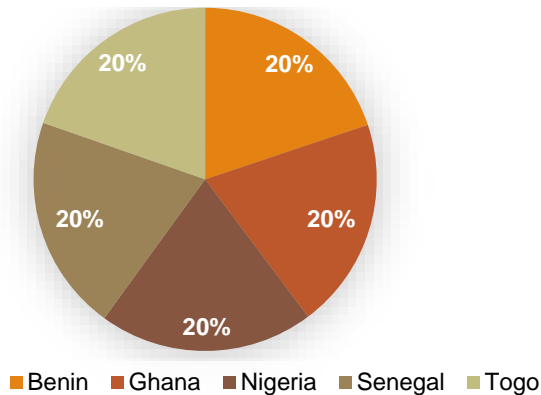


## INSIGHTS FROM THE ANALYSIS

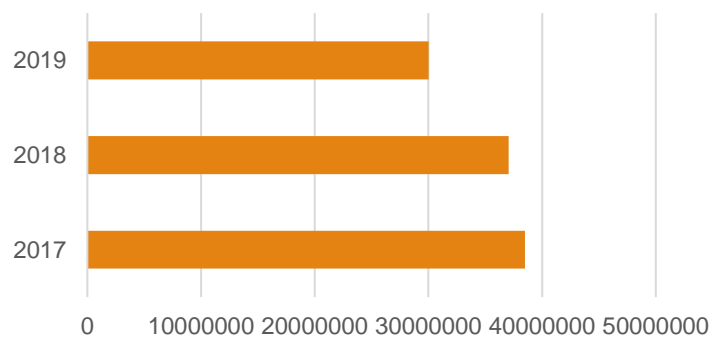
### Business Question 1: What Country Generated The Highest Profit In 2019?



**Chart 1: Profit per Country**

The chart above shows the percentage of profit made from the 6 countries. According to the pivot analysis carried out, Ghana has generated the highest amount of profit being **24%** in 2019.

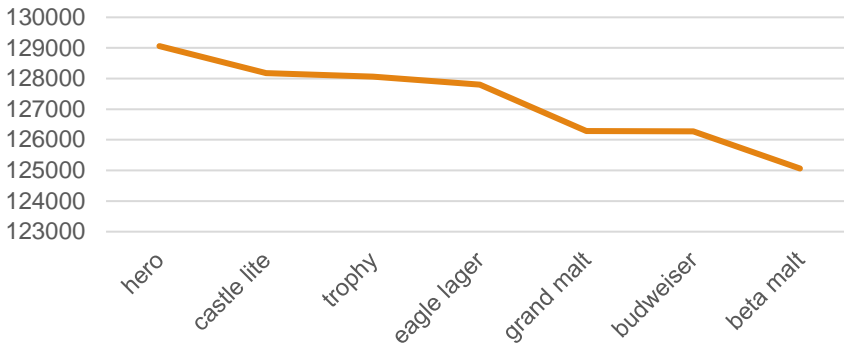
### Business Question 2: Find The Year With The Highest Profit.



**Chart 2: Profit per Year**

The chart above indicates the year in which the most profits were made. According to the analysis, the highest profit is spotted in 2017 with a total sum of **\$38,503,320**.

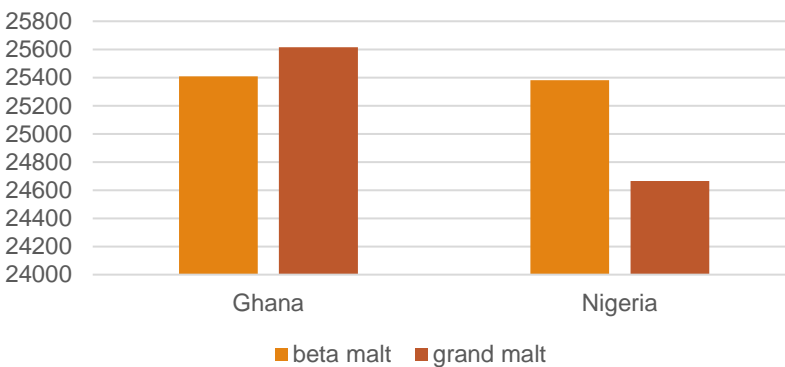
### Business Question 3: The Brand Manager Wants To Know The Top 3 Brands Consumed.



**Chart 3: Top Brand Consumed**

Within the 3 years of sales, it is required to know the most purchased brand. This was generated using the brands available and the quantity purchased over the years. at the end of analysis, the top 3 performing brands are; Hero, Castle Lite and Trophy with quantity of **129060**, **128174** and **128059** respectively.

