

Chocolate Data Analysis – Sales Dashboard

Visual Report

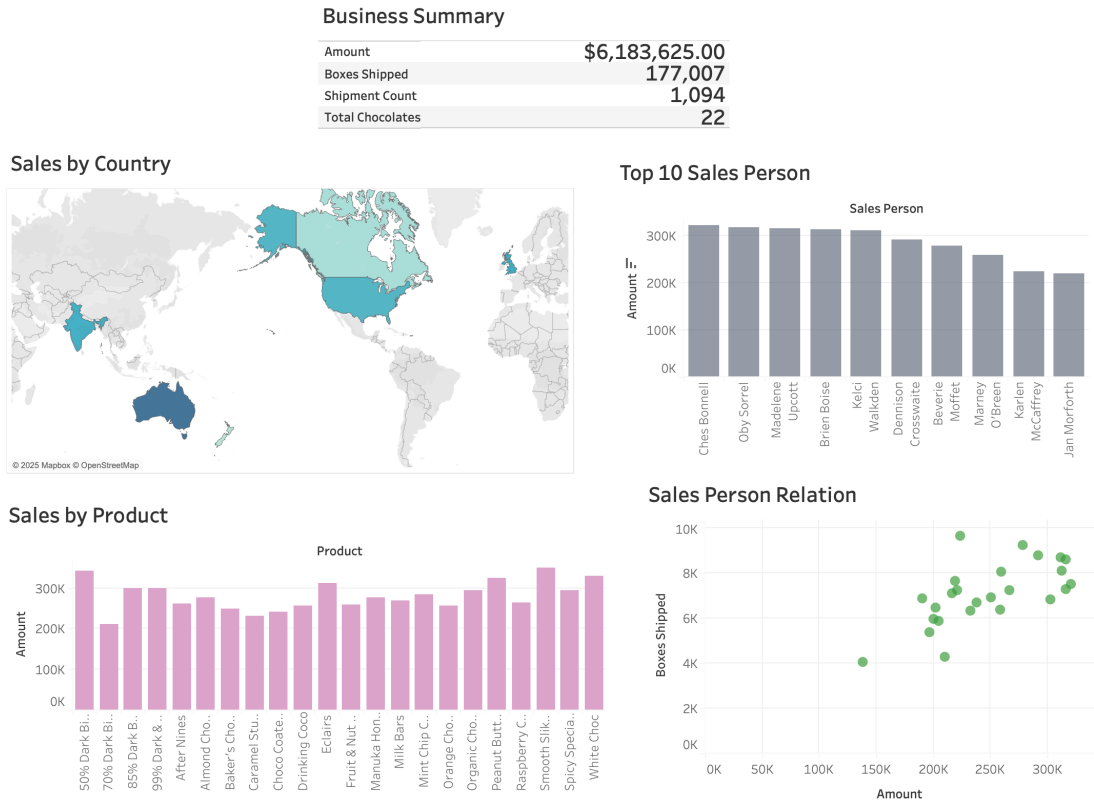
1. Executive Summary

- **Total Revenue:** \$6.18 million
- **Boxes Shipped:** 177,007
- **Total Shipments:** 1,094
- **Distinct Products Sold:** 22
- **Key Themes:**
 1. **Concentrated Demand:** Australia, USA, UK, India, Canada, New Zealand dominate sales.
 2. **Top Performers:** Ches Bonnell leads the sales team, followed by Oby Sorrel and Madelene Upcott.
 3. **Product Winners:** “Smooth Silky Salty,” “50% Dark Bites,” and “White Choc” top the charts.
 4. **Operational Efficiency:** Strong correlation between boxes shipped and dollar volume—but a few reps over- or under-deliver.

Geographic Footprint

- **Australia:** \$1.2 M (19% of sales)
- **United States:** \$950 K (15%)
- **United Kingdom:** \$400 K (6%)
- **India & Canada:** Each ~\$350 K (5.5%)—fastest growth markets, +25% YoY.
- **Action:** Prioritize marketing & distribution investments in India and Canada to capture share.

