Chocolate Sales Dashboard

Total Sales

5777K

Total Quantity Sold

55K

Average Age

40

Sales ($) Brandwise

Brand	Sales
Craftest Chocola…	1324K
Luxurio… and Sweetest Chocola…	1279K
Chocola… is Divine	1206K
Sweetest Chocola…	1175K
Master in Chocola…	793K

Sales ($) by Chocolate Type

Type	Sales
Dark Chocolate	3796K
Milk Chocolate	1056K
White Chocolate	926K

Total Purchase ($) - Gender-wise

Female 46.71%

Male 53.29%

Top Brand by Sales ($)

Craftest Chocolate
1323778

Top City by Sales ($)

Denver
819263

Top Chocolate Type by Sales ($)

Dark Chocolate
3795697

Citywise - Sales ($)

City ● Denver ● New York ● Miami ● San Fra… ● Los Ang… ▶

Seattle
Chicago
New York
Denver
San Francisco
UNITED STATES
Boston
Los Angeles
Dallas
Houston
Miami

MEXICO
Gulf of Mexico
CUBA
Sargass…

Microsoft Bing
© 2024 TomTom, © 2024 Microsoft Corporation, © OpenStreetMap

Monthly Sales ($) Trend

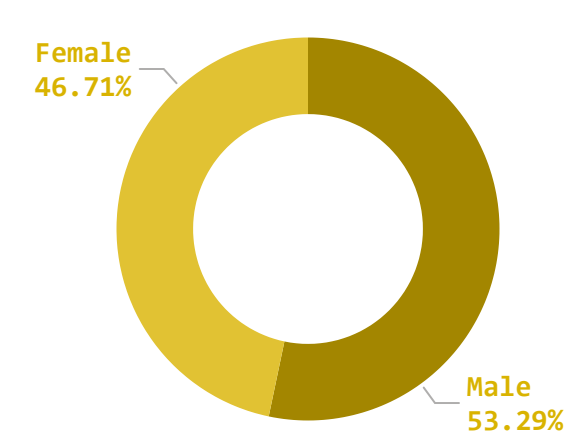| Month	Sales
Jan	350K
Feb	71K
Mar	67K
Apr	92K
May	69K
Jun	70K
Jul	62K
Aug	92K
Sep	330K
Oct	515K
Nov	782K
Dec	3278K

Customer Demographics Report

Total Purchase ($) by Loyalty Status

Loyalty Status	Total Purchase ($)
Platinum	1986K
Gold	1352K
Silver	1267K
Bronze	1172K

Total Purchase ($) - Gender-wise

- Female 46.71%
- Male 53.29%
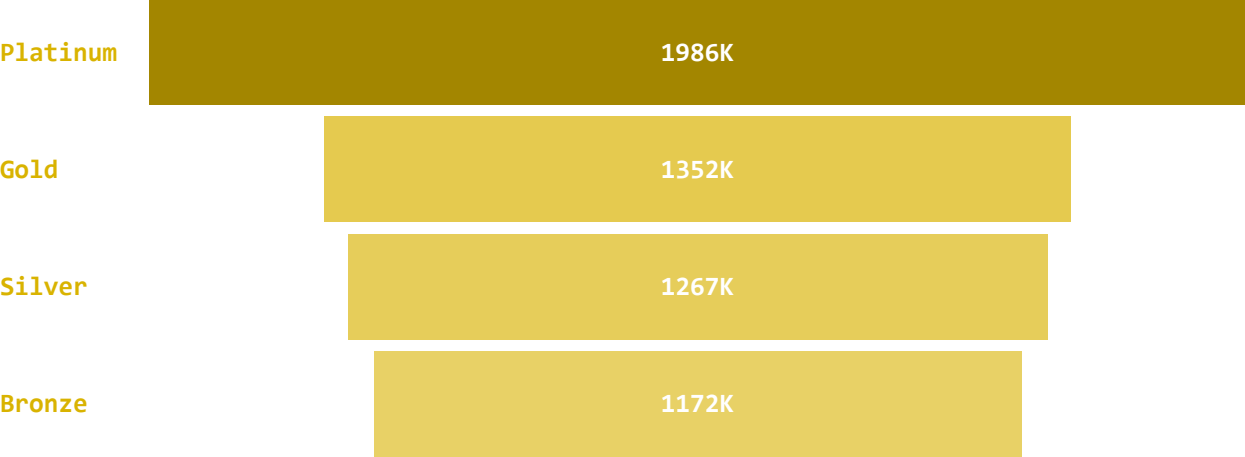
Total Purchase ($) by Age Group

