

CHOCO DE LUXE

Tableau Capstone Project

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Program: **10Alytics Data Analytics**

Program

Tool: Tableau



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PROJECT OVERVIEW

This project looks at Choco de Luxe's sales data to understand how the business is performing across Europe. The focus is on sales, profit, delivery outcomes, product demand, and salesperson performance.

Tableau dashboards were used to explore the data and highlight patterns that are not easy to see from raw tables alone.



PROBLEM STATEMENT

Even though Choco de Luxe is generating strong revenue, management does not have a clear, unified view of performance.

Some cities perform well while others lag behind. Delivery cancellations are higher in certain locations, and not all sales channels are equally profitable. In addition, salesperson contribution and demand for organic products are not clearly understood. Without data-driven insight, it is difficult to know where to invest, what to improve, and what to scale back.

PROJECT OBJECTIVES

The main objectives of this analysis are to:

- Compare sales and delivery performance across locations
- Understand which sales channels generate the most profit
- Measure salesperson performance against a €100,000 profit target
- Identify the most profitable product categories
- Compare organic and non-organic product demand

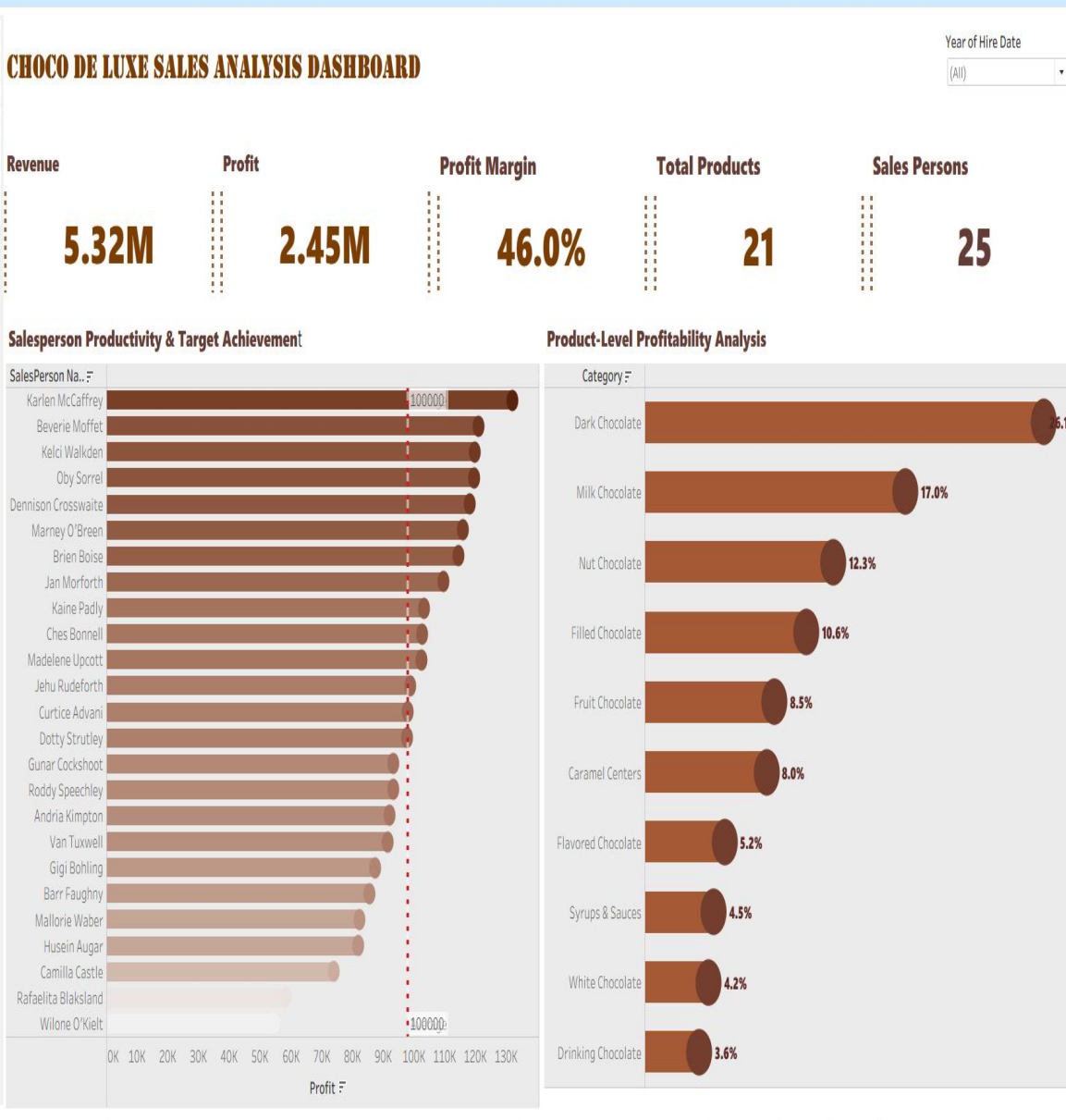
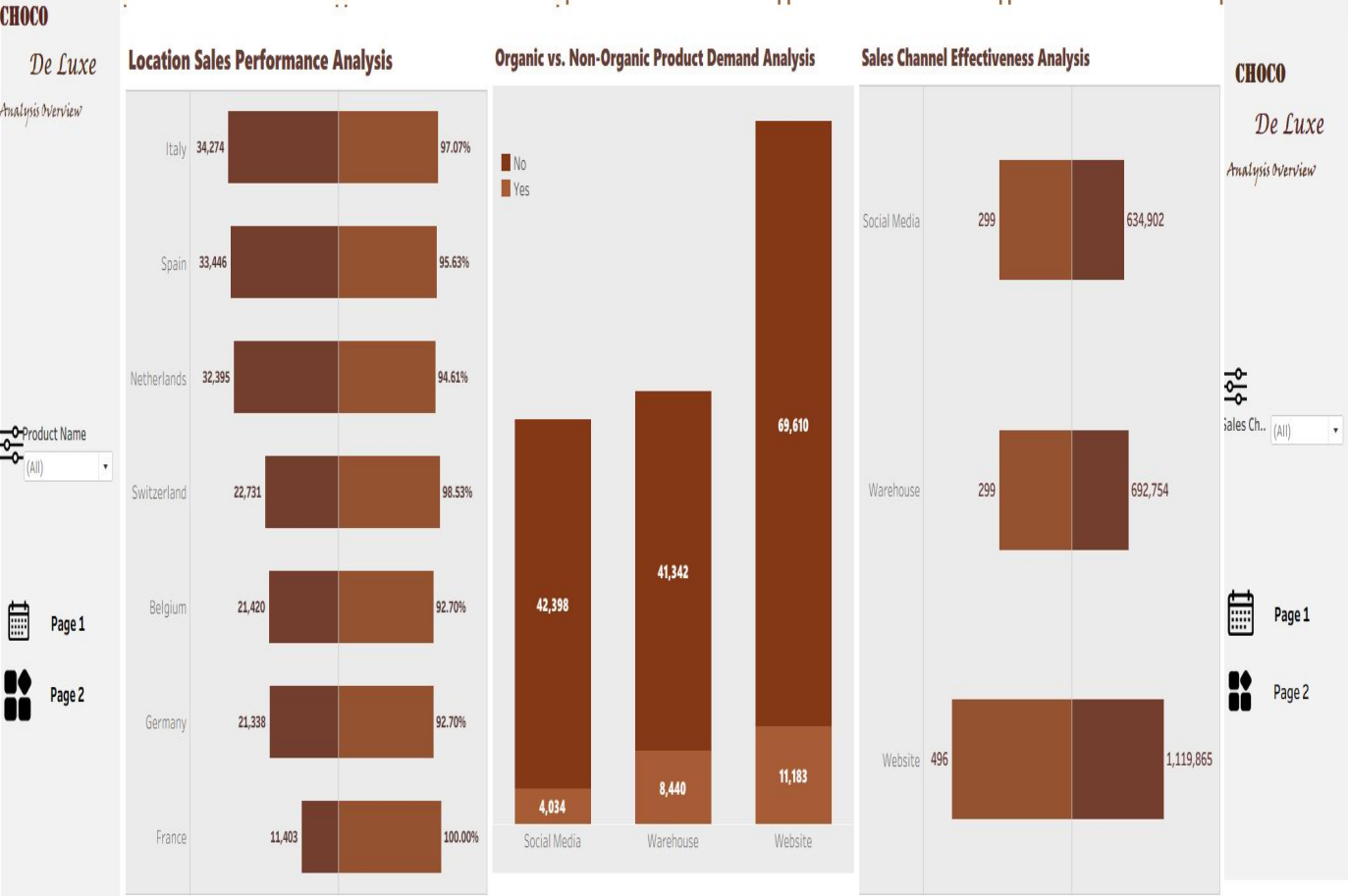
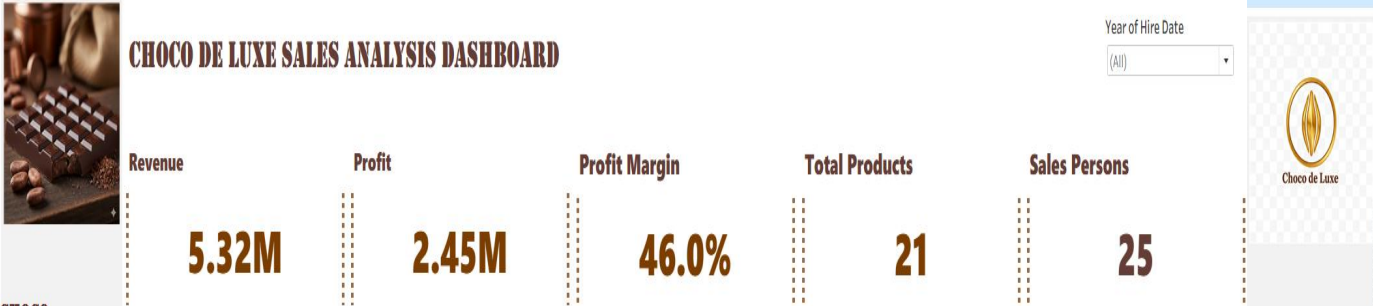
BUSINESS OVERVIEW