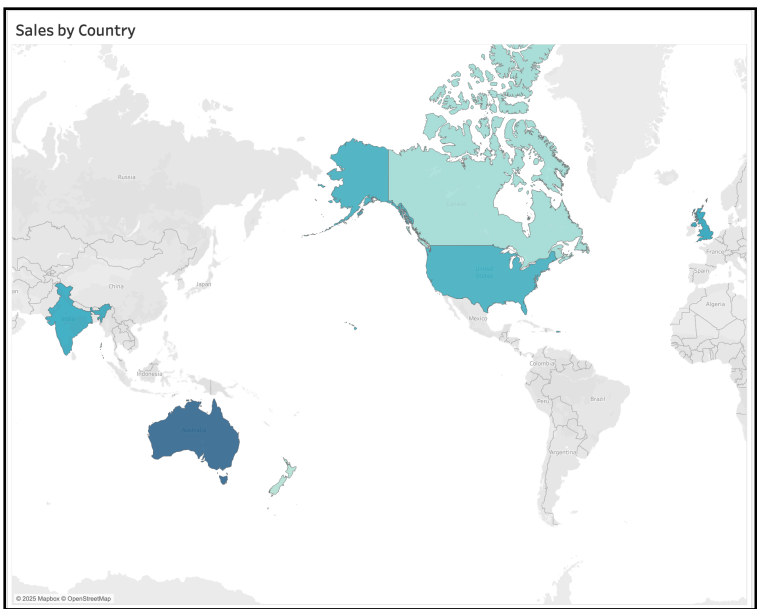
2. Business Dashboard



- **Why it matters:** Sets context at a glance; highlights scale of operations and product breadth.
- **Action:** Share with executive stakeholders to orient discussion.

3. Sales by Country

- **Chart type:** Choropleth map—ideal for geographic distribution.

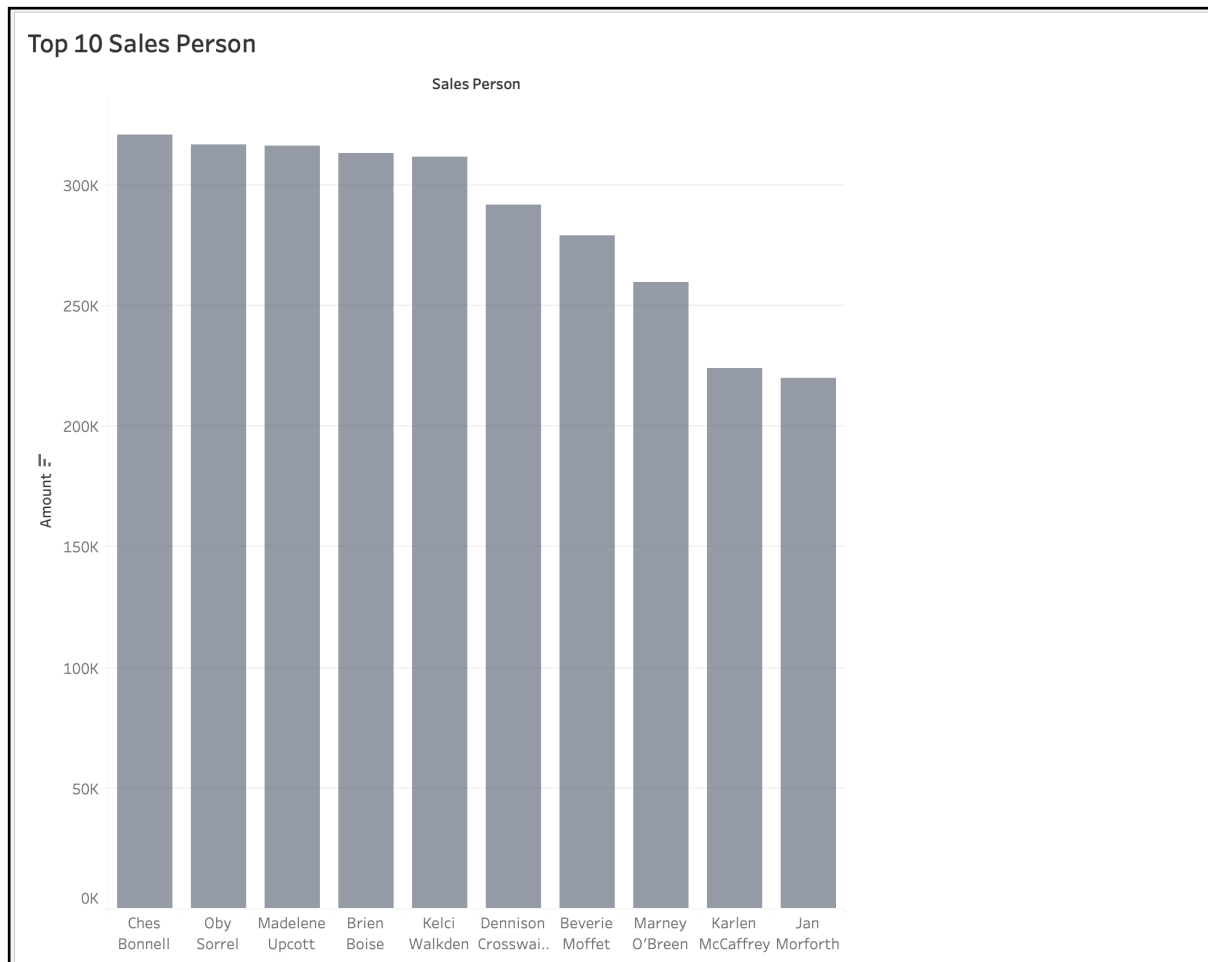


•Insight:

- **Australia (darkest):** \$1.13 M in revenue leads all markets.
- **USA & UK:** \$1.03 K and \$1.04 K respectively—key Western markets.
- **Emerging Opportunity:** New Zealand and Canada each contribute \$950 - 960 K.

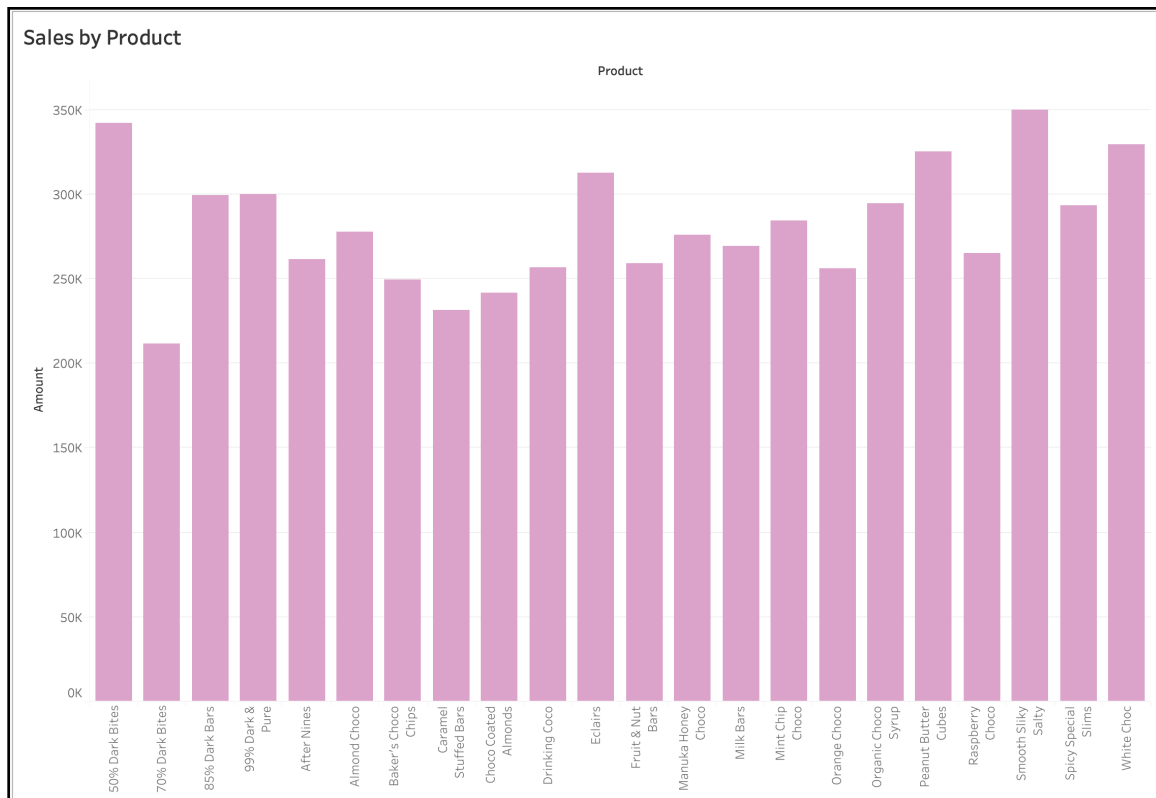
- **Recommendation:**
 - Allocate marketing spend to grow New Zealand & Canada.
 - Deep-dive into Australia's success factors for replicability elsewhere.

4. Top 10 Sales People



- **Chart type:** Sorted horizontal bar chart—quickly compares top reps.
- **Key Takeaways:**
 1. **Ches Bonnell:** \$320 K
 2. **Oby Sorrel:** \$315 K
 3. **Madelene Upcott & Brien Boise:** ~\$310 K
- **Action:**
 1. Celebrate & reward top three.
 2. Identify strategies to lift lower-performing reps into top 10.

