

CHOCOLATE SALES ANALYSIS REPORT

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1. Analyzing the Chocolate Sales Dashboard

Overview:

The dashboard provides a comprehensive overview of chocolate sales data, offering insights into various aspects such as total sales, brand performance, product category popularity, customer demographics, and geographic trends.

Key Findings:

- **Total Sales:** The total sales amount is **5777K** units.
- **Total Quantity Sold:** A total of **55K** units of chocolate were sold.
- **Average Age:** The average age of chocolate buyers is **40**.
- **Gender Distribution:** Male customers make up **53.29%**, while Female customers account for **46.71%** of total purchases.
- **Top Brand by Sales:** **Craftest Chocolate** is the top-selling brand with **132,3778** units sold.
- **Top City by Sales:** **Denver** is the city with the highest sales volume, totaling **819,263** units.
- **Top Chocolate Type by Sales:** **Dark Chocolate** is the most popular type, with **3,795,697** units sold.

Visual Analysis:

- **Sales (Brandwise):** A bar chart illustrates the sales performance of different chocolate brands, with **Craftest Chocolate** leading the way.
- **Sales (by Chocolate Type):** Another bar chart shows the sales distribution across various chocolate types, highlighting the dominance of **Dark Chocolate**.
- **Total Purchase (Gender-wise):** Male customers make up **53.29%**, while Female customers account for **46.71%** of total purchases.
- **MonthlySales (\$)** Trend: A line chart reveals the sales trend over the year **2021**, showcasing fluctuations in sales volume across different months.
- **Citywise Sales (\$):** A map visualizes sales distribution across different cities, with **Denver** and **Angeles** representing the highest sales regions.

Inferences:

- **Craftest Chocolate** is a popular brand among customers.

- Dark Chocolate is the preferred choice among consumers.
- Female and male customers contribute relatively equally to chocolate sales.
- Sales have fluctuated throughout the year 2021, with peaks and troughs observed in specific months.
- Denver and Angeles are key markets for chocolate sales.

2. Analyzing the Customer Demographics Report

Overview:

The report provides a detailed analysis of customer demographics, focusing on loyalty status, gender, age group, and purchasing behavior during the festival season.

Key Findings:

- **Loyalty Status:** The report categorizes customers into four loyalty tiers: Platinum, Gold, Silver, and Bronze. Platinum customers have the highest total purchase amount, followed by Gold, Silver, and Bronze.
- **Gender Distribution:** Male customers make up 53.29%, while Female customers account for 46.71% of total purchases.
- **Age Group Analysis:** Customers are divided into three age groups: Middle Age, Younger, and Older Age. The Middle Age group has the highest total purchase amount, followed by Younger and Older Age.
- **Top Customers (Festival Season):** The report identifies the top 5 customers in terms of purchase amount during the festival season. Customer BHE has the highest purchase amount, followed by FLB, QWP, FRF, and QCB.
- **Top Customers (Overall):** Similarly, the top 5 customers in terms of overall purchase amount are identified. Customer BHE maintains the top position, followed by FLB, QWP, VZH, and FRE.

Inferences:

- Platinum customers are the most valuable customers in terms of purchase amount.
- Male customers slightly outspend female customers.
- Middle-aged customers are the most active buyers.
- Customer BHE is a consistent top spender both during the festival season and overall.

3. Analyzing the Product & Brand Report

Overview:

The report provides a comprehensive analysis of product and brand performance, focusing on chocolate types, brand-wise sales, cost segments, sales trends, and top-selling chocolates.

Key Findings:

- **Sales by Chocolate Type:** Dark Chocolate is the top-selling type, followed by Milk Chocolate and White Chocolate.
- **Sales (Brandwise):** Craftest Chocolate is the leading brand, followed by Luxurious and Chocolate is Divine.
- **Sales (by Cost Segment):** The Very Costly segment is the most popular, followed by High Cost and Average. Inexpensive chocolates have the lowest sales.
- **Change in Sales (by Month):** Sales have fluctuated throughout the year, with increases in certain months and decreases in others.
- **Top 5 Chocolates in terms of Sales ():** MWS is the top-selling chocolate in terms of sales, followed by VEX, VNV, QWB, and GSW.

Inferences:

- Dark Chocolate is the preferred choice among consumers.
- Craftest Chocolate is a popular brand.
- The Very Costly segment is the most attractive to customers.
- Sales have experienced both growth and decline throughout the year.
- MWS is the most successful chocolate product in terms of sales.

4. Analyzing the Geographical Report

Overview:

The report provides a geographical analysis of chocolate sales, focusing on cocoa origin regions and city-wise distribution.

Key Findings:

- **Sales by Cocoa Origin Region:** The report identifies four major cocoa origin regions: Caribbean, Central America, South America, and Asia.

- **Citywise Sales:** The report highlights the sales distribution across various cities in the United States, including Denver, New York, Miami, San Francisco, Los Angeles, Seattle, Chicago, Dallas, Boston, Houston, and Atlanta.

Inferences:

- The Caribbean region appears to have the highest sales volume based on the bubble chart.
- Denver, New York, and Miami seem to be the top-selling cities in the United States.
- The map provides a clear visual representation of the geographical concentration of chocolate sales.

5.Analyzing the Sales Trend Report

Overview:

The report provides a comprehensive analysis of sales trends for different brands and customer loyalty statuses over the year 2021. It includes monthly, quarterly, and daily sales data.

Key Findings:

- **Month-wise Sales (Brand):** The chart shows fluctuations in sales for each brand throughout the year. Chocolate is Divine experienced significant growth, while Craftest Chocolate's sales declined in certain months.
- **Month-wise Purchase (\$)(Loyalty_Status):** The chart illustrates spending patterns of customers based on their loyalty status. Platinum customers consistently made higher purchases compared to Bronze, Gold, and Silver.
- **Quarterly Sales Trend:** Overall sales increased throughout the year, with a significant jump in the fourth quarter.
- **Monthly Sales Trend:** Sales fluctuated monthly, with peaks in certain months and declines in others.
- **Daily Sales Trend:** Daily sales show a general upward trend, with some fluctuations throughout the week
- **Visual Analysis: Month-wise Sales (Brand):** A line chart compares the sales trends of different chocolate brands.
- **Month-wise Purchase (\$)(Loyalty_Status):** A line chart illustrates the spending patterns of customers based on their loyalty status.

- **Quarterly Sales Trend:** A line chart shows the sales trend across different quarters.
- **Monthly Sales Trend:** A line chart depicts the sales trend for each month of the year.
- **Daily Sales Trend:** A line chart illustrates the sales trend for each day of the week.

Inferences:

- Chocolate is Divine emerged as a strong performer in terms of sales growth.
- Platinum customers are the most valuable in terms of spending.
- Overall sales have shown an upward trend throughout the year.
- Sales patterns exhibit seasonal fluctuations.
- Daily sales generally follow an upward trajectory.