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6314

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Excel Data Analysis of a Chocolate Company

Sales Person	Geography	Product	Amount	Units	Cost per unit	Cost
Ram Mahesh	New Zealand	70% Dark Bites	\$1,624	114	14.49	1651.86
Brien Boise	USA	Choco Coated Almonds	\$6,706	459	8.65	3970.35
Husein Augar	USA	Almond Choco	\$959	147	11.88	1746.36
Carla Molina	Canada	Drinking Coco	\$9,632	288	6.47	1863.36
Curtice Advani	UK	White Choc	\$2,100	414	13.15	5444.1
Ram Mahesh	USA	Peanut Butter Cubes	\$8,869	432	12.37	5343.84
Curtice Advani	Australia	Smooth Sliky Salty	\$2,681	54	5.79	312.66
Brien Boise	USA	After Nines	\$5,012	210	9.77	2051.7
Ches Bonnell	Australia	50% Dark Bites	\$1,281	75	11.7	877.5
Gigi Bohling	New Zealand	50% Dark Bites	\$4,991	12	11.7	140.4
Barr Faughny	UK	White Choc	\$1,785	462	13.15	6075.3
Gunar Cockshoot	New Zealand	Eclairs	\$3,983	144	3.11	447.84
Husein Augar	Australia	Mint Chip Choco	\$2,646	120	8.79	1054.8
Barr Faughny	India	Milk Bars	\$252	54	9.33	503.82
Gunar Cockshoot	USA	White Choc	\$2,464	234	13.15	3077.1
Gunar Cockshoot	USA	Manuka Honey Choco	\$2,114	66	7.16	472.56
Curtice Advani	New Zealand	Smooth Sliky Salty	\$7,693	87	5.79	503.73
Gigi Bohling	India	Orange Choco	\$15,610	339	10.62	3600.18

- Questions
- 1 Quick statistics

2 Exploratory Data Analysis (EDA) with CF

3 Sales by country (with formulas)

4 Sales by country (with pivots)

5 Top 5 products by \$ per unit

6 Are there any anomalies in the data?

7 Best Sales person by country

8 Profits by product (using products table) - See column Y

9 Dynamic country-level Sales Report

10 Which products to discontinue?

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# Descriptive Statistics

	Amount	Units
Average	4136.23	152.2
Median	3437	124.5
Minimum	0	0
Maximum	16184	525
Range	16184	525
First Q	1652	54
Third Q	6245.75	223.5

Distinct count of products

22

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India

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
1	Exploratory Data Analysis																			
2																				
3				Sales Person	Geography	Product	Amount	Units												
4				Gigi Bohling	Canada	Mint Chip Choc	\$16,184	39												
5				Gigi Bohling	India	Orange Choco	\$15,610	339												
6				Husein Augar	India	Caramel Stuffe	\$14,329	150												
7				Gigi Bohling	USA	Raspberry Choc	\$13,391	201												
8				Oby Sorrel	UK	Peanut Butter C	\$12,950	30												
9				Ram Mahesh	USA	Choco Coated /	\$12,348	234												
10				Barr Faughny	New Zealand	Drinking Coco	\$11,571	138												
11				Husein Augar	Canada	Organic Choco	\$11,522	204												
12				Barr Faughny	Canada	Mint Chip Choc	\$11,417	21												
13				Carla Molina	Canada	Milk Bars	\$10,311	231												
14				Carla Molina	Canada	Choco Coated /	\$10,304	84												
15				Ches Bonnell	Australia	70% Dark Bites	\$10,129	312												
16				Curtice Advani	Canada	Almond Choco	\$10,073	120												
17				Barr Faughny	New Zealand	Eclairs	\$9,926	201												
18				Ches Bonnell	New Zealand	After Nines	\$9,835	207												
19				Ram Mahesh	Canada	Peanut Butter C	\$9,772	90												
20				Brien Boise	New Zealand	Raspberry Choc	\$9,709	30												
21				Brien Boise	UK	Drinking Coco	\$9,660	27												
22				Carla Molina	Canada	Drinking Coco	\$9,632	288												

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# Sales Analysis Using Formulas

Country	Amount	Units
India	\$2,52,469	8,760
Canada	\$2,37,944	7,302
New Zealand	\$2,18,813	7,431
USA	\$1,89,434	10,158
UK	\$1,73,530	5,745
Australia	\$1,68,679	6,264

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# Sales Analysis Using Pivot Table

Row Labels	Sum o	Sum
Canada	#####	1482
New Zealand	#####	882
India	#####	708
USA	#####	699
Australia	#####	24
UK	#####	72

