Chocolate Sales Performance Analysis

Sales Performance and Market insights

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Tool Used: Microsoft Excel (Pivot Tables, Charts, Slicers)
Domain: Sales & Business Analytics

Objective

TO ANALYZE CHOCOLATE SALES PERFORMANCE ACROSS PRODUCTS, COUNTRIES, AND TIME TO DERIVE ACTIONABLE BUSINESS INSIGHTS.

Business Problem Statement

The chocolate company wants to understand sales trends over three years, identify top performing products , analyze regional sales distribution , Track shipping performance and detect seasonal patterns. With the above knowledge the company wants to build a plan to improve product focus, optimize regional marketing strategy and to provide data driven decision.

Dataset and Methodology

- SALES DATA FROM 2022 TO 2024

- COUNTRIES: AUSTRALIA, CANADA, INDIA, NEW ZEALAND, UK, USA.

- KEY FIELDS: DATE, AMOUNT, BOXES SHIPPED, COUNTRIES, PRODUCT

METHODOLOGY:

- DATA CLEANING AND FORMATTING IN EXCEL.

- CREATED PIVOT TABLES FOR BETTER ANALYSIS.

- CREATED A DASHBOARD WITH THE PIVOT TABLES TO GIVE IMPORTANT INSIGHTS.

Product Performance Analysis:

- Salt silky salty and 50 % dark chocolate are the highest revenue generating products.

- Dark chocolate type chocolates dominates the market.

- Products with high shipment also shows high sales.

- It indicates strong market demand and efficient distribution.

- Product demand and shipment volume are strongly correlated.

Country wise sales and shipping analysis

- AUSTRALIA AND CANADA ARE THE STRONGEST MARKETS.
- BOTH COUNTRIES SHOW CONSISTENTLY HIGH SALES AND SHIPMENTS.
- USA CONTRIBUTES STEADILY TO OVERALL REVENUE.
- INDIA AND UK SHOW GROWTH POTENTIAL

KEY INSIGHT:
FOCUSING MARKETING AND PROMOTIONS ON AUSTRALIA AND CANADA CAN MAXIMIZE REVENUE GROWTH.

Time based Trend Analysis

Month-wise Sales Trend

- Sales peak in month 1 and month 6.

- The other months show comparatively low sales.

- Clear seasonality observed in chocolate demand.

Month-wise Shipment Trend

- Shipment volume follows sales pattern.

- High shipments during peak sales months.

Key Insights & Recommendations

Key Insights:

- Dark chocolate products dominate sales and shipping.

- Overall market shows steady growth over three years.

- Australia and Canada remain top performing regions.

- Months 1 and 6 are critical for revenue.

Business Recommendations:

- Focus marketing campaigns during peak months.

- Strengthen presence in Australia and Canada.

- Promote best selling chocolates in each countries.

thank you