Age Group	Total Purchase ($)
Middle Age	3845K
Younger Age	980K
Old Age	952K
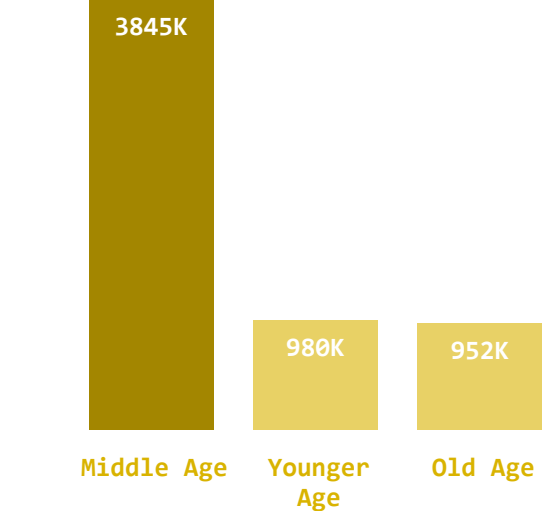
Top 5 Customers in terms of Purchase Amount ($) during Festival Season

Customer	Purchase Amount ($)
BHE	143K
FLB	119K
QWP	117K
FRF	101K
QCB	91K

Top 5 Customers in terms of Purchase Amount ($)

