

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

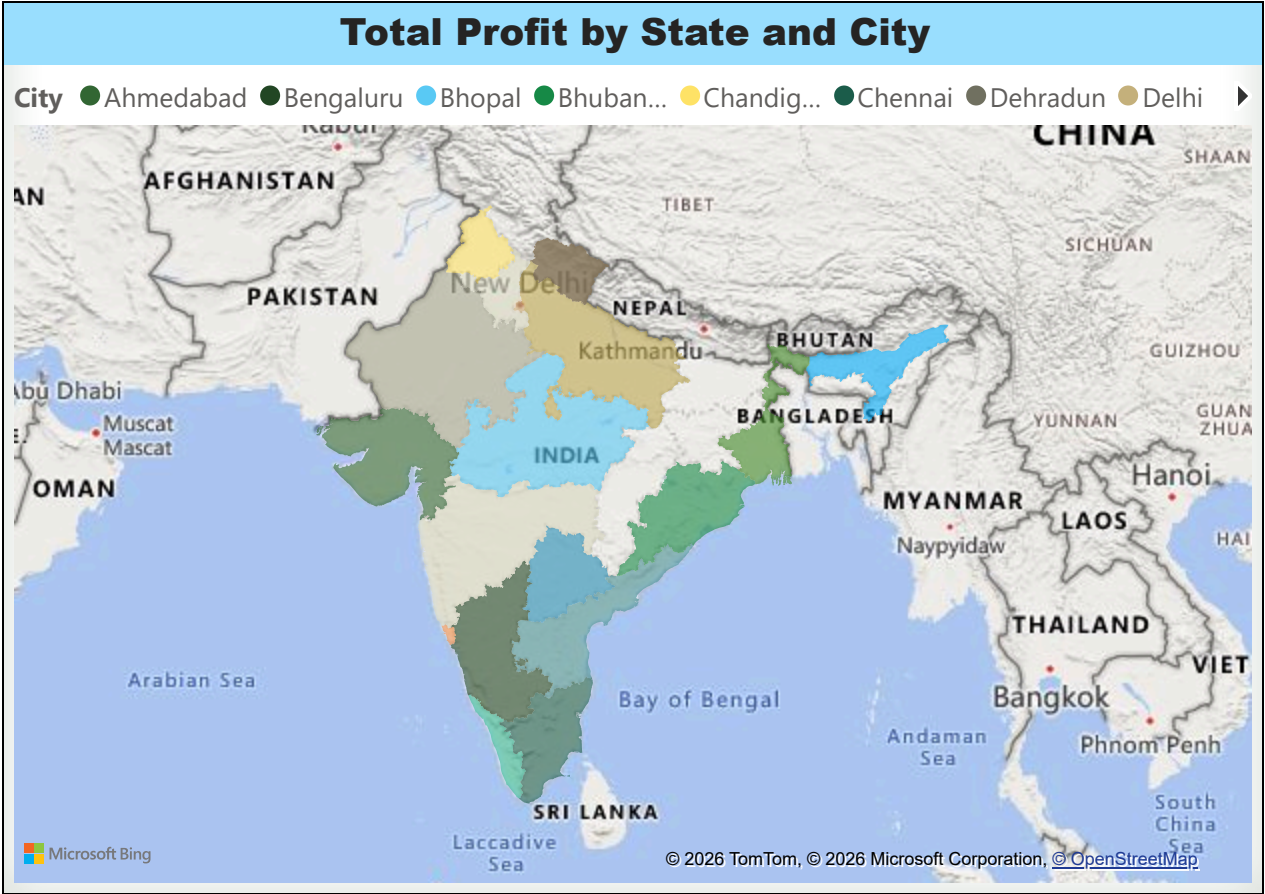
