Chocolate Product - Sales Dashboard

Purpose:

The **Chocolate Product - Sales** dashboard is to visualize the business statistics of chocolate product sales by their analytics basis on their product types, region and period.

Source Dataset:

The dataset used in this project is related to the sales performed for the different chocolate products across different countries. (The data is extracted from this website: https://chandoo.org/wp)

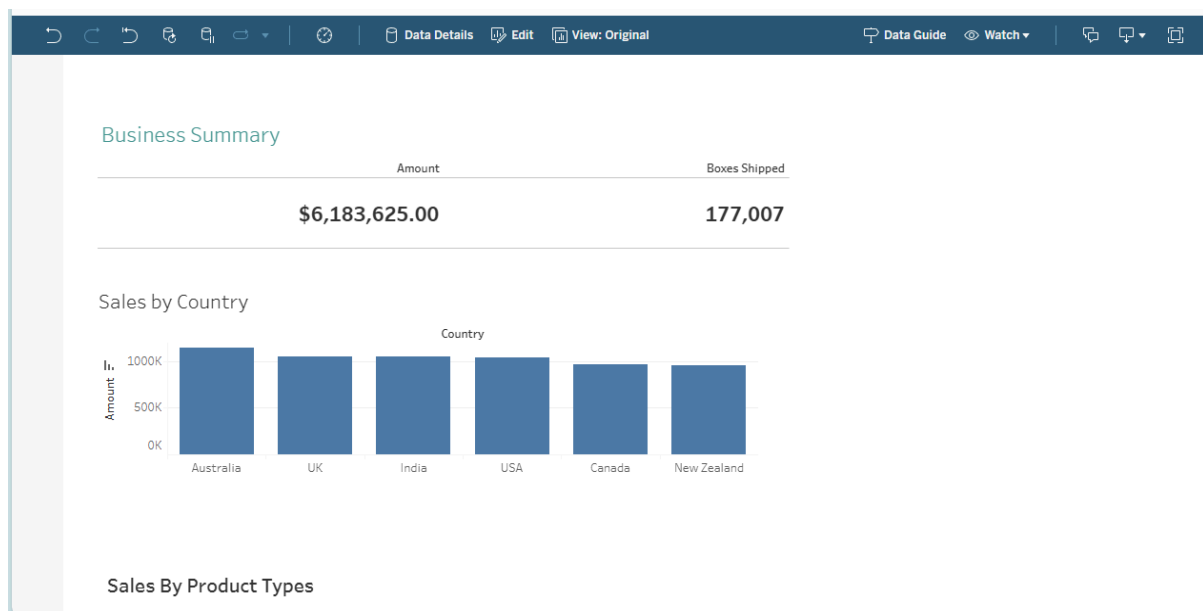## Dashboard Features:

- **Dashboard Link**
- **Filters:**
  The following are the filters defined in the dashboard:
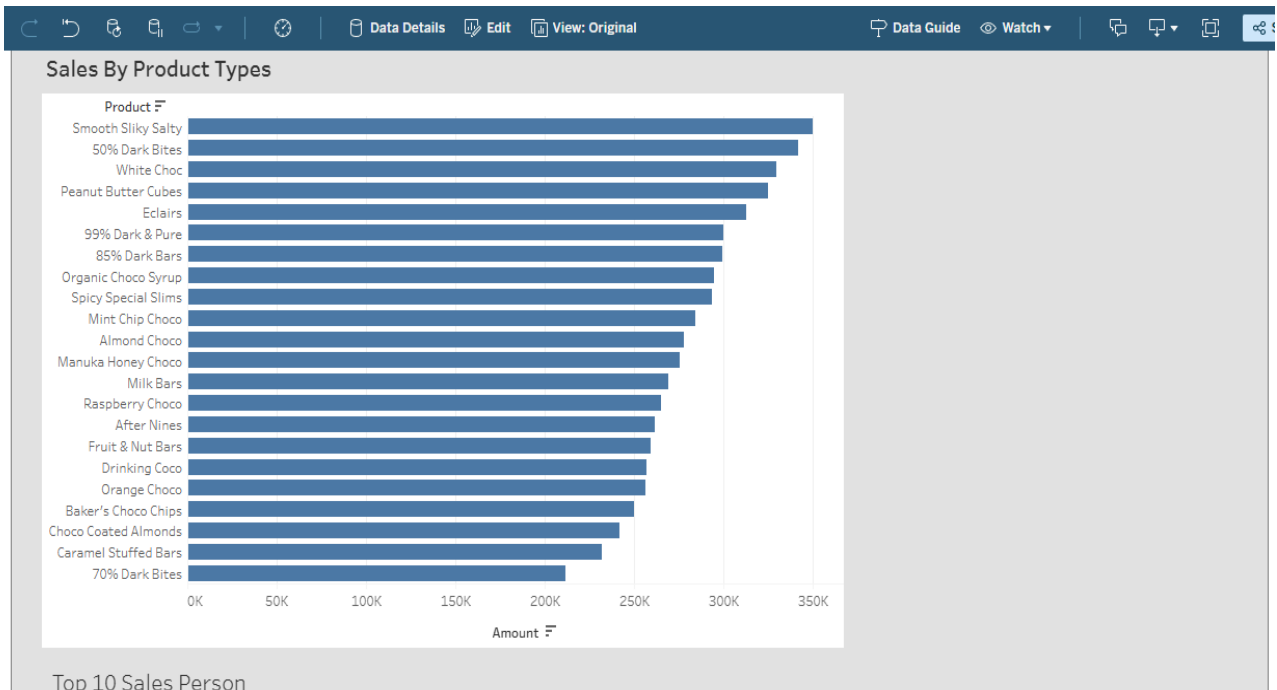 - **Period:** Date Range filter that allows the users to select a date range for looking into the sales.
  - **Country:** Multi-select filter that allows the users to view the sales across different countries.
  - **Product Type:** Multi-select filter that allows the users to view the sales across different chocolate products.
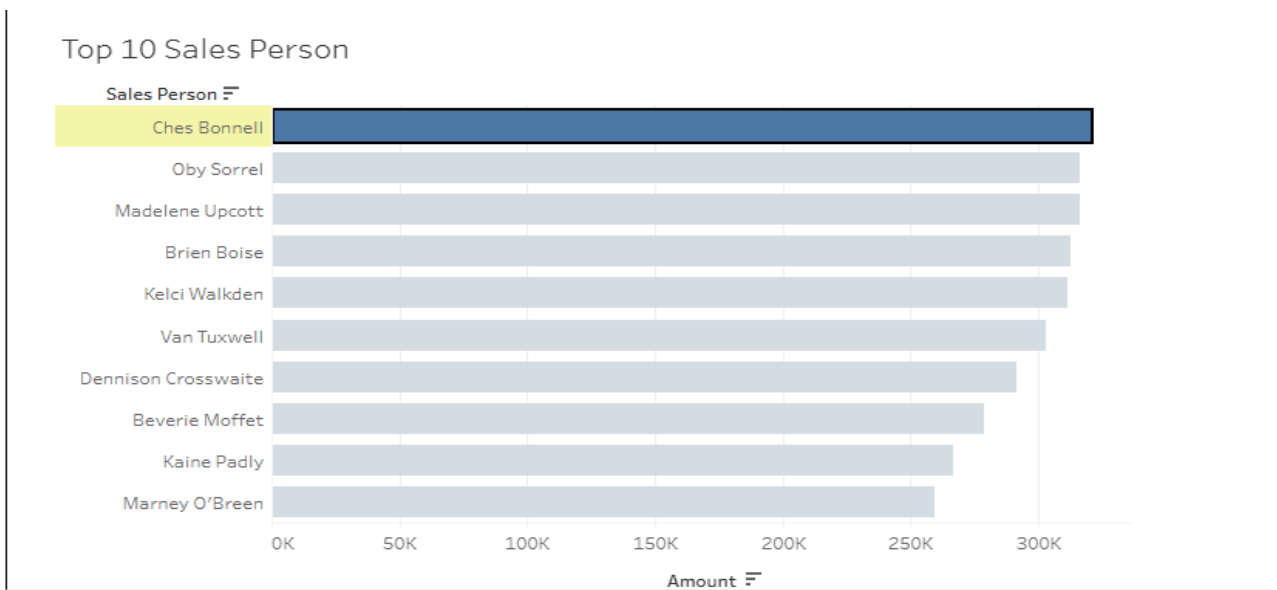
- **Visuals:**
  1) The Business summary view in the below screenshot provides the sales amount along with the shipped information. The bar chart visual helps to visualize the sales performed by different countries.
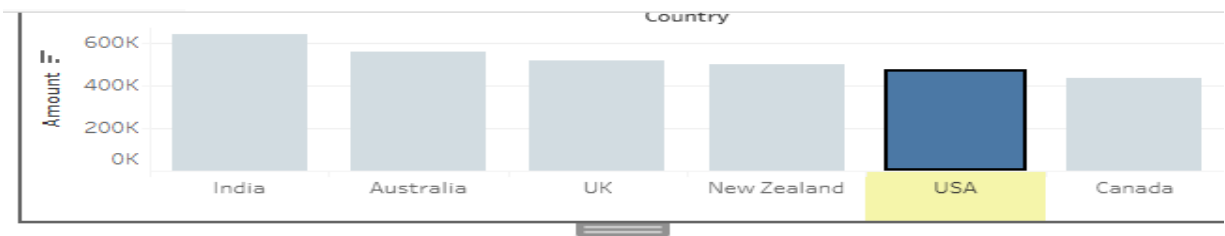
2) The below bar chart helps to visualize the sales performed by different chocolate products. This provides insights on the top performing chocolate products that are profitable.
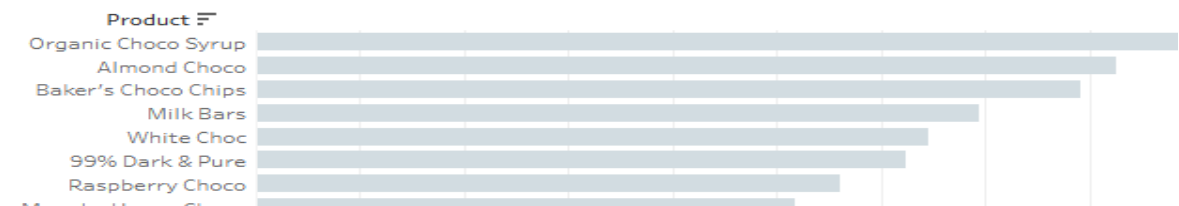

3) The below bar chart visual shows the top 10 salespeople who brought more profit to the business. This will help us in getting more insights from them to implement on improving the sales.

4) Actions defined in the below bar chart visuals help to focus on checking the profitability of specific country sales by product types.

Sales By Product Types

5) The below bar chart visual provides the sales data by product type. This subset of sales shown here is based on the selected Salesperson and country in #3 and #4

Sales By Product Types