Choco de Luxe is a premium chocolate brand based in Brussels, Belgium. The company sells chocolate bars, bites, and confectionery products across several European cities.

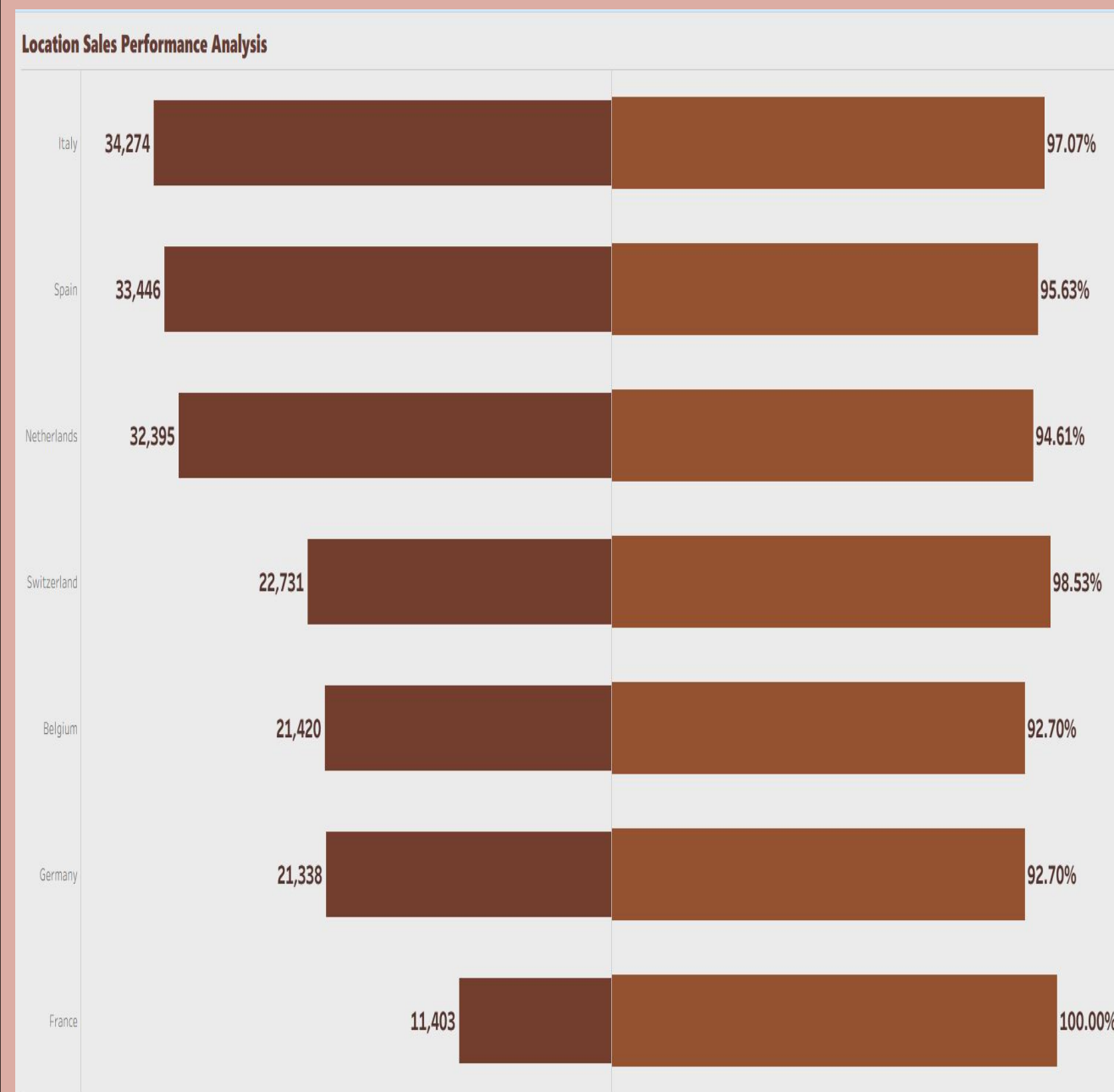
Sales are made through three main channels: retail stores, supermarkets (warehouse), and the company's website. As the business grows, management needs clearer insight into which locations, channels, and products are actually driving revenue and profit.

