**Project Background**

This project analyzes records of chocolates sales from chocolate retailers and online marketplaces. The dataset contains a lot of information on its sales, customer preferences, and revenue drivers and the objective of this project aims to analyze to improve pricing and marketing strategies to improve chocolate companies.

Insights and recommendations are provided on the following key areas:

* **Sales Trends Analysis:** Evaluation of monthly sales patterns, both globally and by region, focusing on revenue and boxes shipped.
* **Products Insights & Optimization:** An analysis of the retailers and marketplaces product lines and understanding their impact on sales.
* **Top Performers:** An assessment of the salespeople’s performance on overall revenue and operational effectiveness.

**Data Structure & Initial Checks**

The retailers and marketplace’s main database structure as seen below consists of one table with a total row count of 1,095 records. A description of the table is as follows:

Prior to beginning the analysis, a variety of checks were conducted for quality control and familiarization with the dataset.

**Executive Summary**

**Overview of Findings**

After inspecting the revenue and total amount of boxes shipped globally and by region, the company’s revenue is relatively low in areas such as Canda and New Zealand. In addition, the number of boxes shipped is low in New Zealand but high in Canda, indicating a possible loss in profits in Canada. The following sections will explore additional contributing factors and highlight key opportunities for areas of improvement.

Below is the overview page from Excel and more examples are included throughout the report. The entire interactive dashboard can be downloaded here.

**Insights Deep Dive**

**Sales Trends:**

* **The company’s average global sales have been steady with sales peaking in February 2022 with 164 shipped boxes totaling $6,358 monthly revenue.** This could be attributed to holidays such as Valentine’s Day or possible company discounts.
* **New Zealand’s sales have been slightly below the global average.** The overall average of New Zealand’s sales reached $5,493 compared to global sales averaging $5652.
* **The volume of boxes that have been shipped in New Zealand have been decreasing except for May.** Between January and March, the percentage of boxes sold was **34% decrease** and between May and August, the percentage was **42% decrease**.
* **Canada’s revenue has been close to the global average and has exceeded volume of boxes shipped**. Though slightly below the global average of **$5,502** with lowest point hitting in June, the number of boxes shipped of **178** has exceeded the global amount of **161**.

**Product Insights:**

* **Products which have been underperforming globally include 70% Dark Bites, Caramel Stuffed Bars, Choco Coated Almonds, Baker’s Choco Chips, and Orange Choco.** The low performing products accounted for only **$1,190,441** in total revenue, representing just **19.3%** of total chocolate sales.
* **In New Zealand, the products with low revenue-to-box ratios include Organic Choco Syrup, Milk Bars, Caramel Stuffed Bars, Raspberry Choco, Peanut Butter Cubes, and Drinking Choco**. These low ratios of less than 28 may indicate low profitability.
* **In Canada, the products with low revenue-to-box rations include Choco Coated Almonds, Drinking Coco, Organic Choco Syrup, Caramel Stuffed Bars, Eclairs, Mint Chip Choco, Raspberry Choco.** These low ratios of less than 28 may indicate low profitability especially for Caramel Stuffed Bars (16.5), Eclairs (11.6), Mint Chip Choco (14.2), and Raspberry Choco (13.2).
* **The top-performing product that has been generating most of the company’s revenue in New Zealand and Canada is Mint Chip Choco and Smooth Silky Salty.** The Mint Chip Choco accounted for $86,709 in revenue and Smooth Silky Saly accounted for $68,257

**Top Performers:**

* **The company’s top performing salespeople by revenue are Ches Bonnell, Oby Sorrel, and Madelene Upcott**. Each generating $320,901, $316,645, and $316,099 total revenue respectively.
* **The salespeople who contributed most to overall revenue and operational efficiency (e.g., high sales and fewer boxes) include Ches Bonnell, Madelene Upcott, Van Tuxwell, and Rafaelita Blaksland.** A revenue-to-box ratio of over 42 were found with the salespeople included.
* When analyzing the top 3 products that Ches Bonnell and Madelene Upcott were **selling the most efficiently** **Ches Bonnell** sold **Choco Coated Almonds, Peanut Butter Cubes, and Organic Choco Syrup**. While **Madelene Upcott sold 70% Dark Bite, Peanut Butter Cubes, Raspberry Choco**. Some of these top performing products are found in the low performing products for **New Zealand and Canada.**

**Recommendations**

Based on the insights and findings above, we would recommend the head of marketing, head of finance, or head of product to consider the following:

* Assign high performing salespeople to sell in Canada. Due do Canada’s low sales but high volumes of boxes shipped, there could be a loss of profits that require inspection
* Assign high performing salespeople to sell in New Zealand. New Zealand has been performing low in revenue and boxes shipped compared to other countries. Since analyzing the products which salespeople have been generating high revenue and promoting those salespeople would generate a higher revenue.
* Streamline logistics to preserve low product margins. Aim for bulk shipping or renegotiating with suppliers for products with possible low profitability in Canada
* Continue and push more high revenue products in Canda and New Zealand. Focus on targeted and personalized ads to promote products that have been generating high revenue.