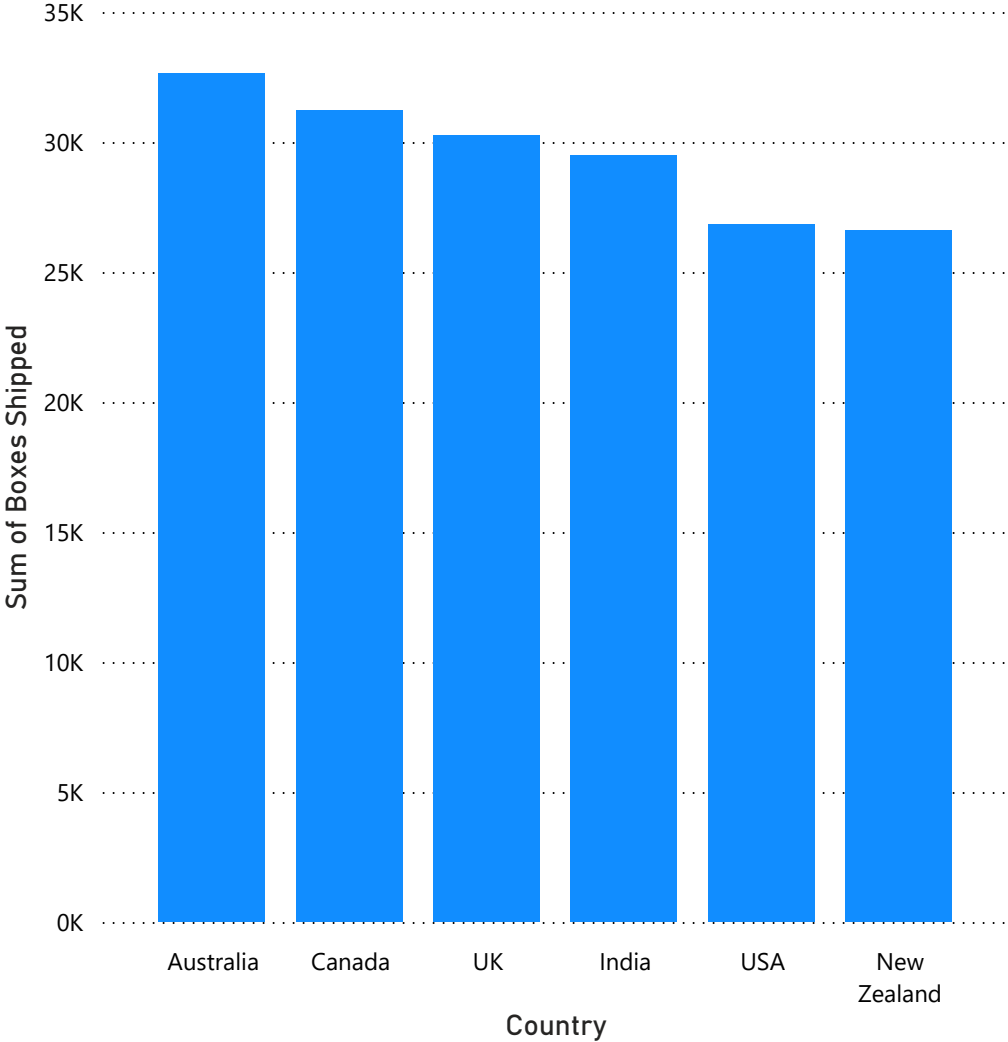