Overall Business Performance		
	Number of Products	Total Profit
Profit Margin	21	2.4M
Total Revenue	Sales Personnel	<p>Insight: The business is clearly profitable overall, with almost half of revenue turning into profit. However, these totals hide differences in performance across regions, channels, and products, which are explored in the next sections.</p>
5.3M	25	

CHOCO DE LUXE SALES ANALYSIS DASHBOARD



LOCATION SALES PERFORMANCE ANALYSIS



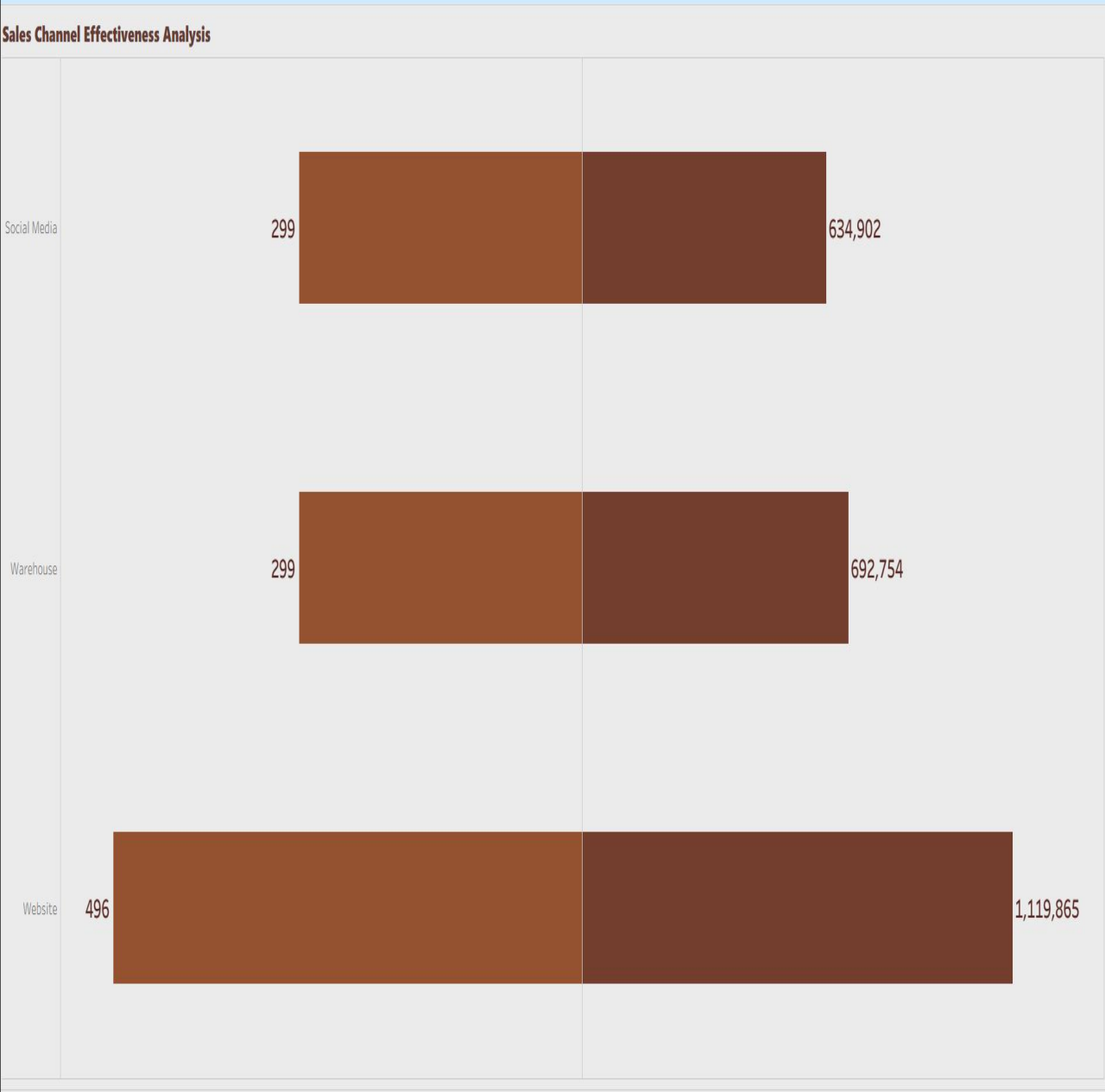
INSIGHTS:

