



AWESOME

CHOCOLATE

Data Analysis





ABOUT AWESOME CHOCOLATE

Awesome Chocolate Company was established in 2015 with the mission to create unique, high-quality chocolates for a diverse, modern audience. Based in [Apac , America, Europe], the company has grown from a small local shop into a well-known brand recognized for its premium ingredients, innovative flavors, and commitment to sustainability. With a blend of classic and exotic flavors, Awesome Chocolate Company caters to chocolate enthusiasts of all ages, offering everything from traditional dark and milk chocolates to gourmet bars with ingredients like Himalayan salt and matcha.

Objective Of The Analysis

The goal of this analysis is to dive into the company's sales and customer data to uncover key insights that can inform business strategies. Specifically, we aim to:

Identify Sales Trends: Determine high-performing months and understand seasonal patterns.

Analyze Top Products: Identify best-selling items to refine product offerings and focus on profitable segments.

Understand Customer Preferences: Segment customers based on demographics to better target marketing efforts and promotions.

Optimize Regional Sales: Highlight key geographical markets and areas with potential for growth, aiding regional expansion plans.

Guide Marketing Strategies: Use data insights to recommend tailored campaigns and improve customer retention.



POWER BI USED IN PROJECT

01

Power Query:

- Employed Power Query to perform ETL processes, shaping the data for analysis.
- Applied filtering and transformation techniques to prepare datasets effectively.

02

Data Modeling:

- Established relationships between tables such as sales, customers, and products, enabling a holistic view of the data.
- Created calculated columns to derive new insights, such as average order value and customer lifetime value.

03

Visualizations:

- Developed engaging visualizations to represent data, including:
 - Bar Charts: Displaying sales by product category.
 - Line Graphs: Tracking sales trends over time.
 - Pie Charts: Visualizing market share among different chocolate products.

04

Slicers and Filters:

Implemented slicers for regions, product categories, and time periods, allowing users to interactively explore the data.

05

Drill-through Reports:

Added drill-through capabilities to provide deeper insights into specific regions or products when users click on a visual.

DATASET OVERVIEW

The Awesome Chocolate Company dataset consists of five interconnected tables: Calendar, Location, People, Product, and Shipment. With over 7500 records in the Shipment table, this dataset provides detailed insights into sales transactions, customer demographics, product categories, and shipment locations over various time periods. The Calendar table supports time-based analysis, the Location table covers geographic details, the People table includes demographic data, and the Product table lists the chocolate products sold. Together, these tables enable a comprehensive analysis of sales trends, customer preferences, and regional performance.

Table Name	Description
Calendar	Contains date-related data for time-based analysis, such as daily, monthly, and yearly trends.
Location	Details on geographic regions where products are sold or shipped.
People	Provides customer or personnel information, essential for demographic analysis.
Product	Catalog of products with categories, useful for understanding product performance.
Shipment	Main transactional table recording each shipment, including quantity and shipment details.

OBJECTIVES

01

Identify Sales Trends Over Time

Examine sales patterns across different months and years to pinpoint peak sales periods and seasonal trends.

02

Evaluate Product Performance

Analyze which products and categories drive the most revenue and profit, helping focus on high-demand items.

03

Understand Customer Demographics

Study customer data, including age and gender, to understand purchasing behaviors and tailor marketing efforts.

04

Assess Regional Sales Insights

Compare sales across various locations to highlight high-performing regions and identify potential growth areas.



SALES OVERVIEW

Total Sales

\$44,692,389

Total Boxes

3,784,002

Shipment Count

7,90
5

The Awesome Chocolate Company achieved impressive total sales of \$44,692,389 across 7,905 shipments. This resulted in a cumulative total of 3,784,002 boxes sold, reflecting strong market demand and efficient distribution. The substantial sales volume highlights both the popularity of the products and the company's extensive reach across various regions.

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PRODUCT PERFORMANCE

The Awesome Chocolate Company offers a diverse range of 22 unique chocolate products, each tailored to meet different customer tastes and preferences. Leading the sales are Peanut Butter Cubes, generating an impressive \$3,745,316 in revenue. This is closely followed by Manuka Honey Choco at \$3,495,796 and Raspberry Choco at \$3,283,099, both of which highlight customer interest in innovative flavors and natural ingredients.

Additionally, classic options like 85% Dark Bars and the distinctive Spicy Special Slims have secured top spots with \$3,146,693 and \$2,981,648 in sales, respectively. The strong sales of these top five products demonstrate the company's success in balancing traditional and experimental flavors, appealing to a broad customer base and contributing significantly to overall revenue.

