**Chocolate Sales Analysis – Tableau Storytelling Report**

**IS635**

**Technology and Start-ups: Application of AI and Blockchain**

**Home Work 2**

**Student Id: 032202519**

**Name: Krishnavyas Desugari**

**Professor: Mohamed Abdelhamid**

**03/23/25**



Contents

[Table Of Figures: 3](#_Toc193644469)

[1. Dataset Description 4](#_Toc193644470)

[2. Story Objective & Investigative Questions 4](#_Toc193644471)

[3. Visual Summary 5](#_Toc193644472)

[3.1 KPI Summary 5](#_Toc193644473)

[3.2 Monthly Sales Trends (Animated) 6](#_Toc193644474)

[3.3 Product-Level Insights 7](#_Toc193644475)

[3.4 Regional Performance 8](#_Toc193644476)

[3.5 Salesperson Performance 9](#_Toc193644477)

[3.6 Shipping Volume vs Revenue 10](#_Toc193644478)

[3.7 Salesperson Contribution by Shipment Volume(Treemap) 11](#_Toc193644479)

[3.8 Revenue by Product Category 12](#_Toc193644480)

[3.9 Dashboard Walkthroughs 13](#_Toc193644481)

[Dashboard 2: Revenue Insights by Salesperson 14](#_Toc193644482)

[Dashboard 3: Monthly Product Revenue 15](#_Toc193644483)

[5. Business Implications and Recommendations 16](#_Toc193644484)

[6. Business Recommendations 17](#_Toc193644485)

[7. Conclusion 18](#_Toc193644486)

# Table Of Figures:

[Figure 1: KPI Dashboard 5](#_Toc193644502)

[Figure 2: Monthly sales trends 6](#_Toc193644503)

[Figure 3: Top Selling Products 7](#_Toc193644504)

[Figure 4: Sales by Country 8](#_Toc193644505)

[Figure 5: Total Revenue by Salesperson 9](#_Toc193644506)

[Figure 6: Impact of boxes shiped on sales Revenue 10](#_Toc193644507)

[Figure 7: Sales Contribution 11](#_Toc193644508)

[Figure 8: Revenue by Category 12](#_Toc193644509)

[Figure 9: Dashboard 1 13](#_Toc193644510)

[Figure 10: Dashboard 2 14](#_Toc193644511)

[Figure 11: Dashboard 3 15](#_Toc193644512)

# 1. Dataset Description

* **Dataset:** Chocolate Sales
* **Source:** [Kaggle – Chocolate Sales Dataset](https://www.kaggle.com/datasets/atharvasoundankar/chocolate-sales)
* **Records:** 1,094
* **Variables:**
  + Sales Person: Individual selling the product
  + Country: Country of sale
  + Product: Chocolate product name
  + Date: Sale date
  + Amount: Revenue earned
  + Boxes Shipped: Number of boxes shipped
* Data cleaning was not necessary as the dataset was already well-structured and free of inconsistencies from the beginning.

# 2. Story Objective & Investigative Questions

The goal of this story is to understand:

* How do **sales trends** vary over time?
* Which **products** and **categories** drive the most revenue and volume?
* What is the **performance distribution** among salespersons?
* Which **countries** are generating the most revenue and shipments?
* What is the **correlation between boxes shipped and revenue**?

The aims to present an integrated view of sales performance by connecting volume, revenue, geographies, and sales force contribution. It is intended to help decision-makers identify what is working well, and where strategic focus should be directed to improve future outcomes.

# 3. Visual Summary

## 3.1 KPI Summary

* **Total Revenue:** 6,183,625
* **Total Boxes Shipped:** 177,007
* **Top 3 Countries:** UK, India, Canada
* **Total Salespeople:** 30

A screenshot of a computer

AI-generated content may be incorrect.

Figure 1: KPI Dashboard

## 3.2 Monthly Sales Trends (Animated)

**Worksheet:** "Monthly Sales Trends" and "Sales Trends Over Time (Animated)"  
**Insights:**

* Highest shipment occurred in **January**
* Notable peaks in **April** and **June**
* A dip in **February** and again in **August**, indicating possible seasonal patterns or logistical issues

A graph with a line and numbers

AI-generated content may be incorrect.

Figure 2: Monthly sales trends

## 3.3 Product-Level Insights

**Worksheet:** "Top Selling Products"  
**Insights:**

* **50% Dark Bites** and **Smooth Silky Salty** are the highest-selling products by volume
* Revenue-wise, **Smooth Silky Salty**, **White Choco**, and **Peanut Butter Cubes** are top contributors

A graph of a product

AI-generated content may be incorrect.

