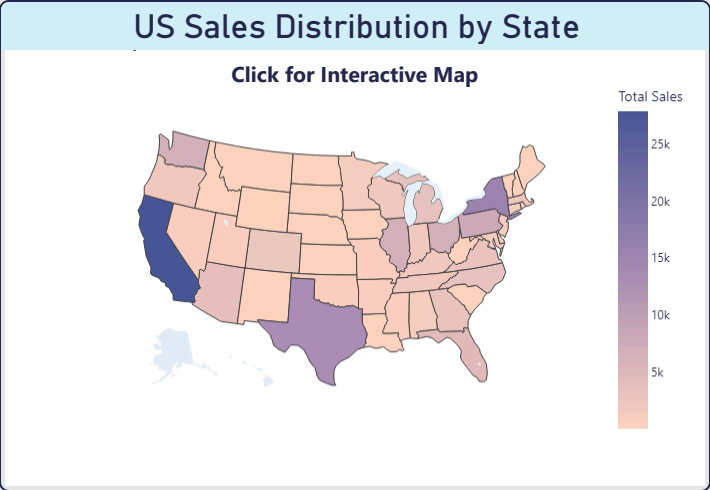
Region

All

State/Province

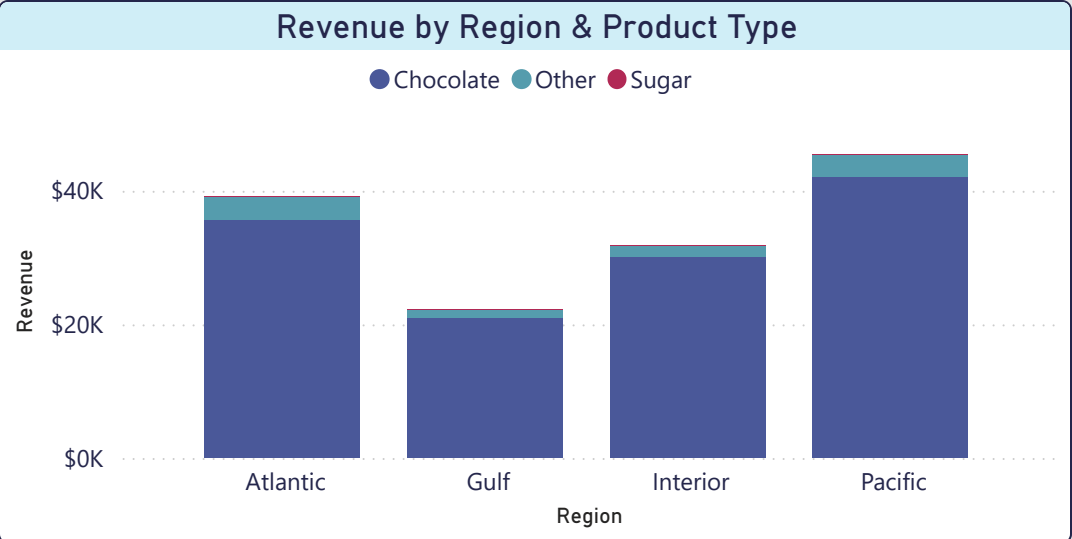
All

Total Revenue	Best-Performing State	Worst-Performing State	Avg Revenue per State	Best-Performing Region	Worst-Performing Region
\$138.83K	California: \$27,917	Wyoming: \$14	\$2,833	Pacific: \$45,451	Gulf: \$22,247



State/Province	January	February	March	April	May	June	July	August	September
California	\$1,005.80	\$826.35	\$1,819.16	\$1,820.61	\$1,820.53	\$1,728.28	\$1,784.53	\$2,232.13	\$3,380.26
New York	\$235.68	\$329.27	\$1,283.59	\$937.16	\$992.35	\$1,285.23	\$904.33	\$942.06	\$2,456.89
Texas	\$501.51	\$253.46	\$1,234.29	\$890.22	\$1,035.70	\$881.00	\$1,008.60	\$961.26	\$1,735.92
Pennsylvania	\$179.89	\$105.26	\$472.91	\$920.84	\$527.75	\$660.07	\$807.58	\$688.44	\$1,348.77
Washington	\$234.03	\$204.85	\$538.16	\$239.67	\$439.26	\$538.21	\$492.44	\$696.90	\$1,111.94
Illinois	\$217.59	\$239.17	\$620.11	\$340.44	\$765.59	\$647.91	\$599.67	\$293.11	\$961.85
Ohio	\$441.93	\$414.42	\$279.32	\$439.62	\$398.26	\$374.13	\$307.24	\$374.91	\$977.55
Florida	\$85.01	\$70.68	\$532.34	\$362.60	\$469.24	\$495.35	\$268.55	\$405.98	\$398.28
Arizona	\$102.30	\$167.54	\$66.15	\$296.91	\$192.45	\$280.47	\$468.51	\$224.75	\$380.26
Total	\$5,259.10	\$3,933.52	\$9,335.84	\$8,880.66	\$10,218.33	\$9,622.34	\$9,812.55	\$10,048.17	\$19,183.25