- Italy and Spain record over 33,000 completed sales each, making them the strongest markets.
- The Netherlands also performs strongly with over 32,000 completed sales.
- Switzerland has fewer total sales but the highest delivery success rate (about 98.5%), showing strong operational reliability.
- Germany and Belgium show noticeably higher cancellation levels compared to completed orders, pointing to possible delivery or service issues.
- France has the lowest completed sales (around 11,400) despite having no cancellations, suggesting low demand rather than delivery problems.

What this means:

Some markets need operational fixes, while others need stronger demand generation.

Sales Channel Effectiveness Analysis



INSIGHT

The sales channel chart shows clear differences in how each channel contributes to profit and transactions. The Website stands out as the strongest channel, generating the highest number of transactions and approximately €1.1M in profit. This indicates that customers are most comfortable buying directly online, and that pricing and margins are strongest on this channel. The Warehouse (Supermarket) channel records a similar number of transactions to Social Media but generates more profit, around €690K, suggesting better pricing or higher-margin products. Social Media generates lower profit (about €635K) despite comparable transaction volume, which may be due to discounts, promotions, or lower-priced products. Overall, the Website is the only channel performing clearly above the average profit level.

What this means:

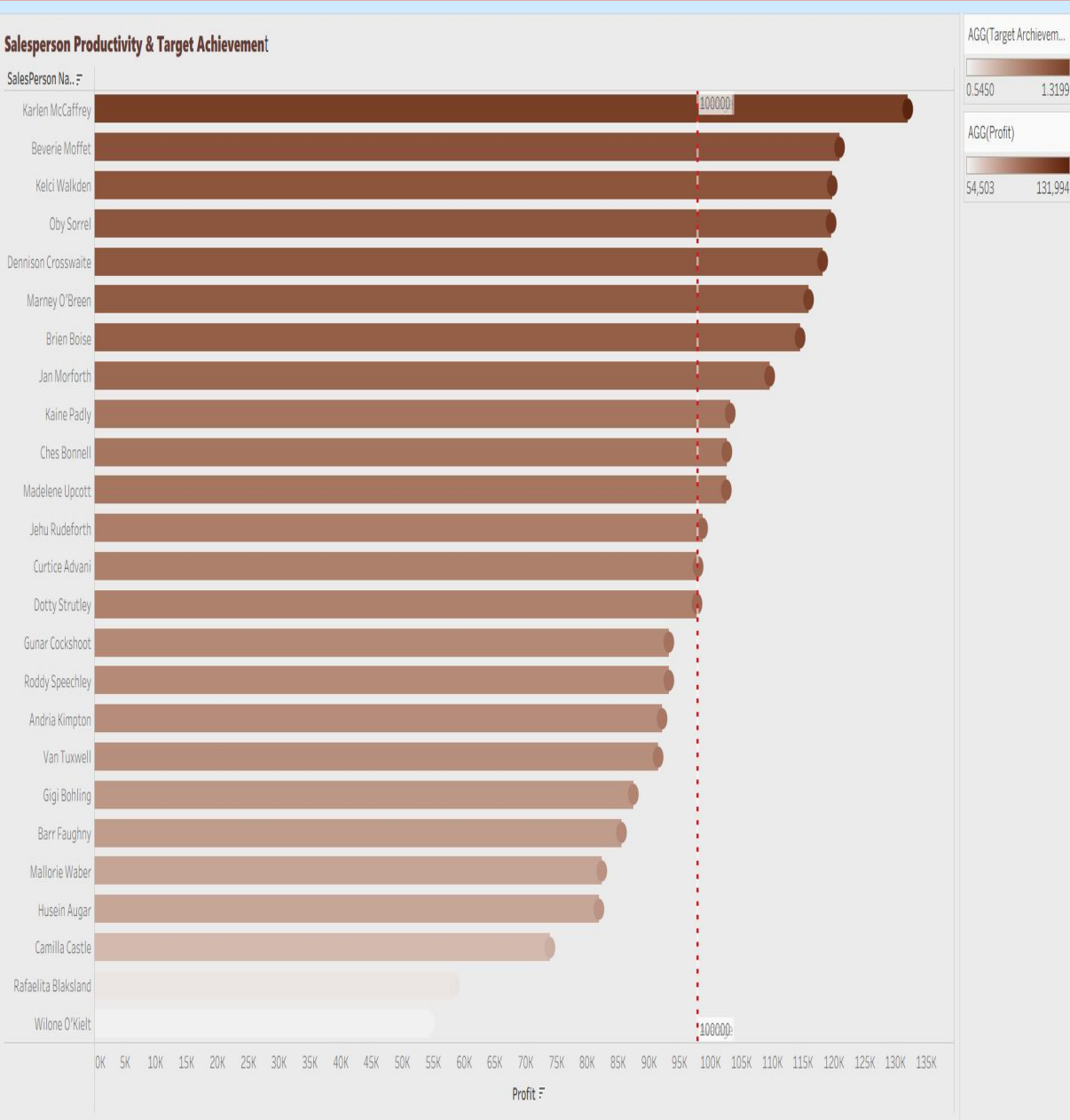
Online sales are the most efficient and should be the main growth focus.