PRODUCT PERFORMANCE

01

Customer Preference for Unique Flavors:

The top-selling products, such as Peanut Butter Cubes and Manuka Honey Choco, indicate a strong customer preference for unique and innovative flavors. This suggests that the company's focus on distinctive and natural ingredients resonates well with the market, potentially making this a key area for future product development.

02

Balanced Demand for Classic and Experimental Options:

With 85% Dark Bars also among the top five products, it's clear that there remains a solid demand for classic, high-quality chocolate options alongside more experimental flavors. This balanced demand suggests an opportunity to maintain a diverse product portfolio to cater to both traditional and adventurous customers.

03

High Revenue Concentration Among Top Products:

The top five products alone contribute significantly to total sales, indicating that a few key items drive a large portion of revenue. This concentration suggests an opportunity to focus marketing and promotional efforts on these best-sellers, while exploring ways to boost sales of other products to diversify revenue sources.



Product Wise Sales Data

Product	Total_Amount	Total_Boxes	Shipment_Count	Total_Cost
85% Dark Bars	\$3,147K	411K	608	4,317,655.14
Manuka Honey Choco	\$3,496K	393K	481	2,674,528.40
Caramel Stuffed Bars	\$2,021K	232K	366	1,959,089.85
Raspberry Choco	\$3,283K	480K	637	1,848,604.45
Mint Chip Choco	\$2,158K	321K	529	1,836,972.28
Spicy Special Slims	\$2,982K	215K	608	1,763,576.34
Organic Choco Syrup	\$2,787K	176K	395	1,681,429.86
99% Dark & Pure	\$2,846K	144K	426	1,110,646.40
Drinking Coco	\$2,319K	89K	430	889,202.58
Milk Bars	\$2,293K	166K	406	872,576.14
Fruit & Nut Bars	\$2,374K	160K	362	758,997.24
White Choc	\$1,814K	115K	348	736,871.57
Choco Coated Almonds	\$1,811K	203K	414	674,896.24
Baker's Choco Chips	\$996K	54K	180	664,083.92
After Nines	\$1,195K	64K	191	650,771.22
Smooth Silky Salty	\$1,835K	187K	275	517,450.32
Peanut Butter Cubes	\$3,745K	189K	552	500,049.70
Almond Choco	\$580K	54K	87	275,797.95
70% Dark Bites	\$1,262K	47K	245	237,091.68
50% Dark Bites	\$381K	25K	86	190,313.64
Eclairs	\$713K	28K	181	174,578.77
Orange Choco	\$656K	32K	98	117,336.80

REGIONAL ANALYSIS

01**APAC Dominance:**

The APAC region accounts for nearly double the sales revenue of both the Americas and Europe, emphasizing its importance as a primary market for the company.

02**Americas Revenue Efficiency:**

The Americas region has a higher revenue per box compared to APAC and Europe, suggesting a preference for higher-priced or premium products in this market.

03**Similar Performance in Americas and Europe:**

The sales amounts in the Americas and Europe are almost identical, showing balanced market performance across these two regions.

04**Opportunity to Increase Volume in Europe:**

Europe has a similar sales amount to the Americas but a higher number of boxes sold, indicating room for price optimization or premium offerings to increase revenue per box.





REGIONAL PERFORMANCE

01

APAC Region Leads in Sales and Volume:

The APAC region has the highest total sales amount at \$23,595,732 and also the highest volume, with 1,988,400 boxes sold. This indicates that APAC is the strongest market for the company, suggesting a successful product-market fit and a potential opportunity for further expansion or targeted marketing efforts in this region.

02

Balanced Revenue in Americas and Europe:

The Americas and Europe regions have relatively similar sales figures, with \$10,554,851.25 and \$10,541,805.75 respectively. This close balance indicates a consistent demand for the company's products across these regions, which can help stabilize revenue streams.

