

# Chocolate Sales Analytics Dashboard

## “Sales, Product, Channel & Geography Insights”

This report analyzes chocolate sales across 4 years, revealing trends in product performance, regional growth, and promotional impact. Built with advanced slicers and executive KPIs.



### ◆ Introduction Highlights for Chocolate Company

- **Global Leader in Confectionery**
- A trusted name in chocolate and sweets, delivering joy across continents through iconic products and innovative offerings.
- **Diverse Product Portfolio**
- From classic bars to seasonal treats and premium assortments, the brand caters to every taste and occasion.
- **Omnichannel Presence**
- Strong distribution across retail, e-commerce, and gifting channels, supported by data-driven sales strategies.
- **Insight-Driven Growth**
- Leveraging analytics to optimize product mix, regional performance, and promotional impact across markets.
- **Commitment to Quality & Community**
- Focused on sustainable sourcing, ethical practices, and enriching lives through chocolate experiences.

[Introduction & Navigation](#)[Executive Overview](#)[Product & Portfolio](#)[Sales, Geography & Trends](#)[Promotion Performance](#)

**Note-Use the slicers on each page to filter by Date, Channel, Region, Category, City and Promotions.**

## Executive Overview

Year, Quarter

All

Category

All

Region

All

Channel

All

YOY% Growth

14.02%

### Total Profit Earned

₹ 67.11M

### Total Quantity sold

186087

### Total Revenue

₹ 154.74M

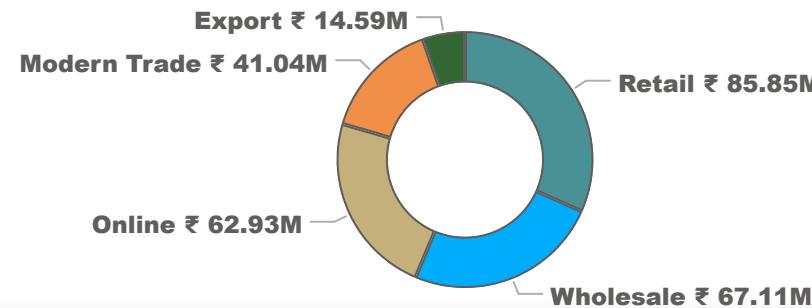
### AVG Order Value

₹ 49.27K

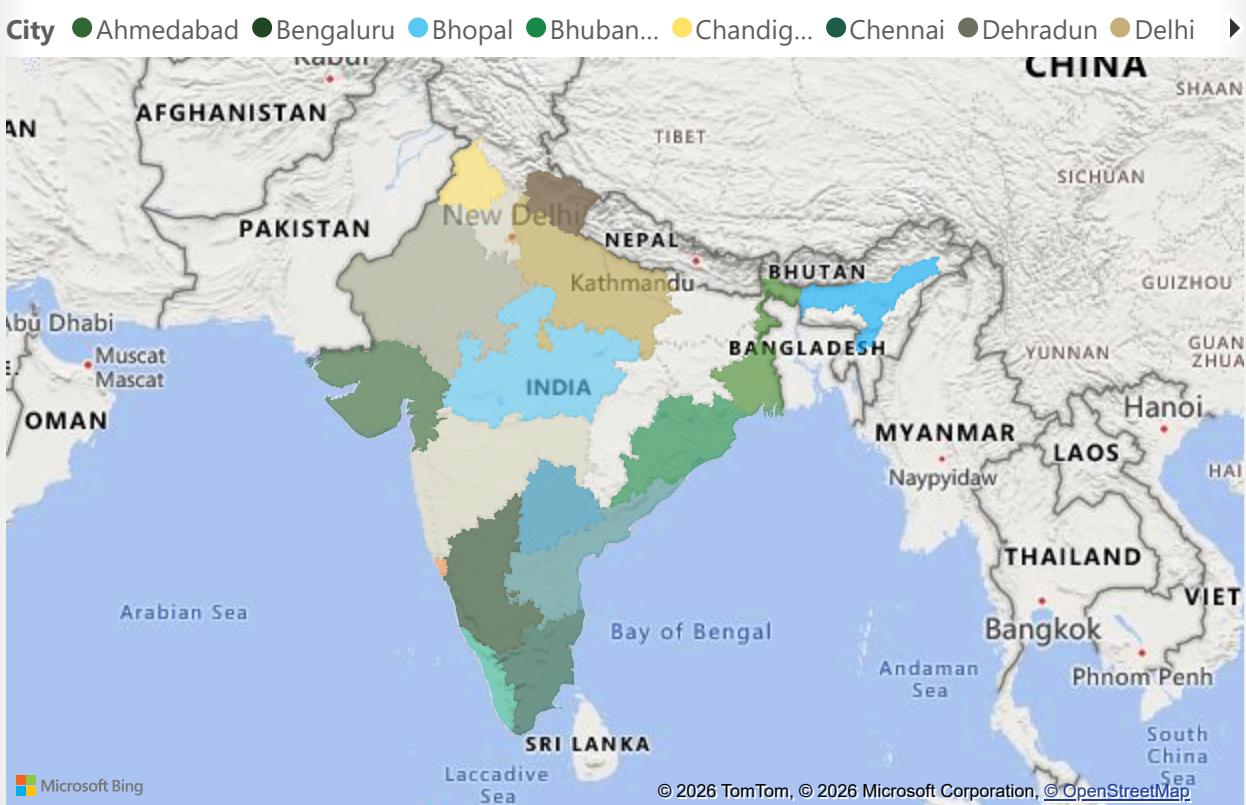
### Total Order Count

3141

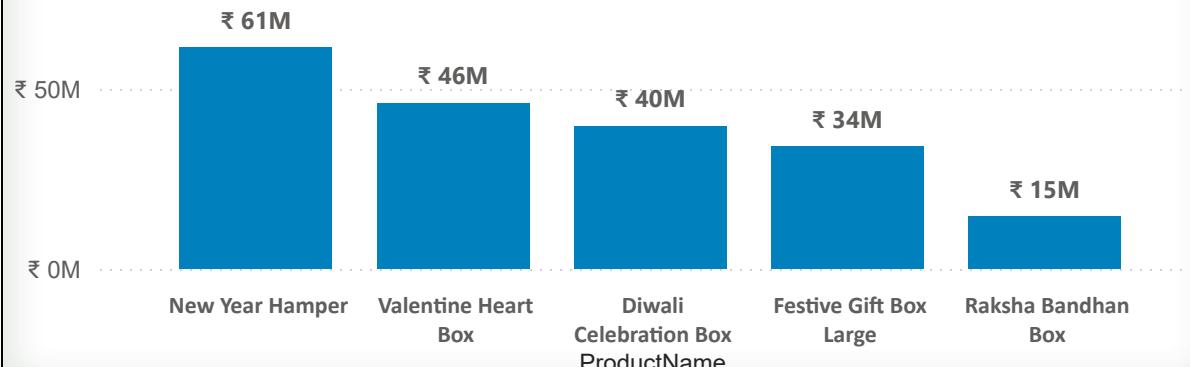
#### Profit by Channel



#### Total Profit by State and City



#### NetSales YoY% by Year



Introduction &...

Executive Overview

Product & Portfolio

Sales, Geography &...