Sales Person	
Barr Faughny	Brien Boise
Carla Molina	Ches Bonnell
Curtice Advani	Gigi Bohling
Gunar Cockshoot	Husein Augar
Oby Sorrel	Ram Mahesh

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# Top 5 Products by Currency/Unit

Row Labels	Sum of Amou	Sum of Units	Sales per unit
Raspberry Chocc	68971	1533	\$44.99
Peanut Butter C	69160	1854	\$37.30
85% Dark Bars	35378	1044	\$33.89
Baker's Choco Ct	70273	2142	\$32.81
After Nines	66283	2052	\$32.30
Grand Total	310065	8625	\$35.95

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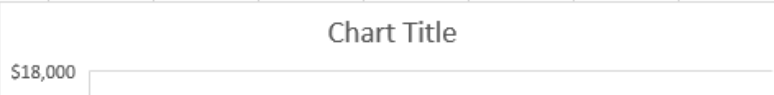
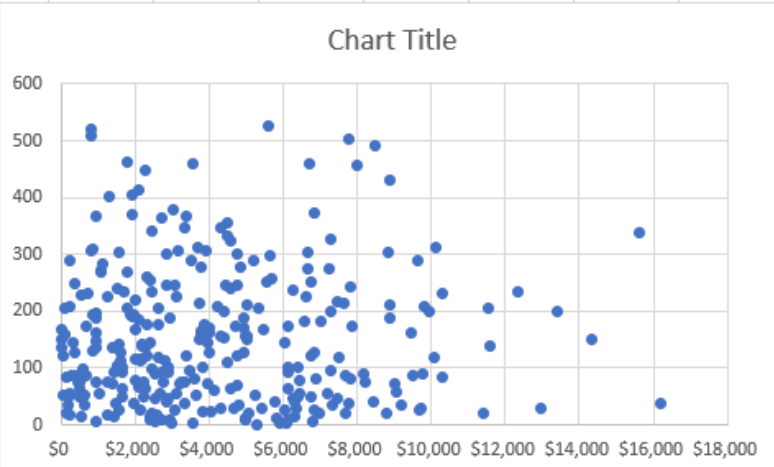
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# Anomaly Detection



Sales Person	Geography	Product	Amou	Un
Ram Mahesh	New Zealand	70% Dark Bites	\$1,624	114
Brien Boise	USA	Choco Coated Almonds	\$6,706	459
Husein Augar	USA	Almond Choco	\$959	147
Carla Molina	Canada	Drinking Coco	\$9,632	288
Curtice Advani	UK	White Choc	\$2,100	414
Ram Mahesh	USA	Peanut Butter Cubes	\$8,869	432
Curtice Advani	Australia	Smooth Sliky Salty	\$2,681	54
Brien Boise	USA	After Nines	\$5,012	210
Ches Bonnell	Australia	50% Dark Bites	\$1,281	75
Gigi Bohling	New Zealand	50% Dark Bites	\$4,991	12
Barr Faughny	UK	White Choc	\$1,785	462
Gunar Cockshoot	New Zealand	Eclairs	\$3,983	144
Husein Augar	Australia	Mint Chip Choco	\$2,646	120
Barr Faughny	India	Milk Bars	\$252	54
Gunar Cockshoot	USA	White Choc	\$2,464	234
Gunar Cockshoot	USA	Manuka Honey Choco	\$2,114	66
Curtice Advani	New Zealand	Smooth Sliky Salty	\$7,693	87
Gigi Bohling	India	Orange Choco	\$15,610	339

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Product

	A	B	C	D	E	F	G	H	I	J	K	Sales Person	Geography	Product	Amount	Units	Q	R	S
19												Gunar Cockshoot	USA	White Choc	\$2,464	234			
20												Gunar Cockshoot	USA	Manuka Honey Choco	\$2,114	66			
21												Curtice Advani	New Zealand	Smooth Sliky Salty	\$7,693	87			
22												Gigi Bohling	India	Orange Choco	\$15,610	339			
23												Carla Molina	India	After Nines	\$336	144			
24												Barr Faughny	UK	Orange Choco	\$9,443	162			
25												Husein Augar	India	Fruit & Nut Bars	\$8,155	90			
26												Brien Boise	Australia	Fruit & Nut Bars	\$1,701	234			
27												Oby Sorrel	Australia	After Nines	\$2,205	141			
28												Brien Boise	New Zealand	99% Dark & Pure	\$1,771	204			
29												Carla Molina	USA	Raspberry Choco	\$2,114	186			
30												Carla Molina	Canada	Milk Bars	\$10,311	231			
31												Gunar Cockshoot	UK	Mint Chip Choco	\$21	168			
32												Oby Sorrel	USA	Orange Choco	\$1,974	195			
33												Gigi Bohling	Canada	Fruit & Nut Bars	\$6,314	15			
34												Oby Sorrel	New Zealand	Fruit & Nut Bars	\$4,683	30			
35												Carla Molina	New Zealand	85% Dark Bars	\$6,398	102			
36												Barr Faughny	USA	99% Dark & Pure	\$553	15			
37												Brien Boise	UK	70% Dark Bites	\$7,021	183			
38												Ram Mahesh	UK	After Nines	\$5,817	12			
39												Carla Molina	UK	50% Dark Bites	\$3,976	72			
40												Curtice Advani	Australia	Organic Choco Syrup	\$1,134	282			
41												Barr Faughny	UK	Caramel Stuffed Bars	\$6,027	144			
42												Curtice Advani	New Zealand	Mint Chip Choco	\$1,904	405			
43												Choc Bonnell	India	Choco Coated Almonds	\$2,262	75			