Salesperson Productivity Analysis

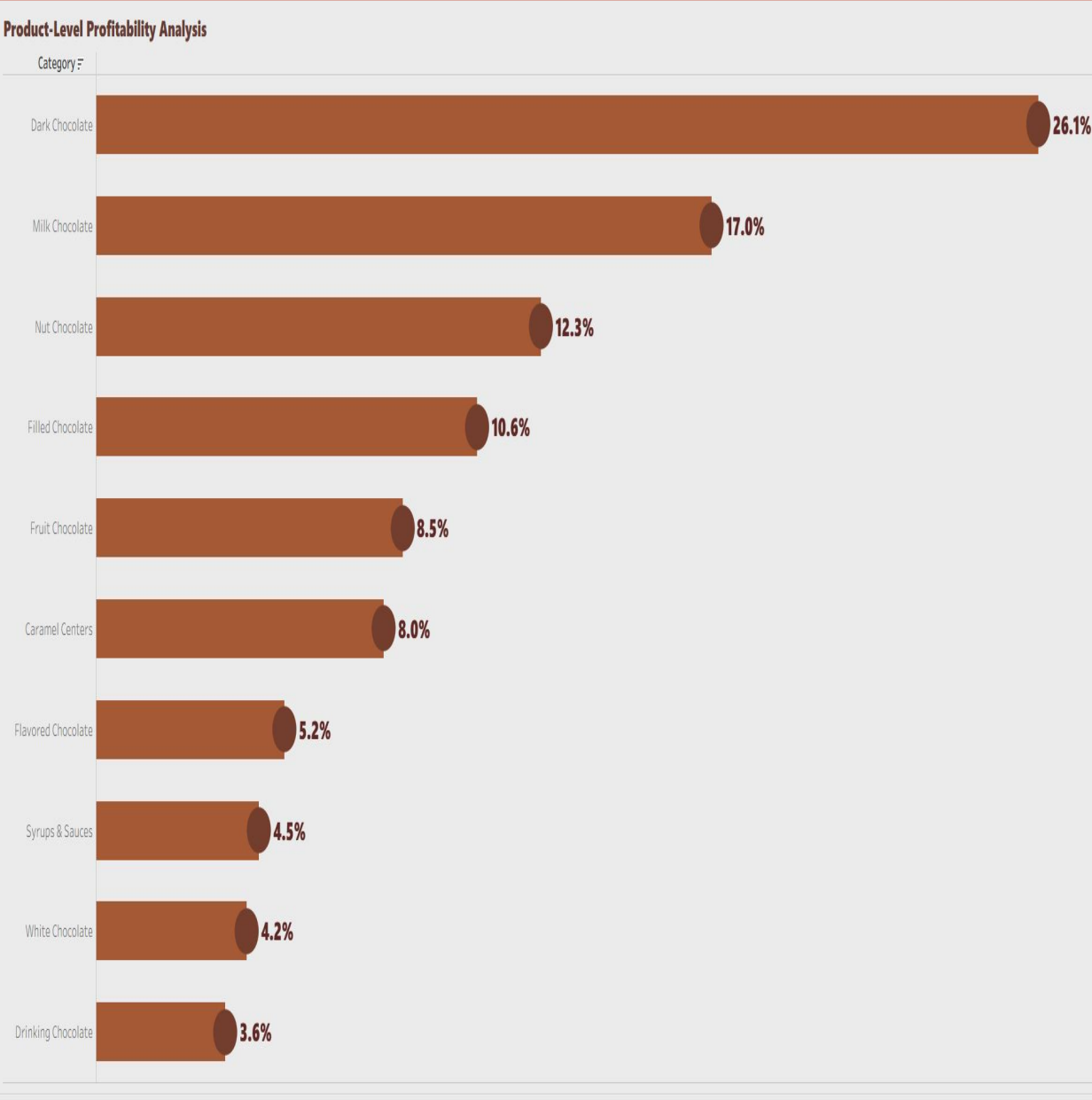
INSIGHT

The salesperson performance chart highlights differences in how individuals contribute to profit. Several salespeople exceed the €100,000 profit target, with top performers reaching above €120,000, showing strong selling ability and good product mix. Some salespeople complete many transactions but still fall below the profit target. This suggests they may be selling lower-margin products or offering frequent discounts. A smaller group achieves high profit with fewer transactions, indicating efficient selling and higher-value deals. There are also a few underperforming salespeople who fall well below the target, showing the need for coaching or better sales support.

