



Awesome Chocolate Sales Analysis [business stakeholders]

Date Slicer

01-02-2023 29-02-2024

Sales
34.0M

Units Sold
2M

Profit
20.5M

Profit %
60%

Low Box...
624

Clear all

Product

Fact

Salesperson

Region

Bars

Bites

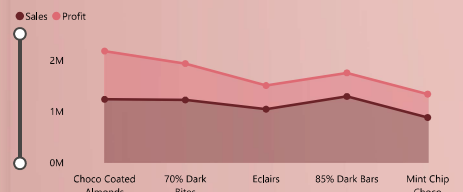
Other

All

Top 5

Bottom 5

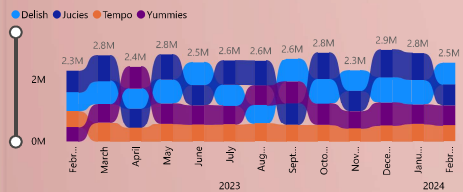
Bottom 5 Products



Category

Teams

Monthly Team Sales



Product

Sales Person

Picture	Sales person	Total Sold Box	Total Sales	Profit %	Monthly Sales
	Kelci Walkden	78720	1517.6K	65%	
	Rafaelita Blakland	82178	1502.6K	64%	
	Husein Augar	82673	1473.1K	63%	
	Dotty Strutley	84955	1424.0K	63%	
	Oby Sorrel	89886	1399.7K	57%	
	Camilla Castle	82792	1398.2K	61%	
Total		2077844	34042.5K	60%	

Delish

Jucies

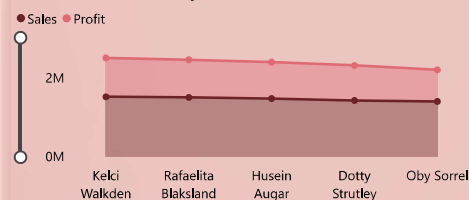
Tempo

Yummies

Andria Kimpton



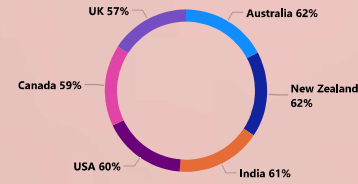
Top 5 SalesPerson



Teams

Country

Profit % by Country



Low Box Shipments

Sales

Profit %



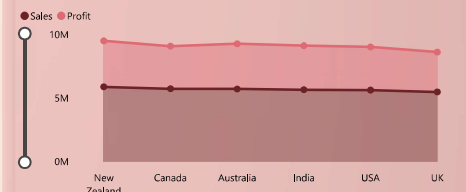
Americas

APAC

Europe

All

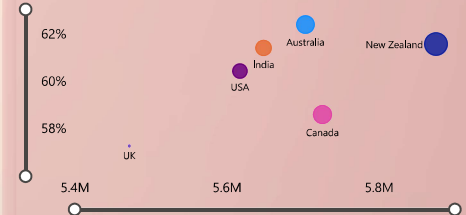
Top 5 Countries



Product

Region

Performance Matrix For Region



Key Insights

Recommendation

Methodology

Methodology:

Step 1: Data Transformation

Step 2: Data Modelling

Step 3: DAX Measures

Step 4: Initial Data Validation

Step 5: Data Visualization

Details...