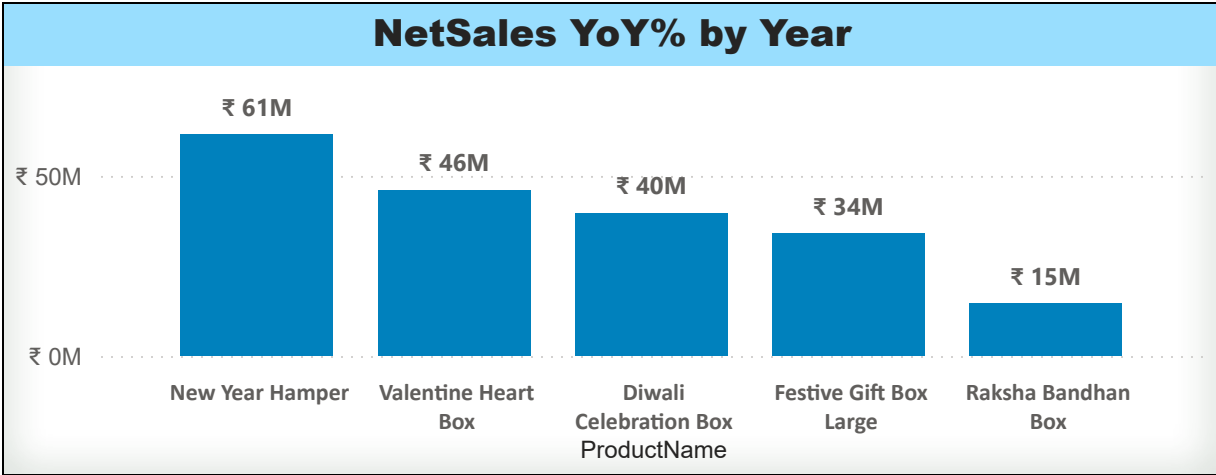
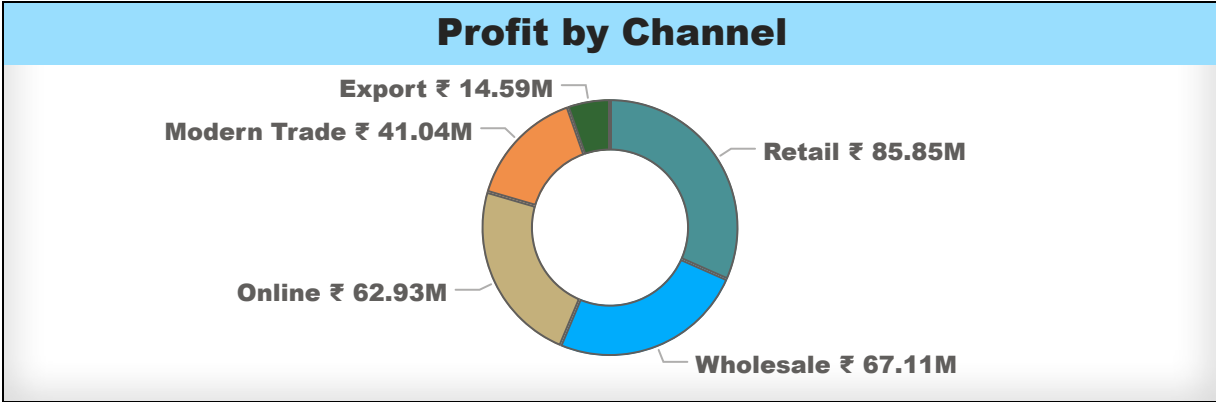
₹ 154.74M