Figure 3: Top Selling Products

## 3.4 Regional Performance

**Worksheet:** "Sales by Country"  
**Insights:**

The geographic distribution of sales shows that:

* **Australia**, **UK**, and **USA** are the leading markets by both volume and revenue
* **India** and **Canada** show consistent but moderate sales
* **New Zealand** has the least volume, representing an opportunity for market growth

A map of the world

AI-generated content may be incorrect.

Figure 4: Sales by Country

## 3.5 Salesperson Performance

**Worksheet:** "Total Revenue by Salesperson"  
**Insights:**

* **Ches Bonnell**, **Oby Sorrel**, and **Madeline Upcott** are top performers
* Visualized using color-coded bar chart

A graph of a number of colored lines

AI-generated content may be incorrect.

Figure 5: Total Revenue by Salesperson

## 3.6 Shipping Volume vs Revenue

**Worksheet:** "Impact of Boxes Shipped on Revenue" (Scatter Plot)  
**Insights:**

This chart confirms a **positive correlation** between the number of boxes shipped and total revenue, though some outliers highlight products or deals that achieved high revenue with fewer units—indicating premium pricing opportunities.A screen shot of a graph

AI-generated content may be incorrect.

Figure 6: Impact of boxes shiped on sales Revenue

3.7 Salesperson Contribution by Shipment Volume(Treemap)

**Insights:**

* Shipment volume matches top revenue earners

A screenshot of a computer screen

AI-generated content may be incorrect.

Figure 7: Sales Contribution

## 3.8 Revenue by Product Category

From the category standpoint:

* **Milk** products dominate overall revenue
* **White** category lags behind others, indicating lower profitability or popularity

**A graph of a bar chart

AI-generated content may be incorrect.**

Figure : Revenue by Category

## 3.9 Dashboard Walkthroughs

**Dashboard 1: Sales Performance**

Includes:

* Monthly trends
* Top-selling products
* Regional sales
* Interactive filters (Month, Country, Product, Salesperson)

A screenshot of a graph

AI-generated content may be incorrect.

Figure 9: Dashboard 1

## Dashboard 2: Revenue Insights by Salesperson

Includes:

* Salesperson revenue bars
* Product-level revenue by country
* Category-level performance
* Dynamic filters for region/product/month

A screenshot of a graph

AI-generated content may be incorrect.

Figure 10: Dashboard 2

## Dashboard 3: Monthly Product Revenue

Includes:

* Revenue by product over months
* Top-selling products by boxes shipped
* Filterable by country, month, and product

A screenshot of a computer screen

AI-generated content may be incorrect.

Figure 11: Dashboard 3

# 5. Business Implications and Recommendations

Based on the visual analytics, the following conclusions and recommendations are drawn:

* **Maximize High Performers**: Invest in promoting high-performing products like **Smooth Silky Salty** and **50% Dark Bites**. Consider bundling them with lower-performing items.
* **Explore Market Potential**: Develop tailored strategies to improve sales in **New Zealand** and **India**, possibly via targeted campaigns or distribution improvements.
* **Optimize Sales Force**: Top performers can serve as models for sales training. Create performance-based incentives to motivate lower-tier salespeople.
* **Focus on High-Yield Categories**: Increase focus on **Milk** and **Dark** categories that consistently deliver high returns. Reassess or repackage items in the **White** category.
* **Adjust Inventory Planning**: Use monthly trends to predict and prepare for peak periods like January and June to optimize inventory and logistics.

# 6. Business Recommendations

**Key Insights:**

* Revenue is **seasonal**, peaking in **Jan, Jun, Dec**
* **Milk chocolate** is most popular across all regions
* **Few products and people** drive most of the business

**Recommendations:**

1. **Increase production** of top 5 products (e.g., 50% Dark Bites)
2. **Invest in peak seasons** with stock and promotions
3. **Reward and retain** high-performing salespeople
4. **Improve underperformers** through training or reassignment
5. **Expand into underperforming countries** if untapped potential exists

# 7. Conclusion

This analysis identifies actionable insights from sales data using Tableau's dynamic visualization capabilities. By closely tracking key performance indicators over time, geography, product line, and salesperson contribution, this report provides a solid foundation for data-driven decision-making in sales strategy and operations.