

2024

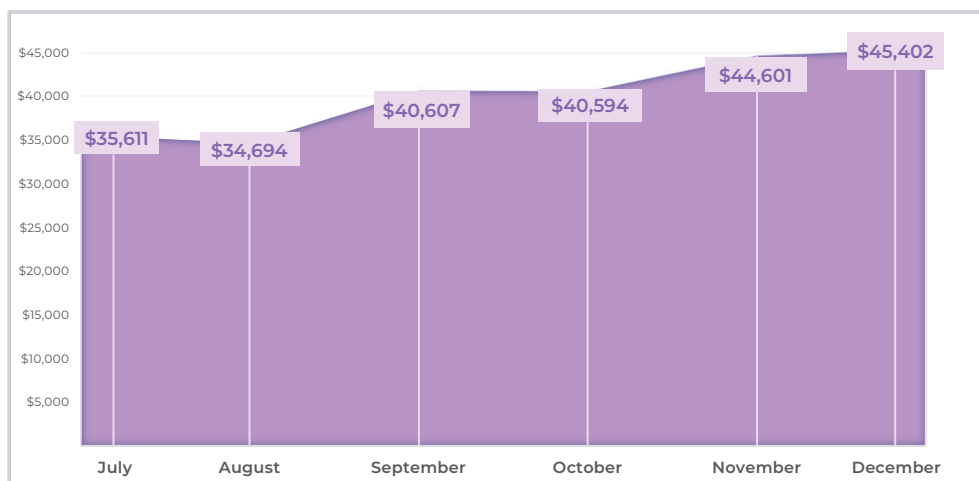
The data visualizations for Donut Bytes will illustrate the top-selling flavors, revenue trends from July to December, and the impact of introducing two new seasonal flavors on customer preferences.



Sales figures for the second half of the year show the four most popular donut flavor are Original Glaze, Sprinkle, Red Velvet and Chocolate Glaze. Each flavor sold over \$30k in revenue totaling **\$138,651**

Top 4 Best Selling Flavors

- 1 \$36,640 Original Glaze
- 2 \$36,167 Sprinkle
- 3 \$35,377 Red Velvet
- 4 \$30,467 Chocolate Glaze



Sales Trends July-December

A seasonal trend can be seen beginning with lowest sales in July and August and a gradual increase across months ending the year with the highest sales in November and December.

Seasonal Flavors

Popular seasonal donut flavors include Pumpkin Spice and Carrot Cake. Of all donut flavors the lowest revenue came from Carrot Cake. However, it experienced strong sales in the two months it was offered and surpassed Pumpkin Spice in December.

Pumpkin Spice had strong sales above \$6k in September and October and experience a slight decline in November and December.