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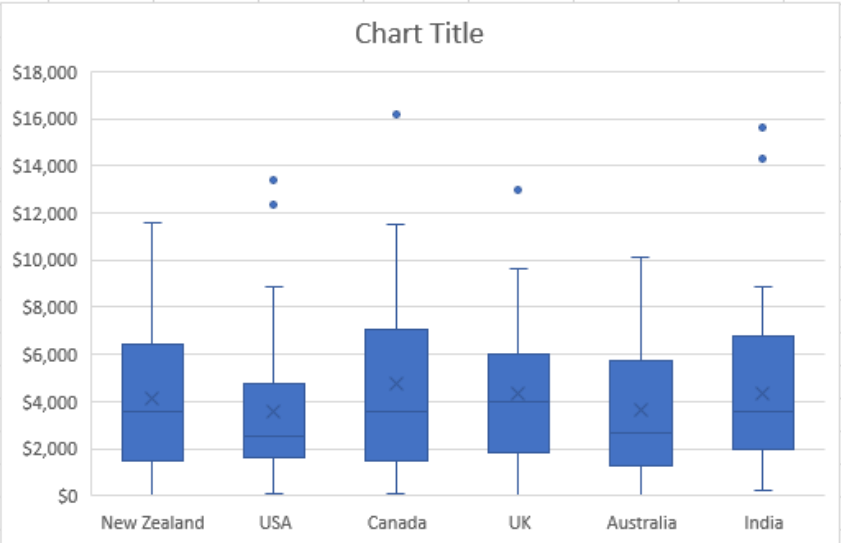
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N4

Product

	A	B	C	D	E	F	G	H	I	J	K	Sales Person	Geography	Product	Amount	Units	Q	R	S
37						1						Brien Boise	UK	70% Dark Bites	\$7,021	183			
38												Ram Mahesh	UK	After Nines	\$5,817	12			
39												Carla Molina	UK	50% Dark Bites	\$3,976	72			
40												Curtice Advani	Australia	Organic Choco Syrup	\$1,134	282			
41												Barr Faughny	UK	Caramel Stuffed Bars	\$6,027	144			
42												Curtice Advani	New Zealand	Mint Chip Choco	\$1,904	405			
43												Ches Bonnell	India	Choco Coated Almonds	\$3,262	75			
44												Ram Mahesh	India	Organic Choco Syrup	\$2,289	135			
45												Gigi Bohling	India	Organic Choco Syrup	\$6,986	21			
46												Barr Faughny	Australia	Fruit & Nut Bars	\$4,417	153			
47												Curtice Advani	India	Raspberry Choco	\$1,442	15			
48												Gunar Cockshoot	USA	50% Dark Bites	\$2,415	255			
49												Barr Faughny	New Zealand	99% Dark & Pure	\$238	18			
50												Curtice Advani	New Zealand	Fruit & Nut Bars	\$4,949	189			
51												Gigi Bohling	Australia	Choco Coated Almonds	\$5,075	21			
52												Gunar Cockshoot	Canada	Mint Chip Choco	\$9,198	36			
53												Curtice Advani	India	Manuka Honey Choco	\$3,339	75			
54												Ram Mahesh	India	Eclairs	\$5,019	156			
55												Gigi Bohling	Canada	Mint Chip Choco	\$16,184	39			
56												Curtice Advani	Canada	Spicy Special Slims	\$497	63			
57												Barr Faughny	Canada	Manuka Honey Choco	\$8,211	75			
58												Barr Faughny	Australia	Caramel Stuffed Bars	\$6,580	183			
59												Carla Molina	USA	Milk Bars	\$4,760	69			
60												Ram Mahesh	Canada	White Choc	\$5,439	30			
61												Carla Molina	India	Eclairs	\$1,452	20			



