

Internship Report Task 3 – Dashboard Development

Internship Program: Data Analytics

Company: CODTECH IT SOLUTIONS

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Task Title: Dashboard Development

Objective

The objective of Task 3 was to design and implement an interactive dashboard using visualization tools (Power BI) to analyze and present key insights from the dataset. The goal was to transform raw data into meaningful visualizations that support better decision-making.

Dataset

The dataset used was sample-chocolate-shipments-data-all-Apr-2025.xlsx, which contains details of chocolate product shipments including:

- Product (type of chocolate)
- Geo (region of shipment)
- Team (sales team)
- Amount (sales amount)
- Profit (profit generated)
- Shipments count (number of shipments)
- Month/Year (time dimension)

Dashboard Implementation

The dashboard was developed in Power BI, integrating multiple visualization components:

1. Shipments Count by Team (Donut Chart)
 - Visualizes distribution of shipments handled by each sales team.
 - Insight: "Delish" and "Juicies" teams dominate shipments.
2. Sum of Amount by Team (Pie Chart)
 - Compares total sales amount across teams.
3. Total Profit by Geo (Bar Chart)

- Shows profit contribution by country.
 - Insight: India and New Zealand generated the highest profits.
4. Shipments Trend by Month (Line Chart)
- Displays shipments over time (2023–2025).
 - Insight: Seasonal fluctuations are observed with peaks around November and mid-2024.
5. Product-wise Profitability (Table + KPIs)
- Detailed breakdown of total amount, profit, and profit percentage for each chocolate product.
 - Insight: “Peanut Butter Cubes” and “Raspberry Choco” yield the highest profit %, while “Baker’s Choco Chips” and “85% Dark Bars” show losses.
6. Sum of Amount by Product (Bar Chart)
- Highlights top-selling chocolate products by revenue.

Key Findings

- High-Performing Teams: Delish (30%) and Juicies (26%) lead in shipments and revenue.
- Regional Performance: India contributes the highest profit, followed by New Zealand and Australia.
- Product Insights:
 - Top performers: Peanut Butter Cubes (90.3% profit), Raspberry Choco (84.7%), and Choco Coated Almonds (82.6%).
 - Loss-making products: Baker’s Choco Chips (–2.1%) and 85% Dark Bars (–33.5%).
- Trends: Sales show seasonal spikes, useful for inventory planning.

Deliverable

A fully functional Power BI dashboard with interactive filters and visualizations, enabling:

- Team-wise performance comparison.
- Geographic profit analysis.
- Product profitability insights.
- Time-based shipment trend tracking.

Conclusion

Task 3 successfully demonstrated the use of Power BI for interactive dashboard development. The dashboard provides actionable insights for business decision-making, such as identifying profitable products, high-performing teams, and top revenue-generating regions.

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