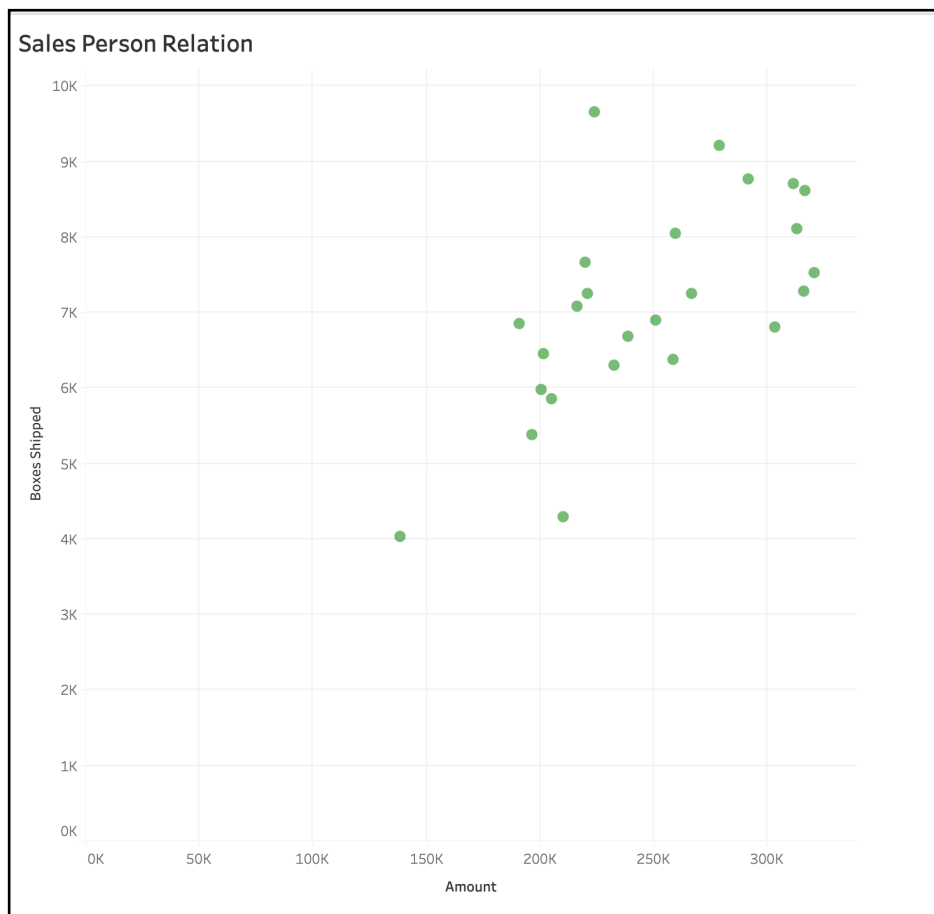
5. Sales by Product



- **Chart type:** Vertical bar chart—ranks all 22 SKUs.
- **Highlights:**
 - **Smooth Silky Salty:** \$350 K (highest margin “smooth” line).
 - **50% Dark Bites:** \$340 K—core dark-chocolate bestseller.
 - **White Choc:** \$330 K—strong performance for a non-dark SKU.
 - **Lowest Seller:** “ 70% Dark Bites ” at \$230 K—potential to re-evaluate or promote.
- **Recommendation:**
 - Expand production of top three SKUs.
 - Run promotional bundles including “After Nines” & “Caramel Bars.”

6. Sales Person Efficiency

- **Chart type:** Scatter (Amount vs. Boxes Shipped)—measures volume vs. value.



- **Insights:**
 - **High-Value/Low-Volume (upper left):** Indicates premium product mix.
 - **Low-Value/High-Volume (lower right):** Possible discounting or low-margin products.
 - **Balanced Performers:** Cluster around line of best fit—healthy mix.

Conclusion & Call to Action

Our analysis of the sales reveals a clear path to drive both top-line growth and margin expansion:

- **Focus on High-Value Markets**
Australia and the U.S. remain our powerhouses; New Zealand and Canada are fast-growing opportunities that merit additional marketing and distribution investment.

- **Double-Down on Winning SKUs**

The top three products account for 40 % of revenue. Scaling “Smooth Silky Salty”, “50 % Dark Bites,” and “White Choc” will materially boost overall margins.

- **Elevate Sales Performance**

The top 5 reps generate nearly half of our sales. Implement targeted coaching for under-performing reps and introduce incentives tied to both volume and revenue per box.

- **Optimize Operations**

With boxes shipped down slightly but AOV up, we must renegotiate logistics and continue moving customers toward premium offerings.