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	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	Best in Category																	
2																		
3																		
4			Row Labels	Sum of Amount			Row Labels	Sum of Amount										
5			Australia				Australia											
6			Gigi Bohling	\$25,221			Carla Molina	\$6,069										
7			Canada				Canada											
8			Gigi Bohling	\$39,620			Brien Boise	\$5,019										
9			India				India											
10			Gigi Bohling	\$41,559			Brien Boise	\$5,516										
11			New Zealand				New Zealand											
12			Ches Bonnel	\$43,568			Oby Sorrel	\$7,987										
13			UK				UK											
14			Barr Faughn'	\$45,752			Carla Molina	\$3,976										
15			USA				USA											
16			Ram Mahest	\$38,325			Barr Faughny	\$2,142										
17			Grand Total	\$2,34,045			Grand Total	\$30,709										
18																		
19																		
20																		
21																		
22																		

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# Best in Category

Row Labels	Total Profit
70% Dark Bites	\$25,899
After Nines	\$46,235
Baker's Choco Chips	\$58,278
Caramel Stuffed Bars	\$39,084
Eclairs	\$56,472
Fruit & Nut Bars	\$44,884
Manuka Honey Choco	\$36,701
Mint Chip Choco	\$43,177
Organic Choco Syrup	\$19,572
Peanut Butter Cubes	\$46,226
Smooth Sliky Salty	\$29,518
Spicy Special Slims	\$26,000
White Choc	\$29,678
99% Dark & Pure	\$29,800
Almond Choco	\$14,947
Choco Coated Almonds	\$52,063
Milk Bars	\$29,721
Drinking Coco	\$40,815
50% Dark Bites	\$19,526

Geography

Australia

Canada

India

New Zealand

UK

USA

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# Dynamic Category Report

Pick a country

- Australia
- Australia
- Canada
- India
- New Zealand
- UK
- USA

## Quick Summary

Number of Trans	46
-----------------	----

	Total	Average
Sales	\$1,68,679	\$3,667
Cost	\$60,685	\$1,319
Profit	\$1,07,994	\$2,348
Quantity	6264	136

## By Sales person

	Amounts	Units	
Barr Faughny	\$18,928	738	✓
Brien Boise	\$15,141	1,182	✓
Carla Molina	\$6,069	24	✗
Ches Bonnell	\$18,865	915	✓
Curtice Advani	\$15,820	711	✓
Gigi Bohling	\$25,221	288	✓
Gunar Cockshoc	\$8,841	303	✗
Husein Augar	\$24,983	477	✓
Oby Sorrel	\$14,714	915	✓
Ram Mahesh	\$20,097	711	✓

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	The product manager has asked you to tell which products to discontinue from the 20 products.																		
2	We will decide this on the basis of 4 things ie, product sales, product cost, units sold and profit.																		
3																			
4																			
5			Row Labels	Sum of Amount	Sum of Units	Total Profit	Profit%												
6			Almond Choco	33551	1566	\$14,947	44.5%												
7			85% Dark Bars	35378	1044	\$30,189	85.3%												
8			Spicy Special Slims	37772	1308	\$26,000	68.8%												
9			Smooth Sliky Salty	39263	1683	\$29,518	75.2%												
10			50% Dark Bites	43183	2022	\$19,526	45.2%												
11			99% Dark & Pure	44744	1956	\$29,800	66.6%												
12			Milk Bars	47271	1881	\$29,721	62.9%												
13			Drinking Coco	52150	1752	\$40,815	78.3%												
14			Orange Choco	54712	2196	\$31,390	57.4%												
15			Fruit & Nut Bars	56644	1812	\$44,884	79.2%												
16			White Choc	57372	2106	\$29,678	51.7%												
17			Manuka Honey Choco	58009	2976	\$36,701	63.3%												
18			Mint Chip Choco	62111	2154	\$43,177	69.5%												
19			Eclairs	63721	2331	\$56,472	88.6%												
20			After Nines	66283	2052	\$46,235	69.8%												
21			70% Dark Bites	66500	2802	\$25,899	38.9%												
22			Raspberry Choco	68971	1533	\$50,989	73.9%												
23			Peanut Butter Cubes	69160	1854	\$46,226	66.8%												

Geography

Australia

Canada

India

New Zealand

UK

USA

We can clearly see from the table which products are giving less profit but at the same time those products are profitable in some of the geographical reagions. So it would be a good decision to discontinue the less income generating products geography wise.