AVG Order Value

₹ 49.27K

Total Order Count

3141



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Product & Portfolio

Subcategory

All

CocoaPercent

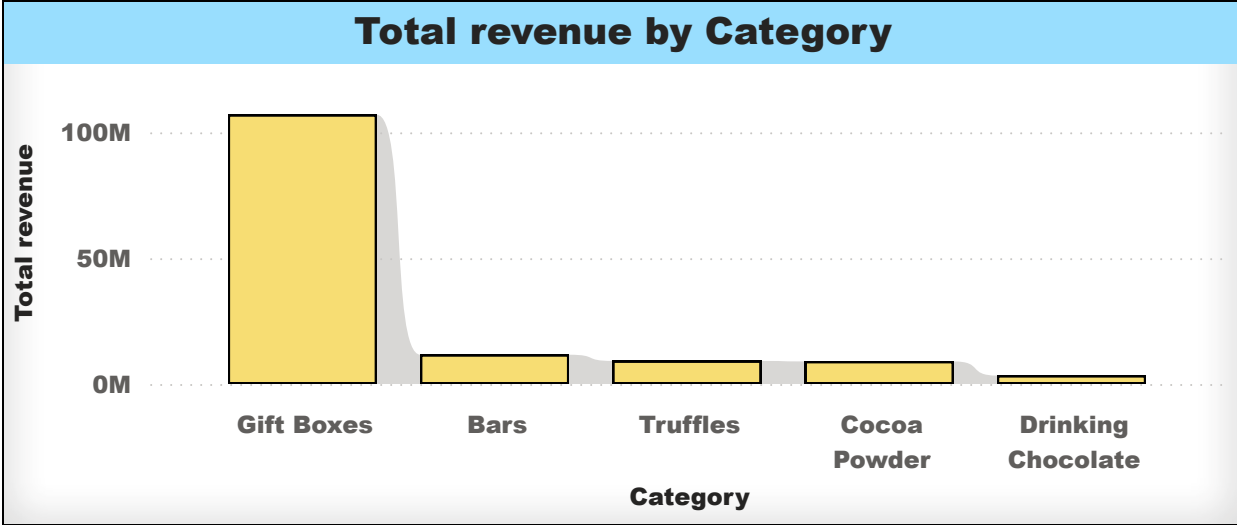
All

Year, Month

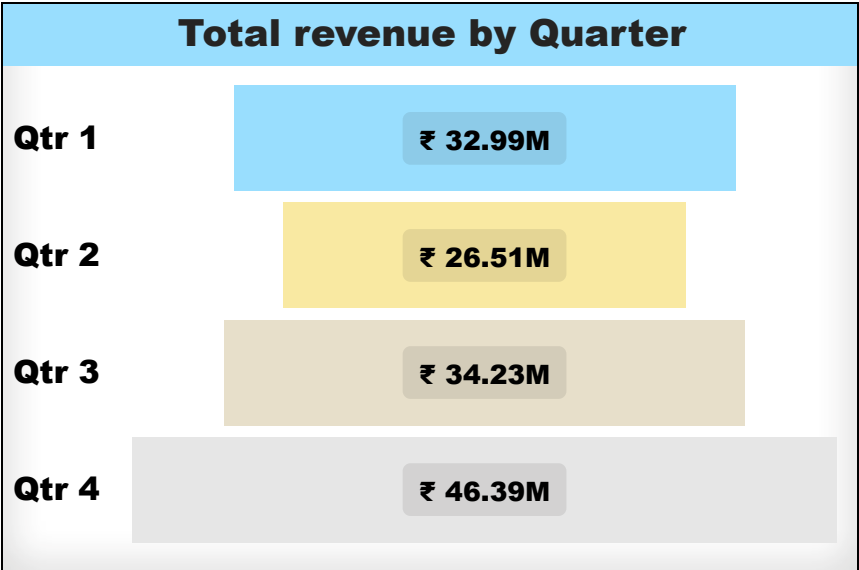
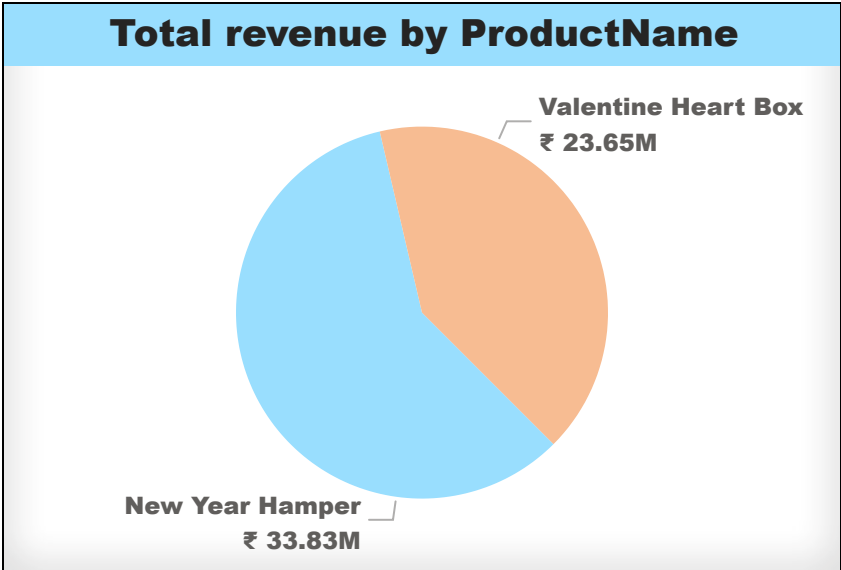
2021