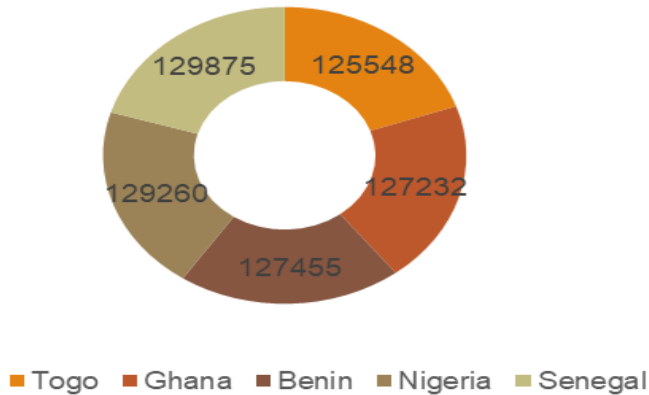
**Business Question 4: What Is The Favorite Malt Brand In The Anglophone Countries?**



**Chart 4: Anglophone Malt Purchase**

Anglophone countries are English speaking countries. The two (2) brands malt available are grand malt and beta malt. The two Anglophone countries are Ghana and Nigeria. In Ghana, grand malt is the most purchased brand of malt whereas in Nigeria, beta malt is mostly purchased.

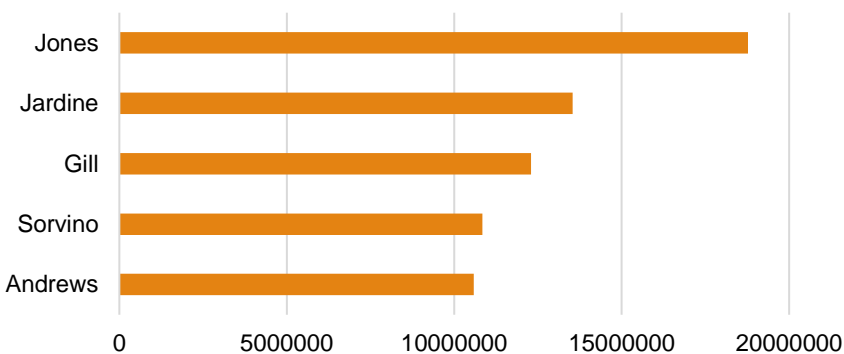
**Business Question 5: Find The Country With The Highest Consumption Of Beer.**



**Chart 5: Brand Type Consumed Per Country( limited to beer)**

The doughnut chart shows the country with the highest amount of beer consumption. The brand type column assisted in creating this analysis. The country with the highest beer consumption is Senegal with a total of **129875** quantity of beer consumption.

**Business Question 6: Find The Top 5 Sales Personnel.**



**Chart 6: Top Sales Personnel**

A total of 11 sales personnel are employed at Pabst Brewing Company and 5 persons topped the list. The sales personnel include; Jones, Jardine, Gill, Sorvino and Andrews.

**ANALYSIS DASHBOARD**



# INTERNATIONAL BREWERIES ANALYSIS

PABST BREWING COMPANY

## REVENUE

\$241,892,650

## PROFIT

\$105,587,420



### YEAR

2017

2018

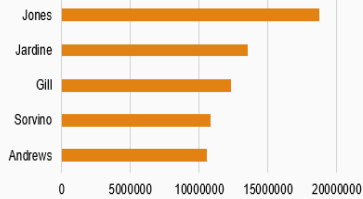
2019

### BRAND TYPE

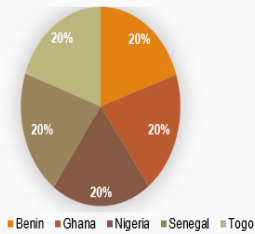
beer

malt

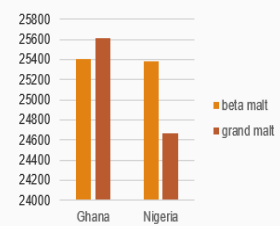
### TOP SALES PERSONNEL



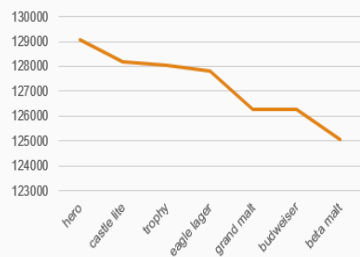
### PROFIT PER COUNTRY



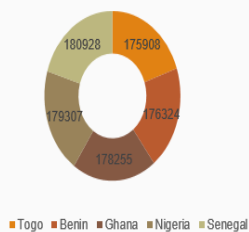
### ANGLOPHONE MALT PURCHASE



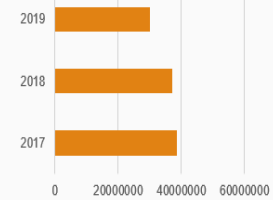
### QUANTITY PER BRAND CONSUMED



### BRAND TYPE CONSUMED PER COUNTRY



### PROFIT PER YEAR



Activate Windows