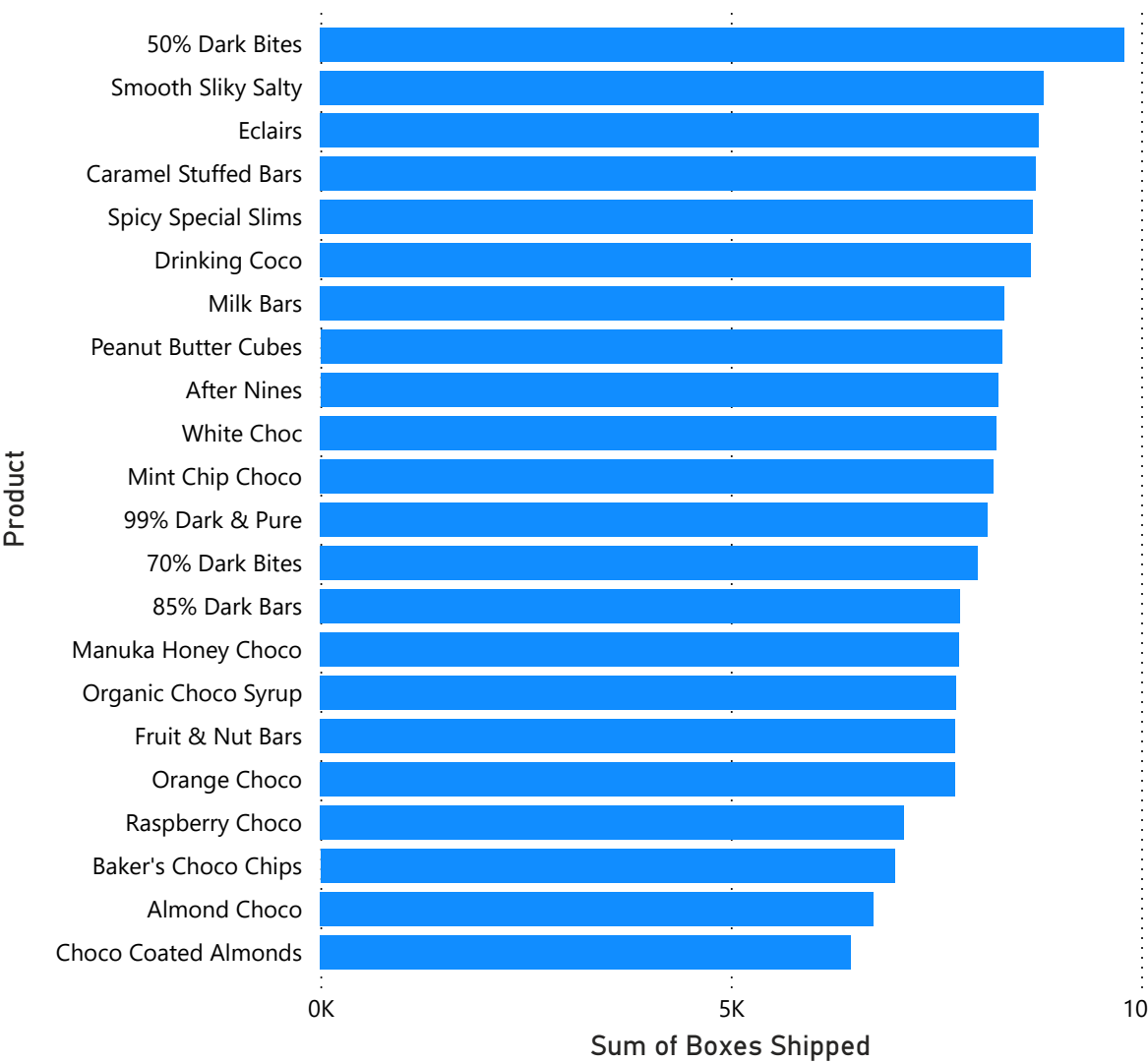