Customer	Purchase Amount ($)
BHE	151K
FLB	132K
QWP	121K
VZH	113K
FRF	111K
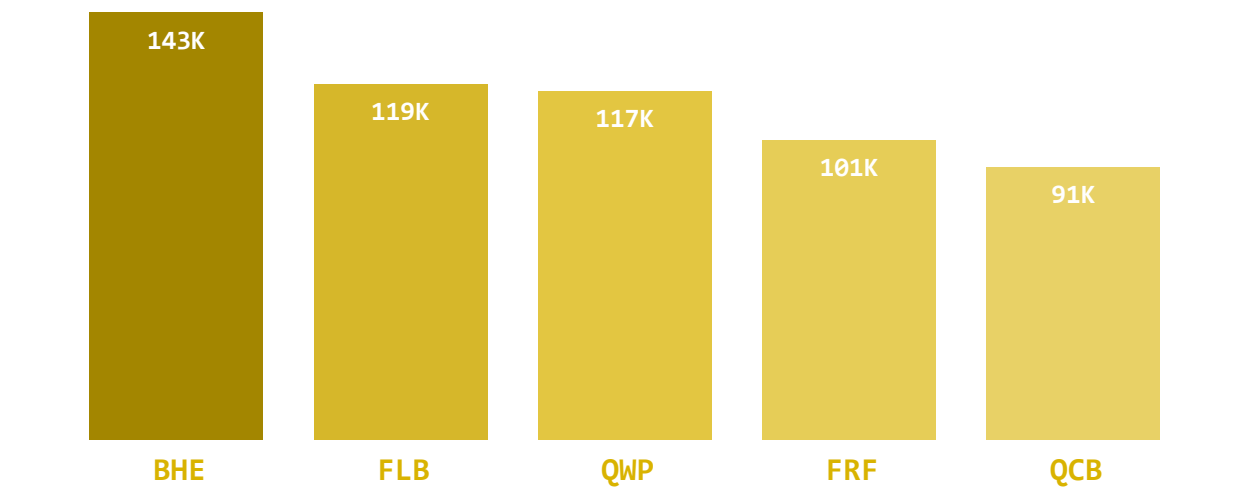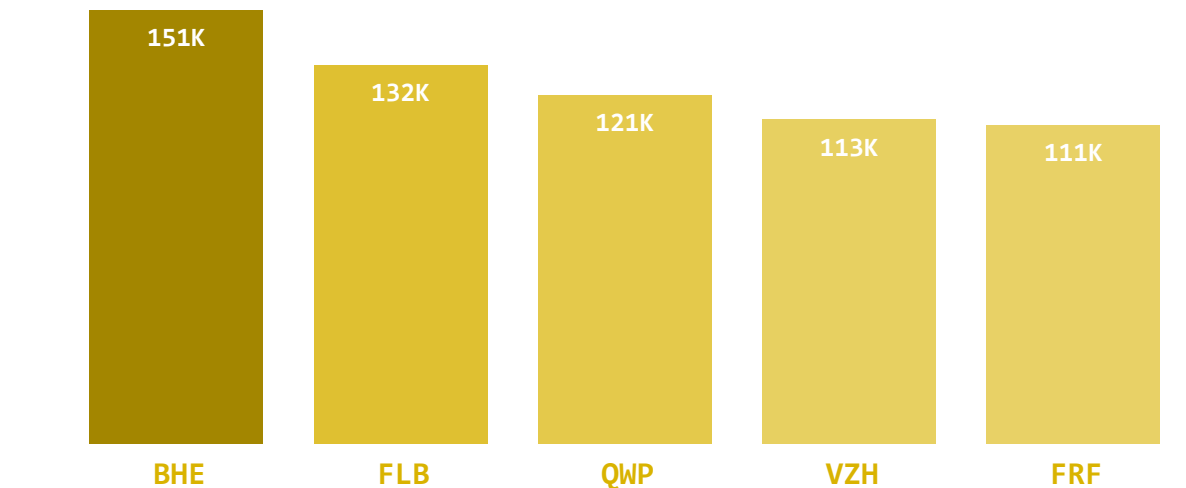
Product & Brand Report

Sales ($) by Chocolate Type

- Dark Chocolate: 3796K
- Milk Chocolate: 1056K
- White Chocolate: 926K

Sales ($) Brandwise

- Craftest Chocolate: 1324K
- Luxurious and Sweetest Chocolates: 1279K
- Chocolate is Divine: 1206K
- Sweetest Chocolate: 1175K
- Master in Chocolate: 793K