What this means:
Performance should be measured by profit quality, not just number of sales.



PRODUCT-LEVEL PROFITABILITY ANALYSIS



INSIGHT

The product profitability chart shows that not all product categories contribute equally to profit. Dark Chocolate is the top-performing category, contributing roughly 26% of total profit, making it the main profit driver.

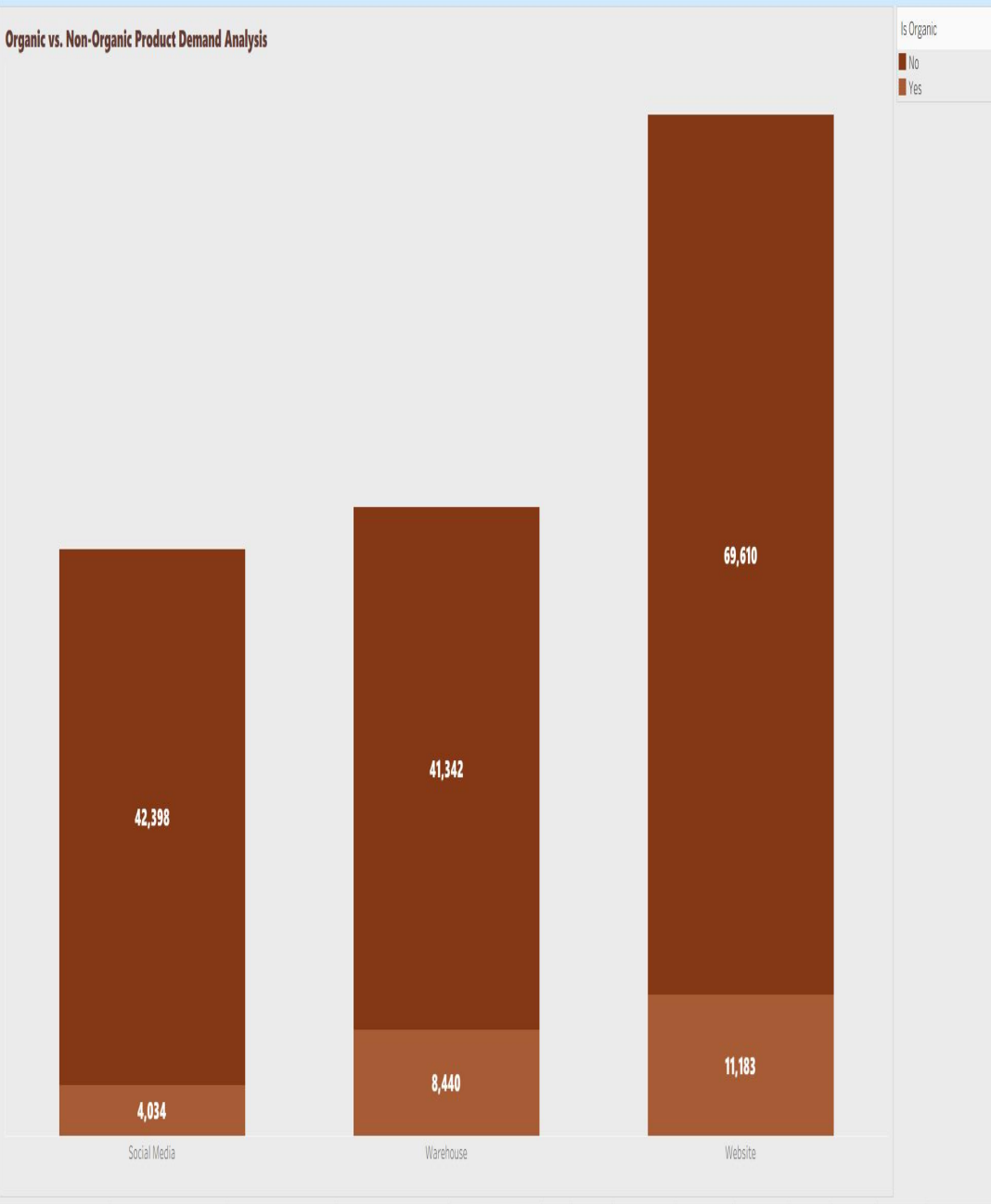
Milk Chocolate and Nut Chocolate also perform strongly, together contributing close to 30% of total profit.