Region	Revenue	# of Orders	# of Units Sold	Avg Revenue by State
⊕ Atlantic	\$39,232.67	2370	10618	\$2,802
⊖ Gulf	\$22,247.26	1350	6209	\$2,022
⊕ Alabama	\$995.11	53	256	\$995
⊕ Arkansas	\$891.94	48	240	\$892
⊕ Florida	\$4,804.02	319	1379	\$4,804
⊕ Georgia	\$2,692.84	151	705	\$2,693
⊕ Kentucky	\$1,880.63	112	523	\$1,881
⊕ Louisiana	\$525.21	38	156	\$525
⊕ Mississippi	\$844.18	43	221	\$844
⊕ North Carolina	\$3,450.86	216	983	\$3,451
⊖ South Carolina	\$601.07	24	172	\$601
Total	\$138,830.34	8389	37873	\$2,833



Seasonality & Sales Trends

Q: Do candy sales exhibit seasonal patterns, and can we forecast future demand?

[Click Here for Insights](#)

Year

All

Quarter

All

Month

All

Division

All

Total Revenue

\$141.78K

Highest Revenue Month (Across All Years)

December: \$21,234

Lowest Revenue Month (Across All Years)

February: \$3,934

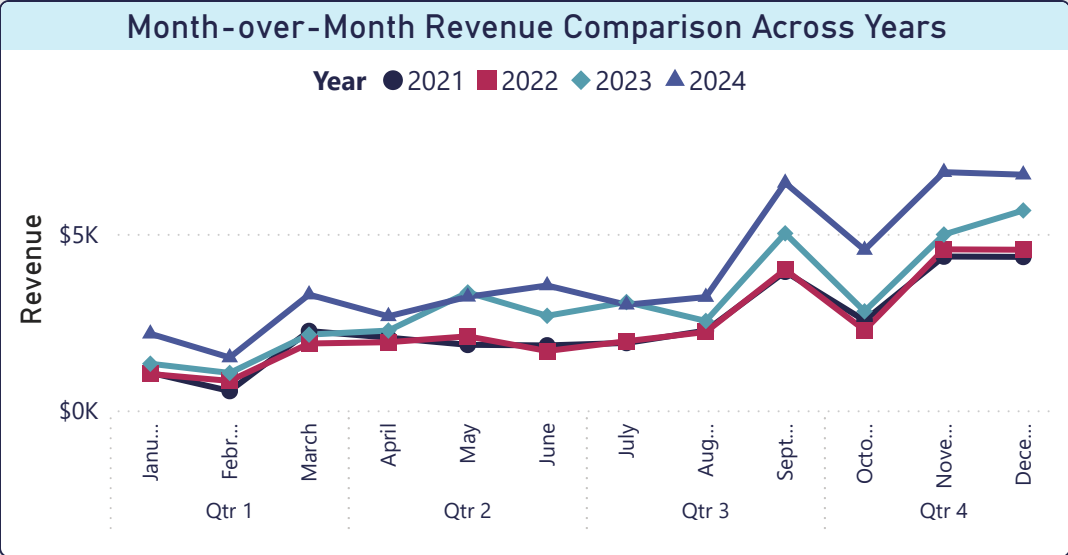
Highest Revenue in a Single Month (All Time)

November 2024: \$6,748

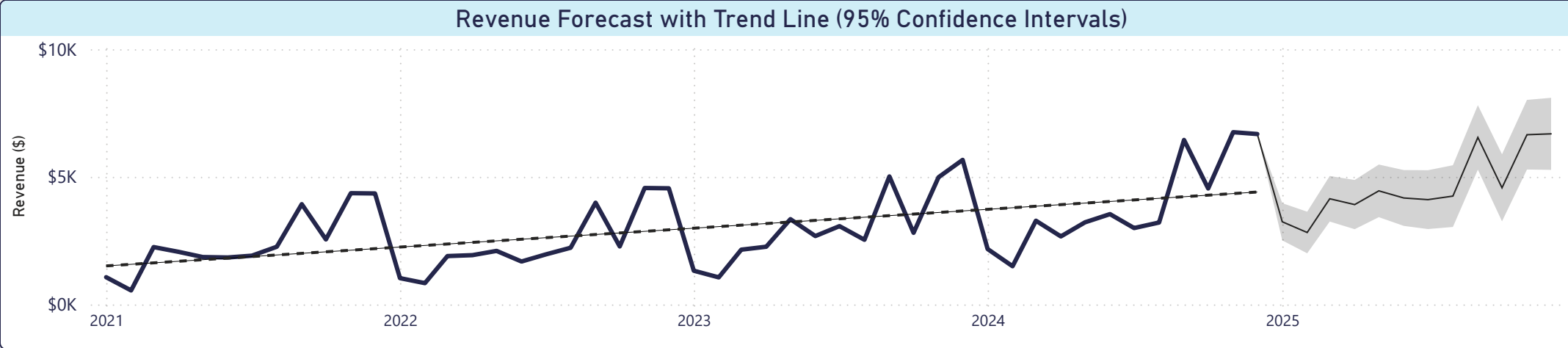
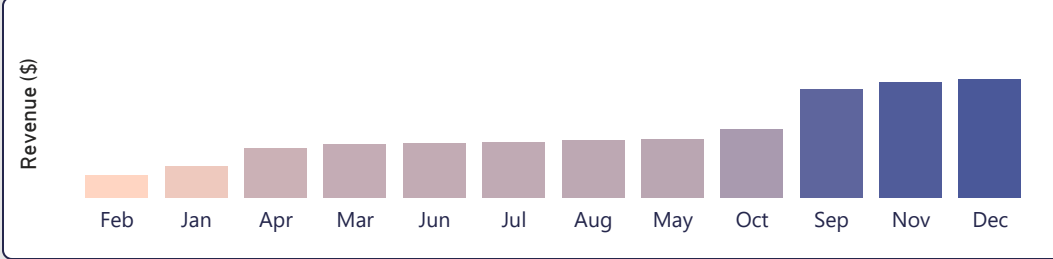
Lowest Revenue in a Single Month (All Time)