Promotion Performance

# Product & Portfolio

Subcategory

All

CocoaPercent

All

Year, Month

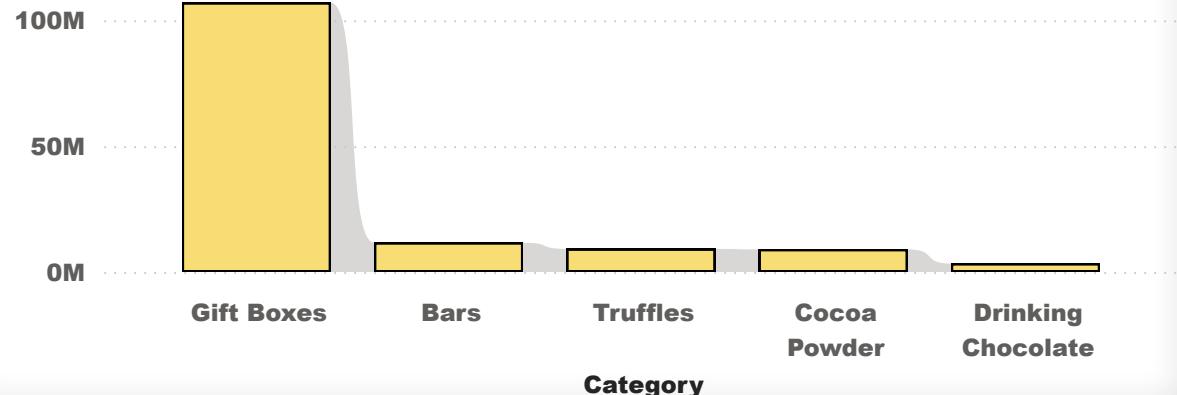
2021

AVG order value

9.16K

## Total revenue by Category

Total revenue



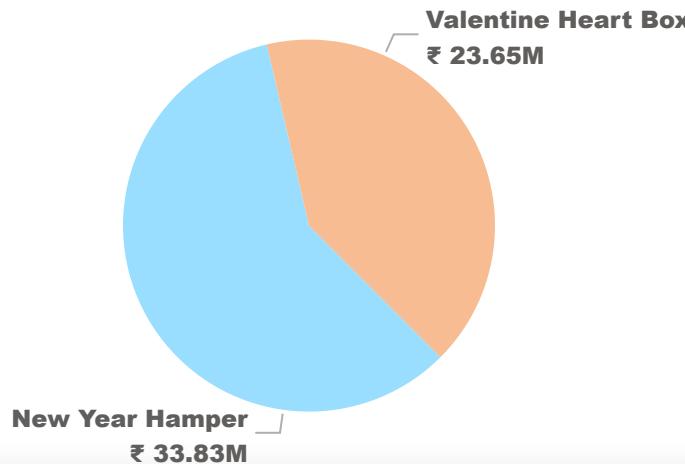
ProductName

Total revenue

Total Units

ProductName	Total revenue	Total Units
New Year Hamper	₹ 3,38,29,747.39	14,140
Valentine Heart Box	₹ 2,36,52,497.48	13,674
Diwali Celebration Box	₹ 1,97,93,383.44	9,991
Festive Gift Box Large	₹ 1,70,25,433.26	7,990
Premium Cocoa Powder 200g	₹ 70,97,203.21	13,380
Festive Gift Box Small	₹ 59,21,996.61	9,560
Hazelnut Dark Bar 80g	₹ 20,32,784.59	11,089

## Total revenue by ProductName



## Total revenue by Quarter

Qtr 1

₹ 32.99M

Qtr 2

₹ 26.51M

Qtr 3

₹ 34.23M

Qtr 4

₹ 46.39M

ProductName

AVG order value

ProductName	AVG order value
White Chocolate Bar 90g	5,019.17
Valentine Heart Box	58,257.38
Sugar-Free Hot Chocolate 250g	11,020.49
Sea Salt Caramel Truffles (8 pc)	24,814.53
Raksha Bandhan Box	34,918.98
Premium Cocoa Powder 200g	15,913.01
Organic Cocoa Powder 500g	16,475.48
New Year Hamper	85,428.66
Mint Dark Bar 80g	5,435.56
Milk Chocolate Bar 100g	5,335.80
Hot Chocolate Mix 250g	10,318.99
Hazelnut Truffles (6 pc)	13,523.59
Hazelnut Dark Bar 80g	5,363.55
Fruit & Nut Bar 100g	3.708.22

Introduction &...

Executive Overview

Product & Portfolio

Sales, Geography &...