03

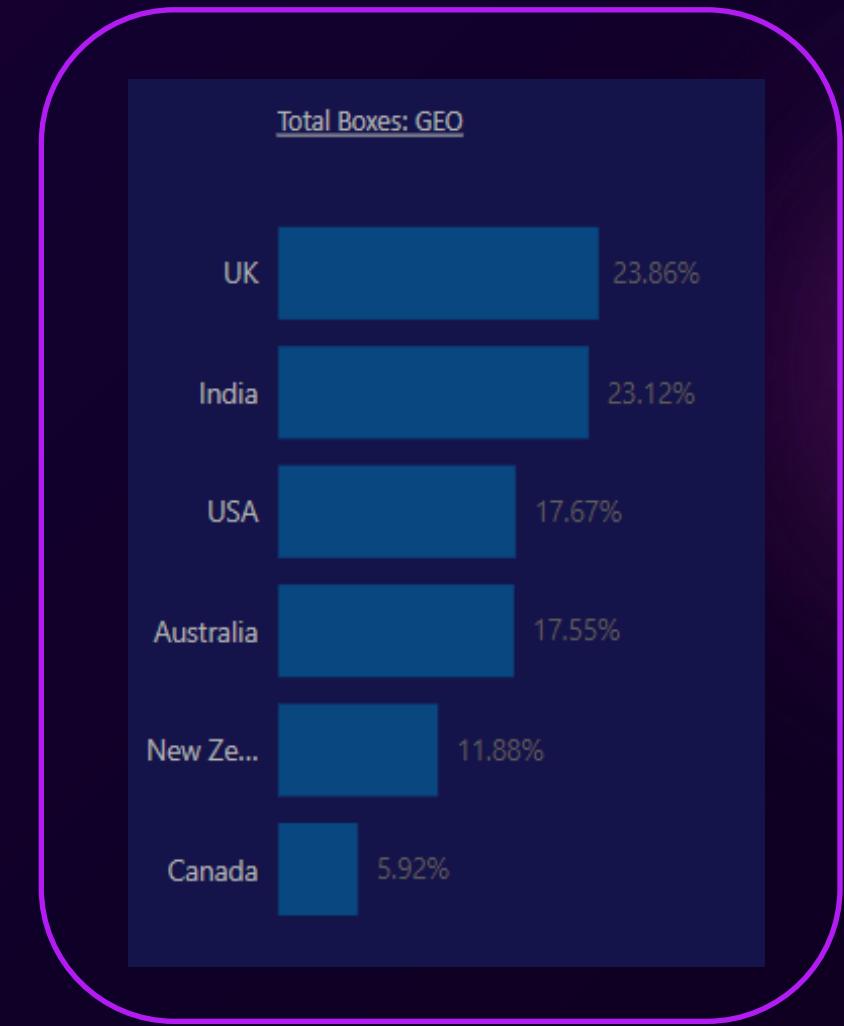
Higher Sales Efficiency in Americas:

Although both the Americas and Europe generate similar sales amounts, the Americas achieved this revenue with a slightly lower volume of 892,664 boxes compared to 902,938 boxes in Europe. This implies that the average revenue per box is higher in the Americas, suggesting either higher pricing or more premium product sales in this region.

04

Growth Potential in Europe:

With slightly lower sales volume and revenue than APAC and comparable sales to the Americas, Europe presents an opportunity for growth. By increasing brand visibility or tailoring product offerings to local preferences, the company could potentially boost sales in this region to match or exceed other regions.





TIME ANALYSIS

01

Tuesday's Sales Dominance

With \$9.53 million in sales, Tuesday outperforms other weekdays, reflecting customer shopping preferences at the beginning of the week.

02

February: Top Earning Month

February leads monthly sales with \$5.31 million, likely due to holiday promotions or seasonal demand during this period.

03

March and October Lagging

March and October report the lowest sales figures at \$2.62 million and \$2.46 million respectively, suggesting lower customer engagement during these months.

04

Consistent Friday Activity

Fridays show strong sales volume with \$8.74 million in revenue, indicating steady demand before the weekend, especially in mid-year months.



TIME PERFORMANCE

01

Strong Weekly Performance on Tuesdays and Mondays:

Both Tuesday and Monday consistently generate high sales, with Tuesday leading at \$9,534,291.75 and Monday close behind. This pattern could indicate that customers prefer to shop early in the week across multiple months, which aligns with the strong monthly performance in February and July.

02

February and July as Peak Sales Months:

February and July show peak monthly sales, with \$5,306,971.50 and \$5,267,378.25 respectively. Both months align with strong weekly days (Monday and Tuesday), suggesting effective promotions or seasonal demand during these times.

03

Lower Sales in March and October:

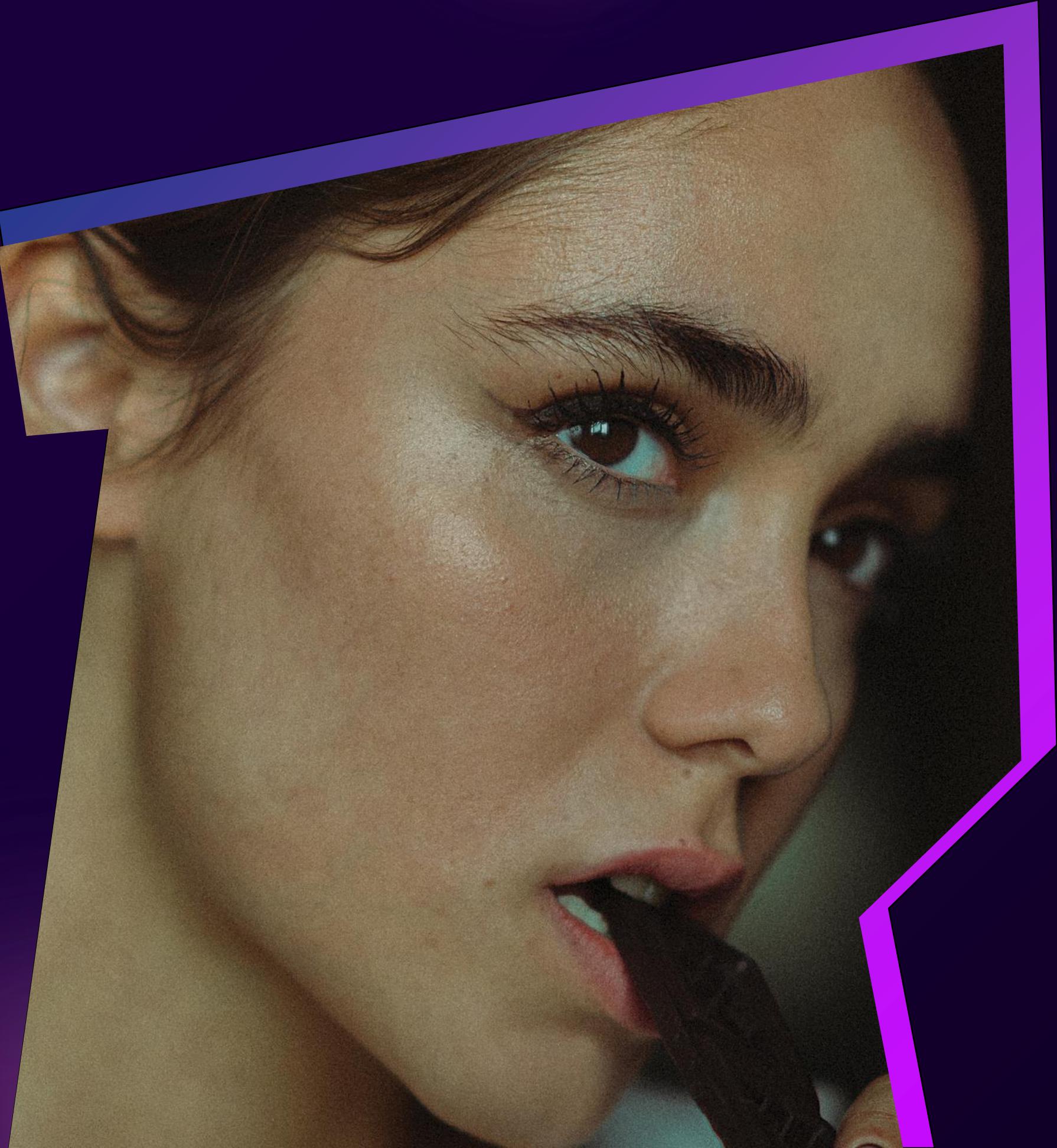
March and October have lower sales amounts (\$2,619,222.75 and \$2,457,110.25, respectively). This decrease could reflect seasonal factors or reduced customer activity during these months, possibly influenced by fewer high-performance weekdays in those periods.

04

End-of-Week Demand Spike on Fridays:

Fridays consistently contribute to weekly revenue with \$8,737,411.50 in sales. This aligns with moderate monthly performances in May and September, hinting that customers may shop before the weekend, especially during mid-year months.





OVERALL SUGGESTION

01

Promote on High-Sales Days

Tuesdays and Mondays consistently show higher sales volumes, suggesting that customers are more active at the beginning of the week. Consider launching targeted promotions or product launches on these days to capitalize on natural customer behavior. Additionally, Friday could be used for weekend promotions to capture the pre-weekend shopping trend.

02

Optimize for High-Performing Months

February and July stand out as peak sales months, potentially due to holiday seasons, promotions, or seasonal buying trends. Reinforcing marketing efforts in these months can further boost revenue. March and October, however, have lower sales. Introducing seasonal promotions or discounts during these quieter months may help drive additional engagement and smooth out monthly sales fluctuations.

03

Focus on Best-Selling Products

Products like Peanut Butter Cubes and Manuka Honey Choco are top performers, generating significant revenue. Investing in inventory for these high-demand items, promoting them more prominently, and considering bundling options with lower-selling products could increase overall sales. Additionally, gathering customer feedback on these products may uncover insights to replicate success across other product lines.

04

Enhance Regional Strategies

APAC leads in both sales amount and volume of boxes shipped, indicating strong demand in this region. The company could consider tailoring marketing strategies for APAC, such as localized campaigns, product offerings, or partnerships, to further strengthen its market position. Meanwhile, exploring ways to boost demand in the Americas and Europe could provide more balanced regional growth.



IMPORTANT NOTICE TO VIEWERS

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THANK YOU

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