Sales ($) by Cost Segment

- Inexpensi… 6.02%
- Averge Cost 19.49%
- Very Costly 38.33%
- High Cost 36.16%

Change in Sales ($) by Month

- Feb: -79.69%
- Apr
- May
- Jun
- Jul
- Aug: 49.85%
- Sep: 257.43%
- Oct: 56.16%
- Nov: 51.92%
- Dec: 319.12%
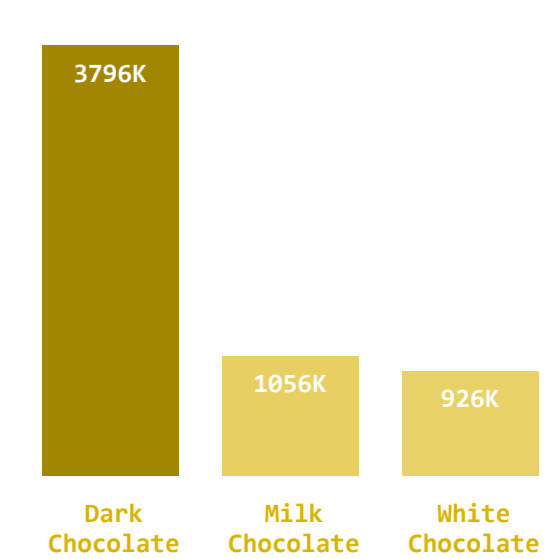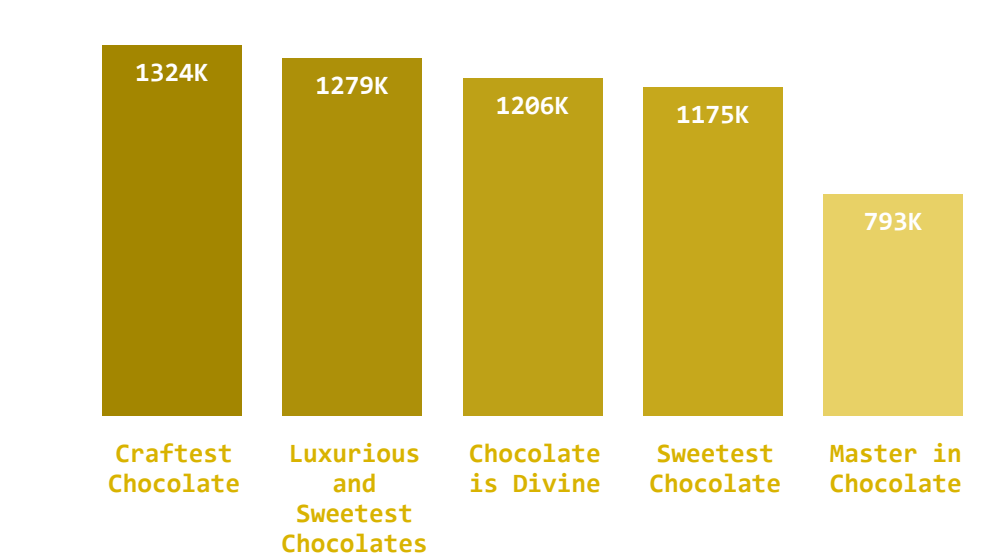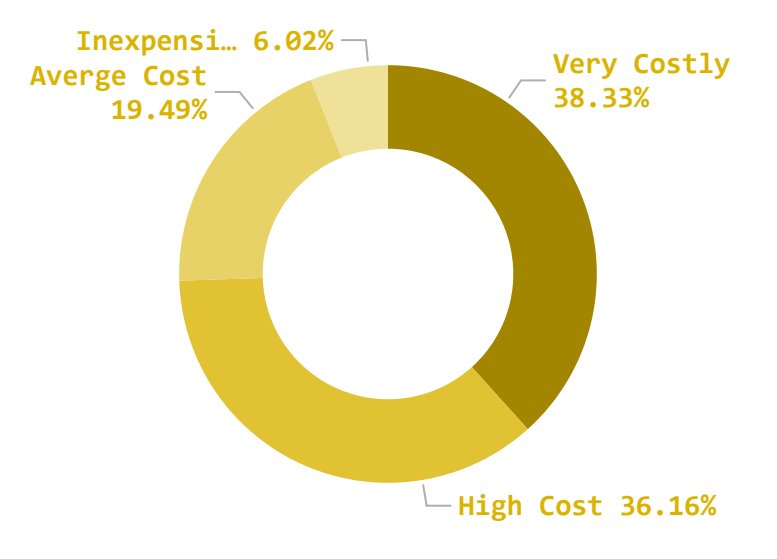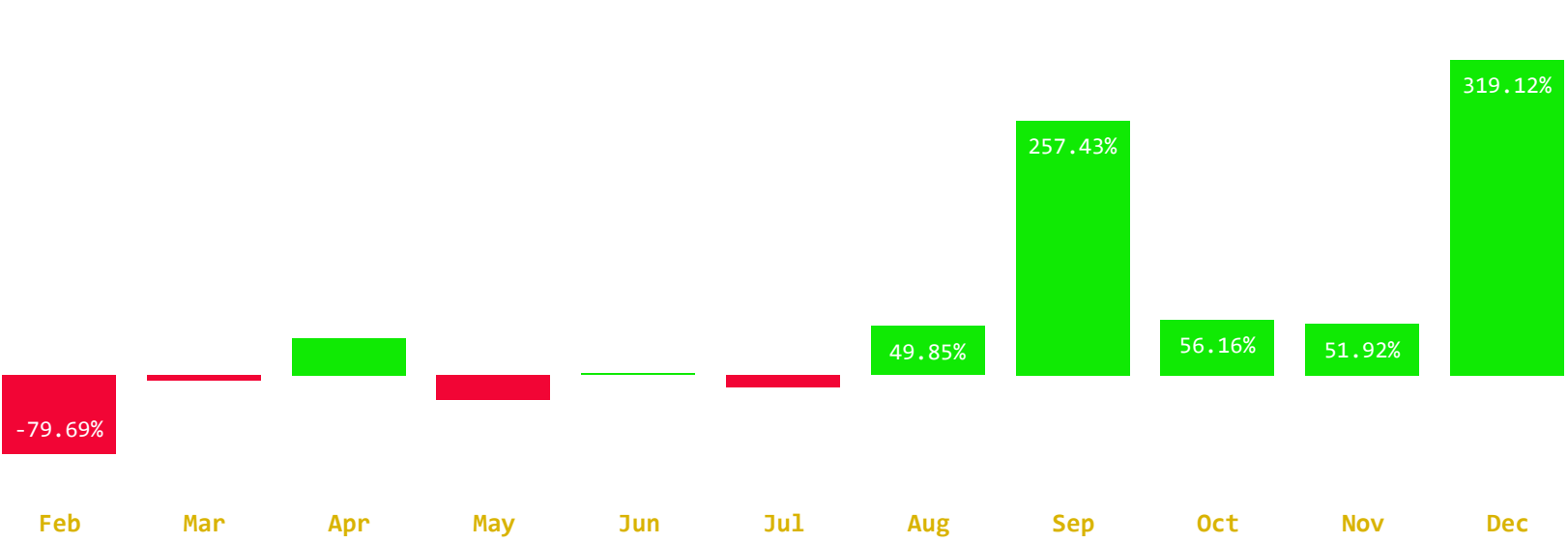
Top 5 Chocolates in terms of Sales ($)