AVG order value

9.16K



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



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

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Year

All

City

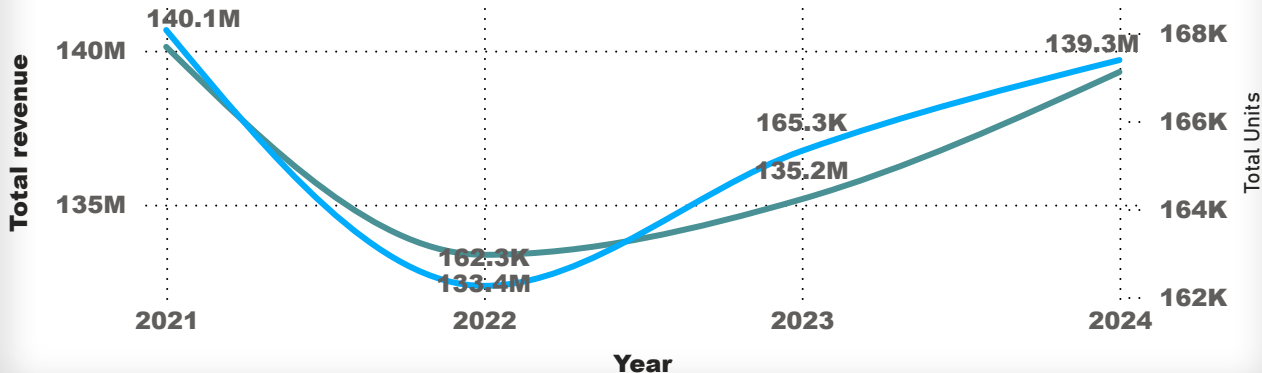
All

Quarter

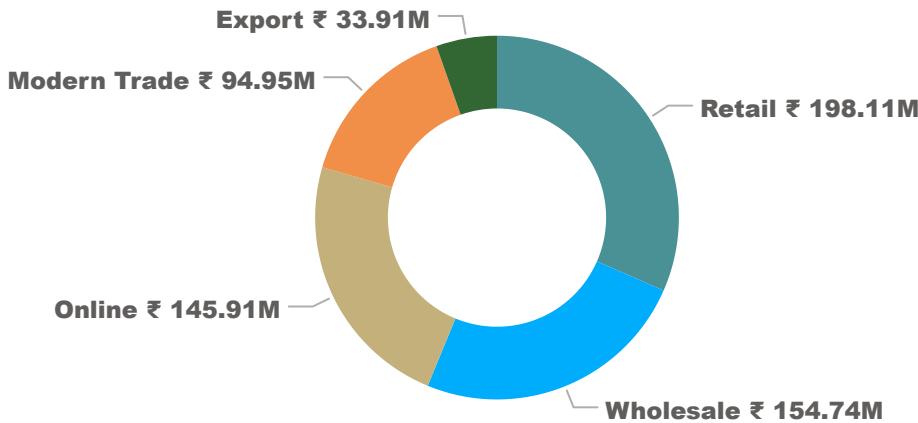