February 2021: \$547

Note: The data covers a complete 4-year period, spanning from **January 1st, 2021** to **December 31st, 2024**



Year	January	February	March	April	May	June	July	August
2021	\$1,065.24	\$547.09	\$2,245.63	\$2,058.97	\$1,855.21	\$1,838.43	\$1,908.23	\$2,250.00
2022	\$1,028.66	\$832.78	\$1,893.27	\$1,929.25	\$2,096.31	\$1,680.33	\$1,957.15	\$2,210.00
2023	\$1,319.68	\$1,058.31	\$2,144.68	\$2,259.44	\$3,339.63	\$2,677.83	\$3,066.28	\$2,530.00
2024	\$2,169.42	\$1,495.34	\$3,278.56	\$2,663.00	\$3,216.05	\$3,537.10	\$2,991.39	\$3,200.00
Total	\$5,583.00	\$3,933.52	\$9,562.14	\$8,910.66	\$10,507.20	\$9,733.69	\$9,923.05	\$10,210.00



← Regional Sales

Insights →

Q: What are the key insights and actionable recommendations from this report?

Sales Performance Analysis

Go to Page 1

Key Insights

- Chocolate division contributes over **92% of total revenue**, significantly outperforming the Sugar and Other divisions.
- Top 3 products** account for a substantial share of overall sales.
- Chocolate and Other divisions exceeded their revenue targets**, whereas the Sugar division fell short.
- Average gross margin is **66%**, with Chocolate having the highest margin.

Business Conclusion

- The company should prioritise the Chocolate division for promotions and supply planning.
- Consider phasing out or re-evaluating low-performing products in the Other division.
- Continue investing in high-margin products to sustain profitability.

Factory to Customer Shipping Analysis

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Key Insights

- Average shipping distance is **1,239 miles**.
- Secret Factory is the most efficient, with the shortest average shipping distance of **891 miles**.
- Lot's O' Nuts has the longest average distance, exceeding **1,300 miles**.
- Scatter plots show **no strong correlation** between shipping distance and units sold.

Business Conclusion

- Re-evaluate shipment routing to reduce reliance on long-distance factories.
- Consider replicating the operational model of Secret Factory to improve efficiency.
- While shipping distance currently has no impact on sales, optimising logistics can help reduce costs.

Regional Sales Trends

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Key Insights

- California is the **best-performing state with \$27.9K** in revenue, while Wyoming ranks the lowest.
- Pacific region **leads with \$45K (32.8%) in revenue**, followed by the Atlantic (28.3%) and Interior (23.0%) regions.
- Regional heatmaps show **consistent strength in coastal states**.
- Some regions, such as the Gulf, underperform despite having large populations.

Business Conclusion

- Prioritise marketing and supply efforts in the Pacific and Atlantic regions.
- Investigate why Gulf states underperform, possibly product preference mismatch or logistics issues.
- Regional targeting could unlock growth potential in mid-tier performing areas.

Seasonality & Sales Trends

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Key Insights

- Sales **spike significantly in Q4**, particularly in **November and December** which is likely due to the holiday season.
- February is consistently the weakest month, indicating a possible post-holiday lull
- Line charts show **steady growth** across all years.
- Forecasts indicate a **continued upward trend in demand**, with peak revenue expected later in the year.

Business Conclusion

- Plan seasonal promotions and adjust stock levels around Q4 holidays, especially in November and December.
- Consider launching mid-Q1 campaigns to offset the post-holiday slowdown
- Use forecasts to align inventory and staffing with expected demand surges.