- MWS: 187K
- VEX: 168K
- YNV: 166K
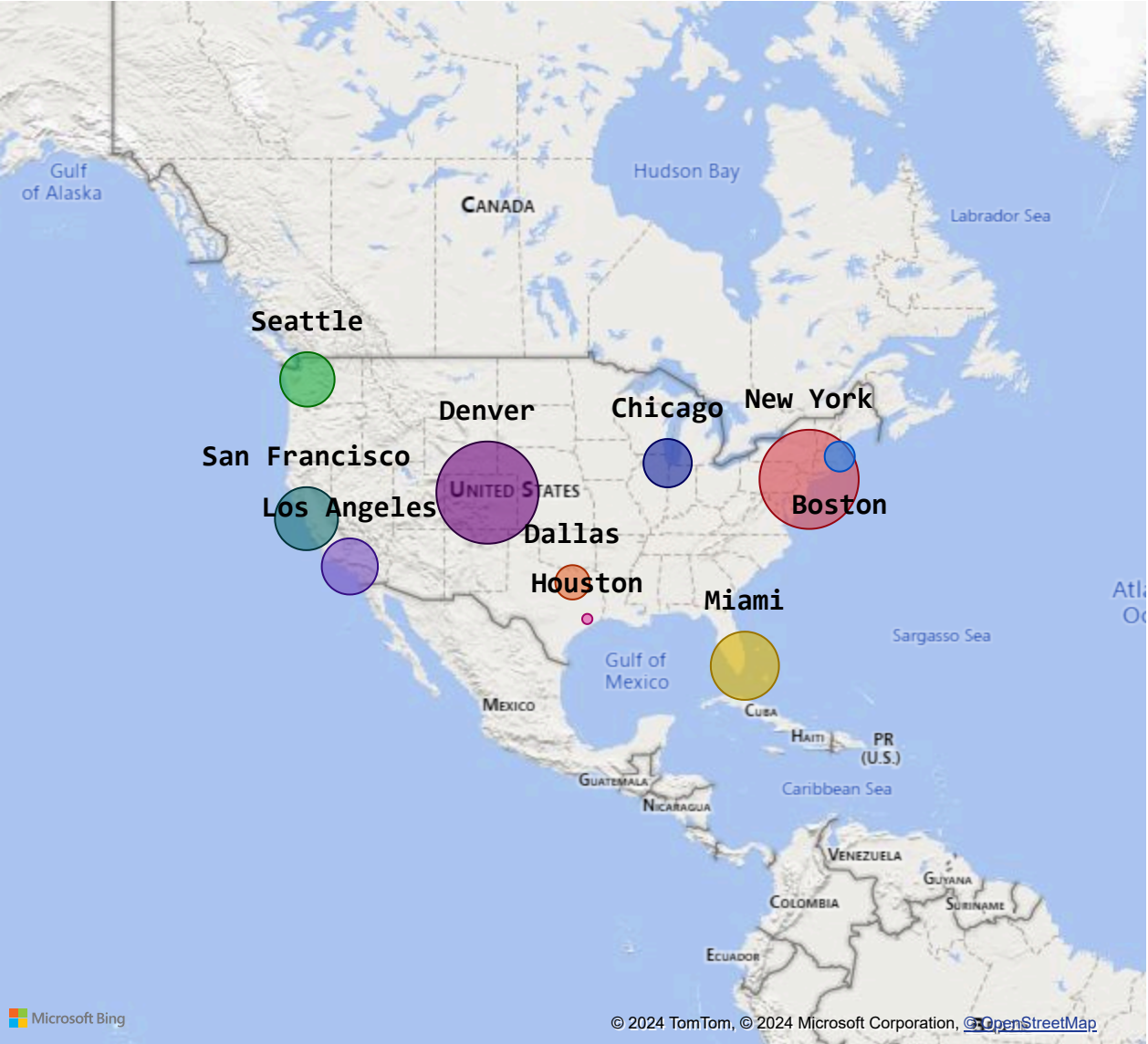- GSW: 145K
- QWB: 156K
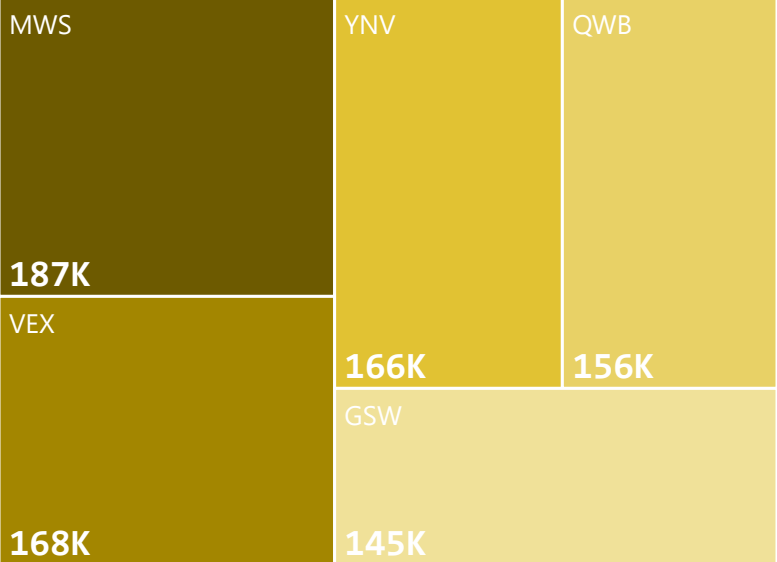
Geographical Report

