

The problem definition for the data analysis project includes several key points:

- Calculate the yearly revenue
- Analyze the profit based on market and cookie type
- Track the monthly units sold
- Assess the profits earned each month
- Determine the most profitable months and those with the highest unit sales
- Examine the correlation between factors affecting profitability and the most successful months.

The data utilized in this project was obtained from Kevin Stratvert's Excel Pivot Table showcase dataset.

The data visualizations used in this analysis included line graphs, stacked bar charts, and pie charts. Line graphs were utilized to represent the profits and unit sales per month, with the x-axis displaying the months and the y-axis showing the unit value in K format.

For the analysis of profits by market and cookie types, a stacked bar chart was employed to facilitate easy comparison of the profitability of each cookie type per country. To enhance clarity, the values were also displayed on the stacked bars, and the chart was sorted by the largest to smallest profit.

Pie charts were used to represent the yearly revenue since only two data points, 2019 and 2020, were required for this analysis. The pie chart also effectively illustrated which year generated the greater proportion of revenue over the two-year period.

A slicer was incorporated into the dashboard to allow stakeholders to track the performance of cookie types in each country with ease.