Mid-range categories such as Filled, Fruit, and Caramel chocolates contribute moderate profit and have potential for growth with better promotion.

Lower-performing categories like White Chocolate, Syrups, Flavoured, and Drinking Chocolate each contribute less than 5%, suggesting lower demand or weaker margins.

This shows that a small number of product categories drive most of the business profit.

ORGANIC VS NON-ORGANIC PRODUCT DEMAND



INSIGHT

The organic vs non-organic chart shows a clear difference in customer preference.

Non-organic products dominate sales across all channels. On the Website alone, non-organic products sell over 69,000 units, compared to about 11,000 units for organic products. Organic products perform best on the Website, where customers may trust product information more and be willing to pay higher prices.

Organic sales are weakest on Social Media, indicating limited interest or poor targeting for organic products on that channel. Overall, organic products have demand, but mainly when sold through the Website rather than other channels.

What this means:

Organic products have demand, but only in the right channel.

RECOMMENDATIONS

1. LOCATION PERFORMANCE

- Focus more on Italy, Spain, and the Netherlands because these countries already have strong sales.
- Check what is causing the higher number of cancelled orders in Germany and Belgium and fix delivery or customer service problems.
- Increase marketing in France to attract more customers since deliveries are not being cancelled there.
- Use Switzerland as an example of how to keep deliveries reliable and customers satisfied.

2. SALES CHANNEL EFFECTIVENESS

- Continue to invest in the Website because it brings in the most profit and works best overall.
- Improve Social Media sales by reviewing prices, promotions, and the types of products being sold.
- Grow Warehouse sales carefully while keeping profit margins strong.



RECOMMENDATIONS

3. SALESPERSON PRODUCTIVITY

- Reward salespeople who meet or pass the €100,000 profit target.
- Help salespeople who make many sales but low profit to focus on higher-profit products.
- Encourage efficient salespeople who make high profit with fewer sales to sell more.
- Support low-performing salespeople with training and clearer sales goals.

4. PRODUCT-LEVEL PROFITABILITY

- Keep Dark Chocolate as a main product because it brings in the most profit.
- Continue to promote Milk and Nut Chocolate, which also perform well.
- Promote Filled, Fruit, and Caramel chocolates more through bundles or special offers.
- Review White, Flavoured, Syrups, and Drinking Chocolate to decide whether to improve or reduce them.

5. ORGANIC VS NON-ORGANIC PRODUCTS

- Focus organic product sales on the Website, where customers buy them the most.
- Improve organic product promotion on Social Media using better targeting.
- Keep non-organic products as the main source of sales while growing organic products slowly.

ADDITIONAL RECOMMENDATIONS

OPERATIONS & DELIVERY

- Track delivery performance more closely by city to quickly spot and fix issues.
- Set simple delivery targets to reduce cancellations in weaker locations.
- Share best delivery practices from top-performing locations with other regions.

PRICING & PROMOTIONS

- Review pricing across channels to reduce unnecessary discounts, especially on Social Media.
- Test small promotional campaigns instead of broad discounts to protect profit.
- Adjust prices based on product demand and performance in each channel.

CUSTOMER EXPERIENCE

- Collect customer feedback from cancelled or delayed orders to understand pain points.
- Improve website user experience to encourage repeat purchases.
- Offer loyalty rewards to frequent customers, especially online buyers.

SALES STRATEGY

- Encourage salespeople to focus on selling higher-margin products.
- Set balanced performance targets that reward both profit and number of sales.
- Share top-performer selling techniques with the rest of the team.

PRODUCT DEVELOPMENT

- Introduce limited editions or seasonal flavours for top-selling products.
- Test new organic products online before expanding to other channels.
- Reduce overstock of low-performing products to lower costs.

CONCLUSION

The analysis shows that **Choco de Luxe** is performing well overall, with strong revenue and good profit. However, performance differs across locations, sales channels, products, and salespeople.

Countries like Italy, Spain, and the Netherlands perform best, while Germany and Belgium need improvements in delivery, and France needs stronger demand and marketing. The Website is the strongest sales channel, while other channels need better pricing and product focus.

Dark Chocolate is the most profitable product, and classic products perform better than others. Organic products sell best online. Salesperson performance varies, showing the need to focus more on profit, not just sales volume.

Overall, these insights help Choco de Luxe focus on what works, fix weak areas, and support steady growth using data-driven decisions.





THANK
YOU