Promotion Performance

# Sales, Geography & Trends

Year

All

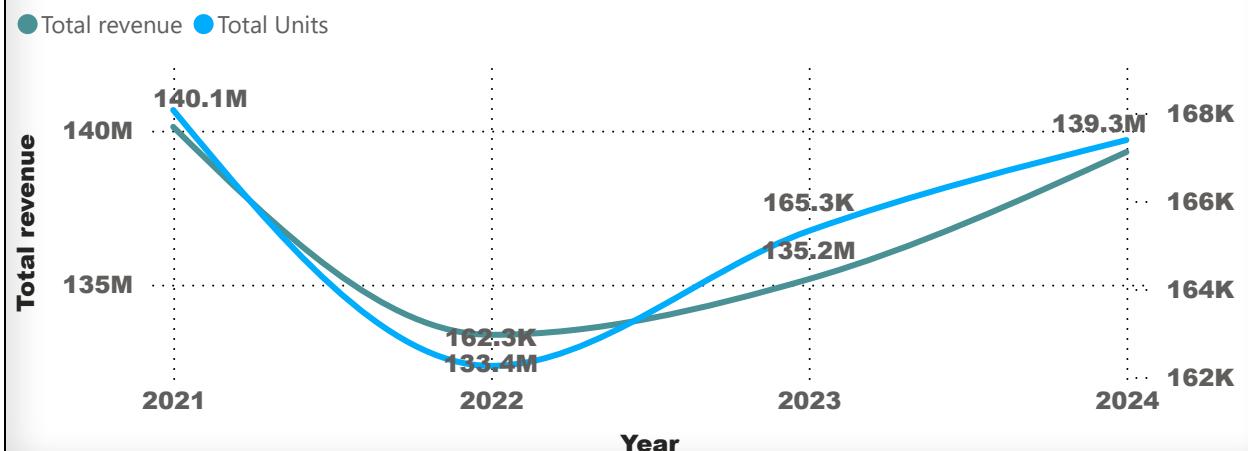
City

All

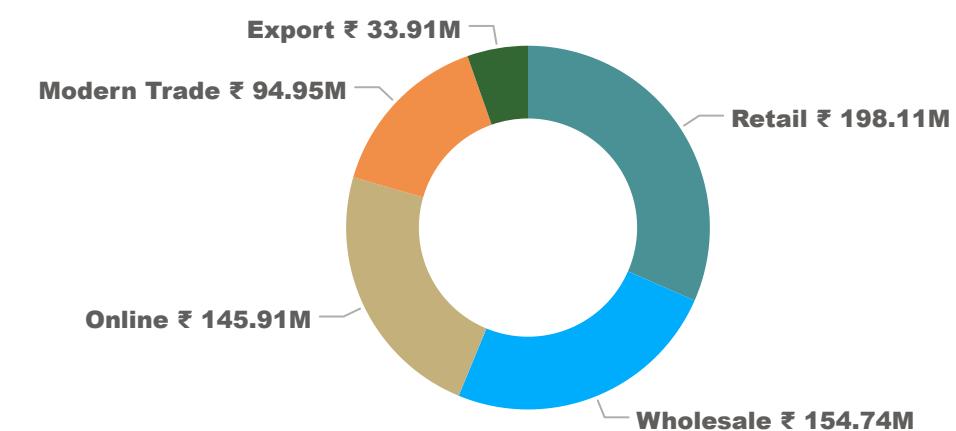
Quarter

All

## Profit by Year



## Total revenue by Channel



## Total revenue by Region



## Total revenue by City



Introduction &  
Navigation

Executive Overview

Product & Portfolio

Sales, Geography & Trends

Promotion Performance

# Promotion Performance

**Total revenue**  
₹ 1.28M

Year, Quarter  
2021

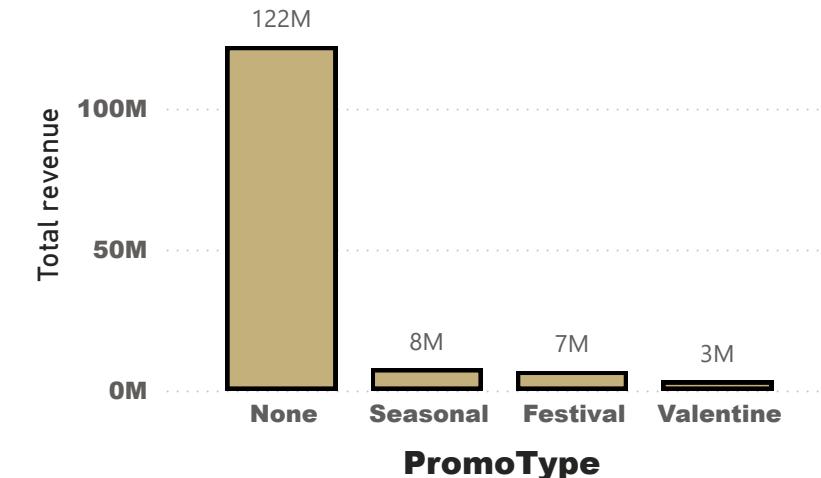
PromoName  
All

PromoType  
All

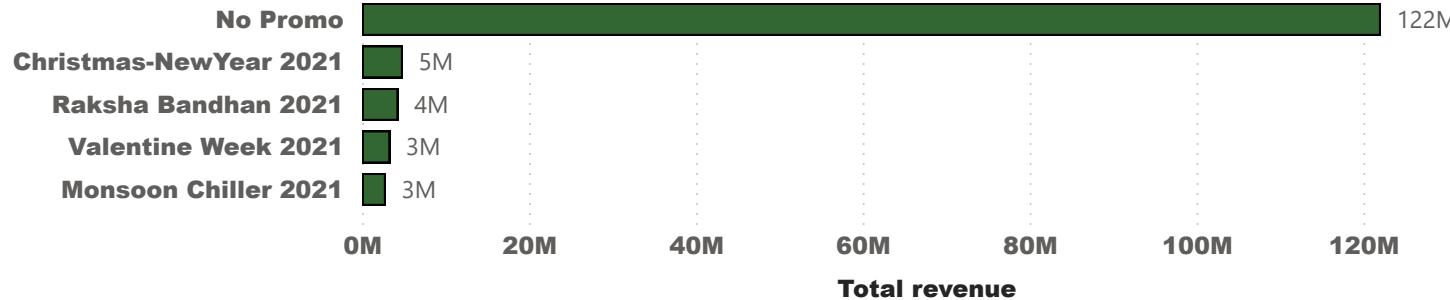
**Total Profit Earned**  
₹ 15.15M

**Total Profit Earned**  
₹ 15.15M

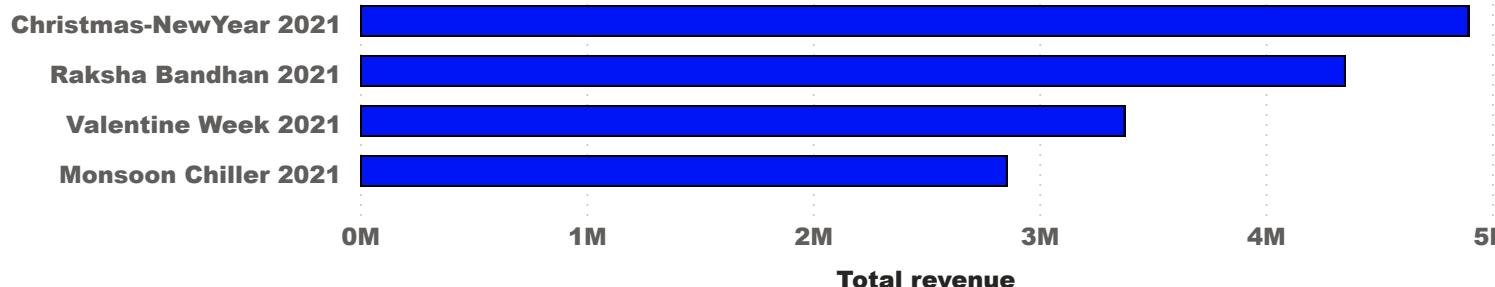
## Total revenue by PromoType



## Top five promo-code by revenue



## Bottom five promo-code by revenue



PromoName	StartDate	EndDate
Valentine Week 2025	07 February 2025	14 February 2025
Valentine Week 2024	07 February 2024	14 February 2024
Valentine Week 2023	07 February 2023	14 February 2023
Valentine Week 2022	07 February 2022	14 February 2022
Valentine Week 2021	07 February 2021	14 February 2021
Raksha Bandhan 2025	10 August 2025	22 August 2025
Raksha Bandhan 2024	10 August 2024	22 August 2024
Raksha Bandhan 2023	10 August 2023	22 August 2023
Raksha Bandhan 2022	10 August 2022	22 August 2022
Raksha Bandhan 2021	10 August 2021	22 August 2021
No Promo	01 January 2000	31 December 2099

Introduction &...

Executive Overview

Product & Portfolio

Sales, Geography &...

Promotion Performance