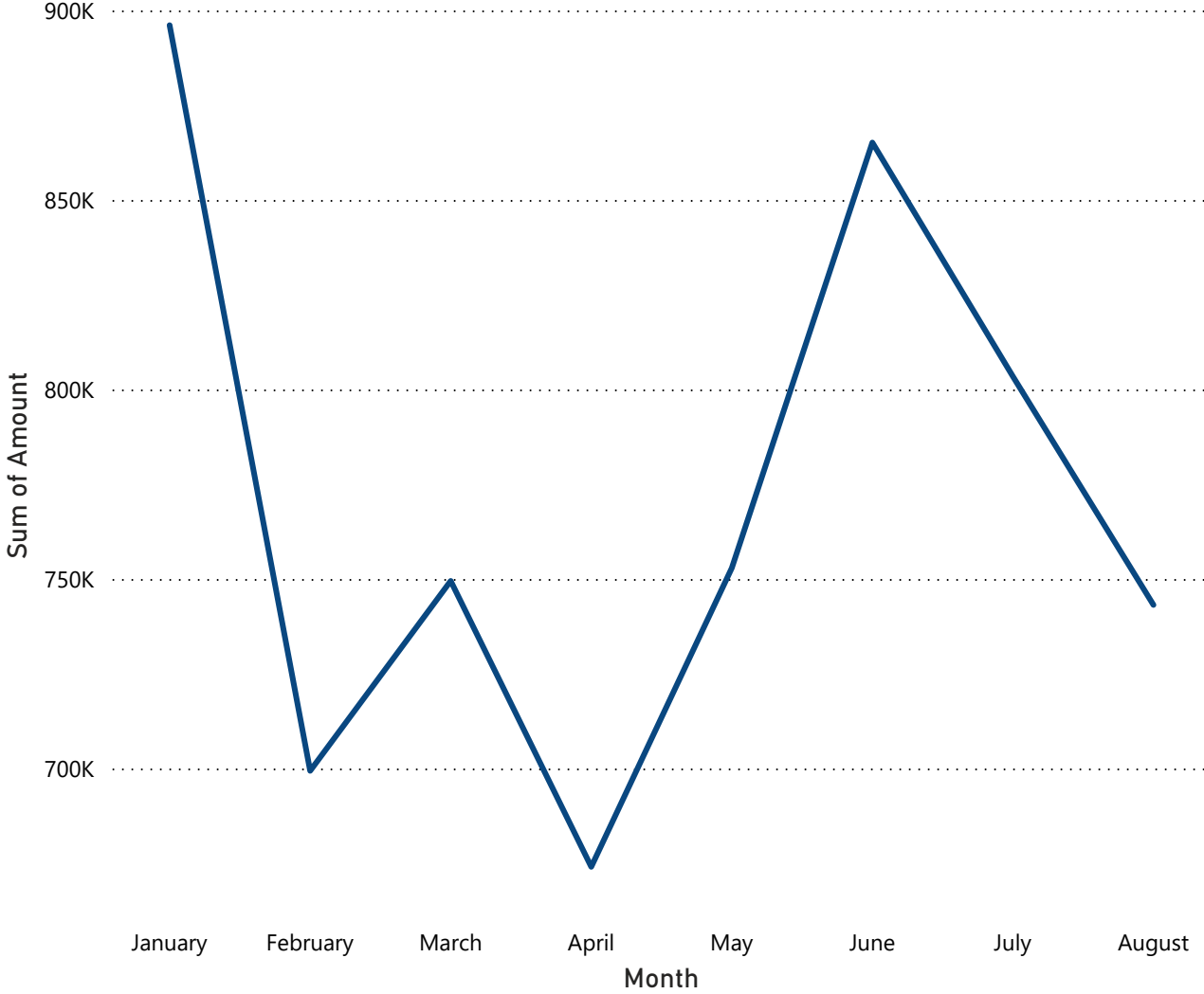
Sum of Boxes Shipped by Country



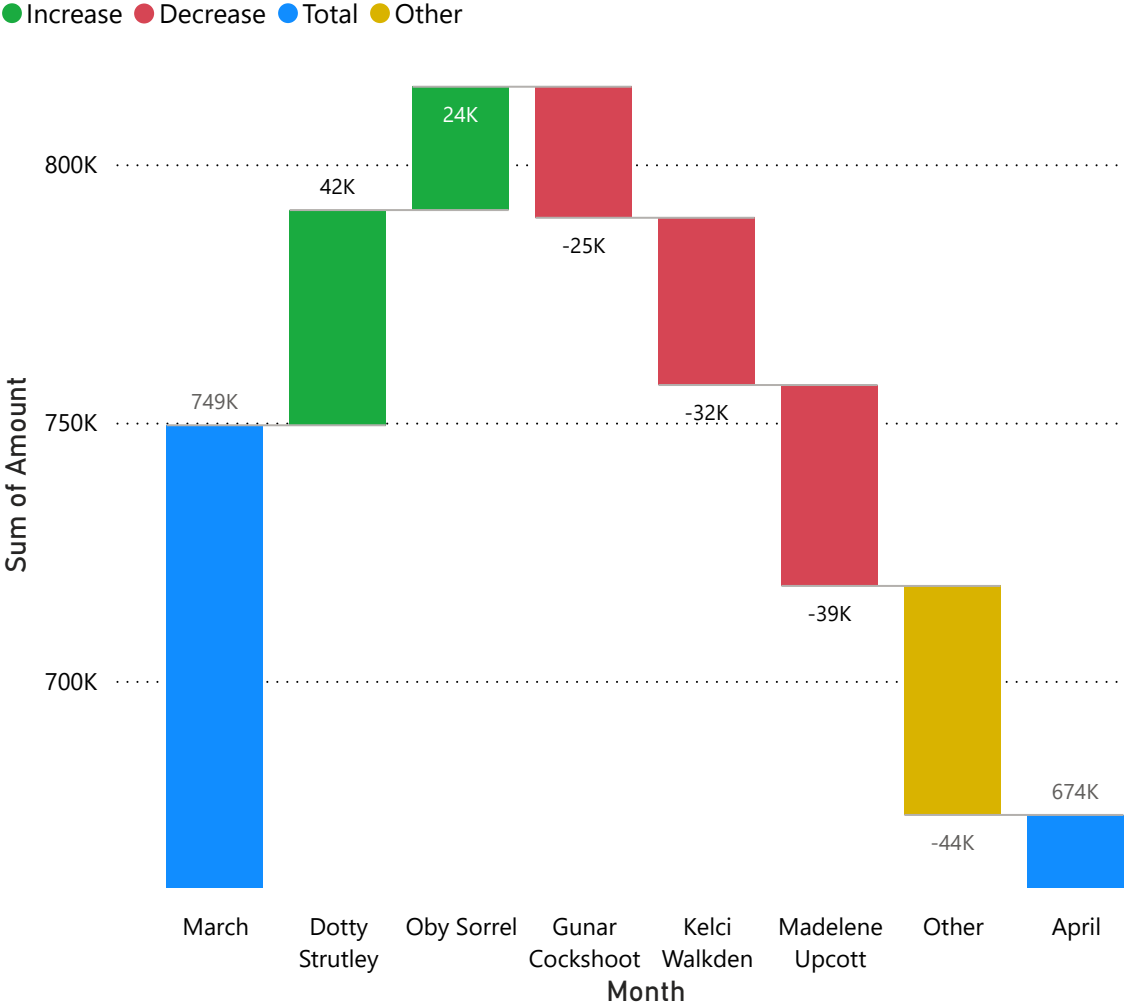
Sum of Boxes Shipped by Product



Sum of Amount by Month



Sum of Amount by Month and Sales Person



1.Shipments by Country:

Australia leads with the highest shipment volume (~33K boxes).

Followed closely by **Canada, UK**, and **India**.

USA and **New Zealand** had the lowest shipment volumes among the listed countries (~27K boxes).

2.Shipments by Product (Bar Chart – Bottom Right)

Top Shipped Products:

50% Dark Bites (~10K boxes)

Smooth Silky Salty, Eclairs, Caramel Stuffed Bars, and Spicy Special Slims.

Least Shipped Products:

Almond Choco and *Choco Coated Almonds*.

3.Monthly Sales Trends:

This chart shows the **Sum of Amount by Month**.

January had the highest sales, close to **900K**.

Sales dropped significantly in **February** (~700K), fluctuated in the following months, and rose again in **June** (~865K).

A decline is seen again by **August**, ending at ~740K.

4.Sales Change Breakdown:

This waterfall chart compares the **sales change between March and April** by salesperson.

March sales totaled **749K**, decreasing to **674K** in April.

Dotty Strutley (+42K) and **Oby Sorrel (+24K)** contributed positively.

However, decreases due to **Gunar Cockshoot (-25K)**, **Kelci Walkden (-32K)**, and **Madelene Upcott (-39K)** led to an overall decline.

An “Other” category contributed a **-44K** drop, indicating non-individualized factors.

Insights

- Despite overall fluctuation in monthly sales, **June** was a recovery point after April’s dip.
- **Individual sales performance** has a direct impact on monthly sales, as seen from the waterfall breakdown.
- **Australia** is the strongest market in terms of shipping volume.
- Product popularity varies widely, with a few products driving the majority of shipments.