Sales ($) by Cocoa Origin Region

Origin_Region ● Caribbean ● Central America ● South America ● Asia ● Africa

Citywise - Sales ($)

City ● Denver ● New York ● Miami ● San Franc... ● Los Ange... ● Seattle ● Chicago ● Dallas ▶
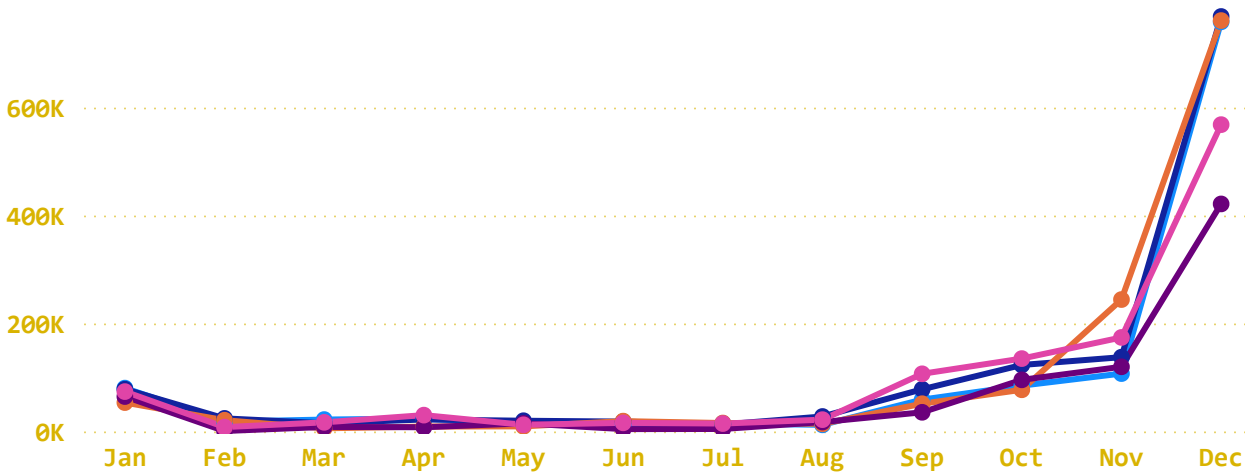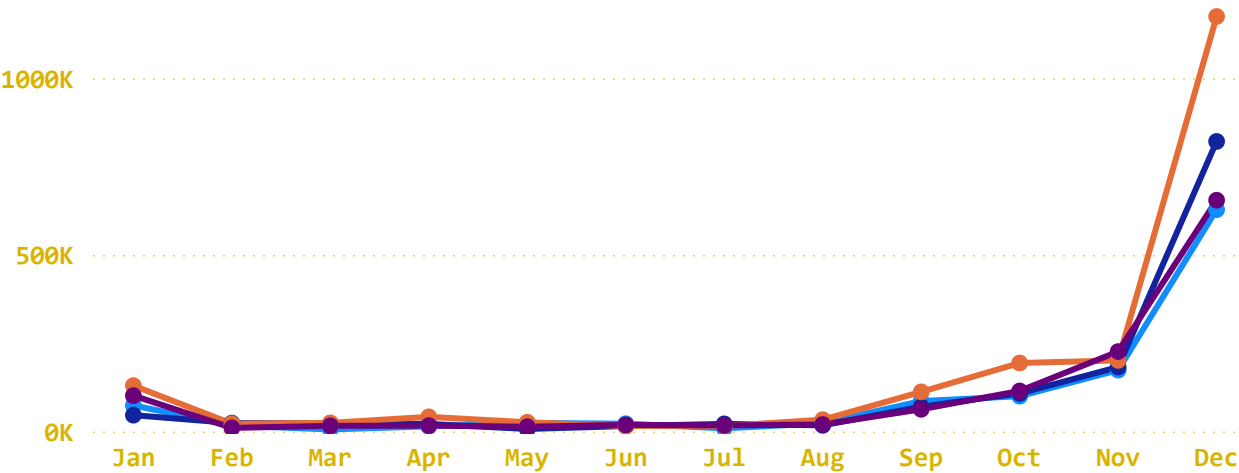
Sales Trend Report