All

Profit by Year

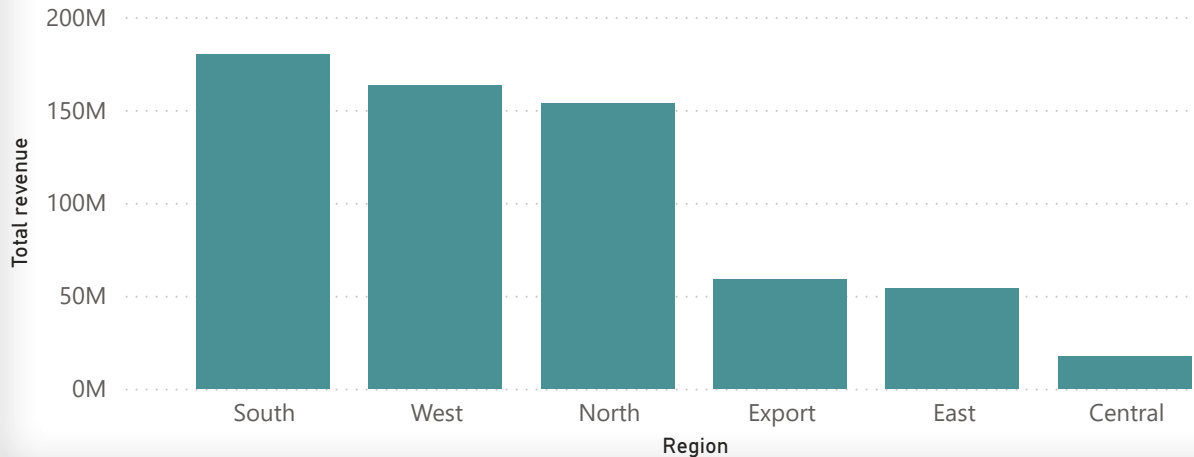
● Total revenue ● Total Units



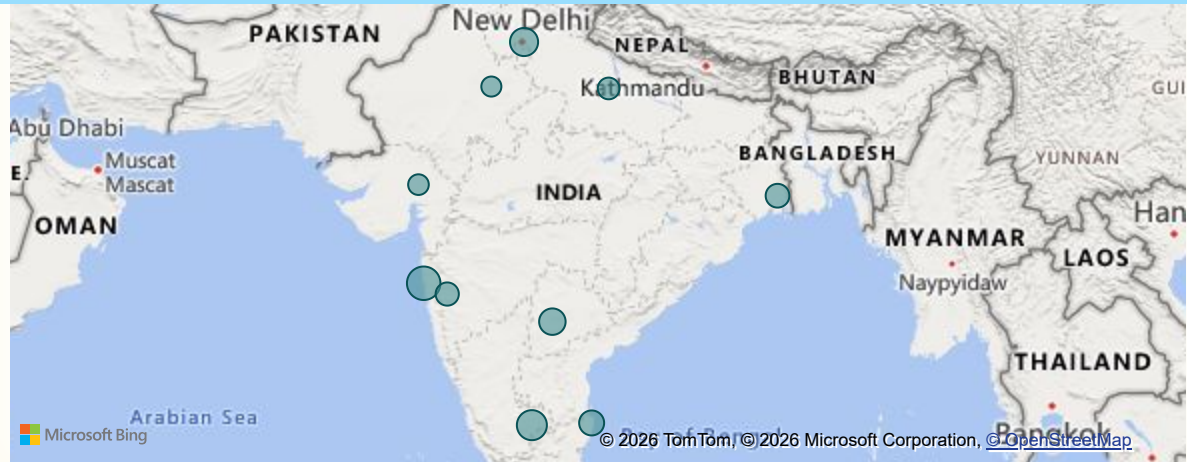
Total revenue by Channel



Total revenue by Region



Total revenue by City



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