

Chocolate Sales Power BI Dashboard Project

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Problem Statement

The company wants to analyze chocolate sales data to understand overall sales performance, identify profit & loss areas, and track regional sales distribution.

Objective of the Project

The objective of this project is to build a Power BI dashboard that visualizes chocolate sales data, highlights key business insights, and supports data-driven decision-making.

Dataset Description

The dataset contains chocolate sales transactions including sales amount, profit/loss information, region-wise data, and product category details.

Approach / Methodology

1. Data Cleaning: Removed unnecessary/duplicate records.
2. Data Transformation: Performed calculations for profit, loss, and sales KPIs.
3. Dashboard Creation: Built interactive visualizations in Power BI to analyze sales performance.

Dashboard Overview

The dashboard provides interactive charts to analyze sales by region, track profit & loss, and identify top-selling chocolate products.

Key Insights & Findings

- ✓ Total Sales Analysis
- ✓ Profit & Loss Insights
- ✓ Region-wise Sales Performance
- ✓ Top Selling Products
- ✓ Monthly & Yearly Sales Trends

Conclusion & Business Impact

The Power BI dashboard successfully highlights chocolate sales performance and provides valuable insights for business decision-making. It enables tracking of key KPIs, profit analysis, and identifying sales trends, thereby helping in strategic planning.