Month-wise Sales ($) Trend for Different Brands

Brand ● Chocolate is Divine ● Craftest Chocolate ● Luxurious and ... ● Master in Ch... ● Sweetest Ch...
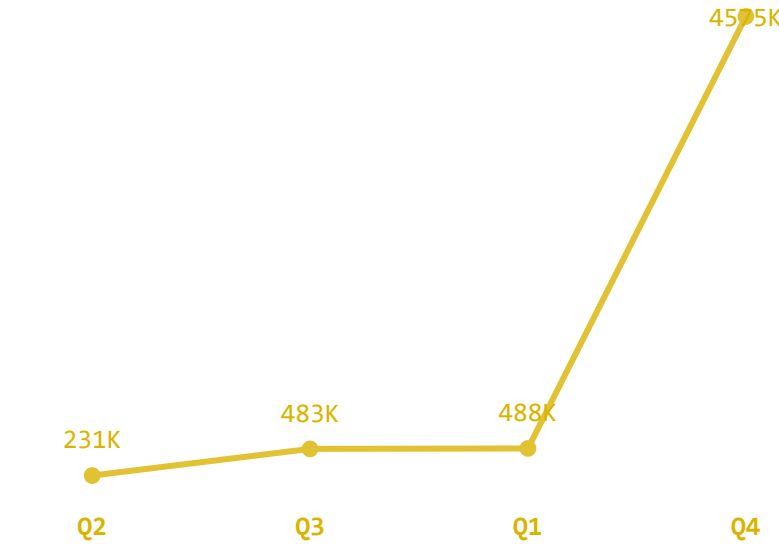

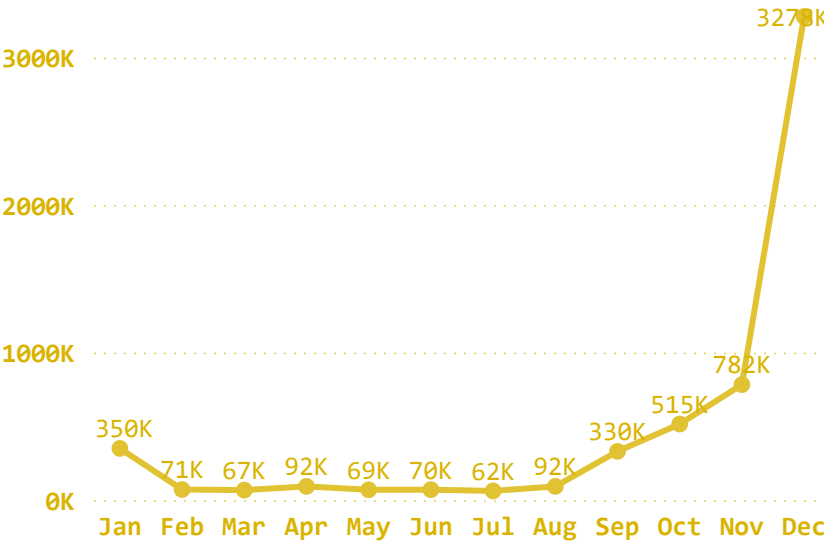## Month-wise Purchase ($) Trend for Different Loyalty Status Customers

Loyalty_Status ● Bronze ● Gold ● Platinum ● Silver

Quarterly Sales ($) Trend

Monthly Sales ($) Trend

Daily Sales ($) Trend