
Data Analysis: Red Bull Account Sales

Problem Statement:

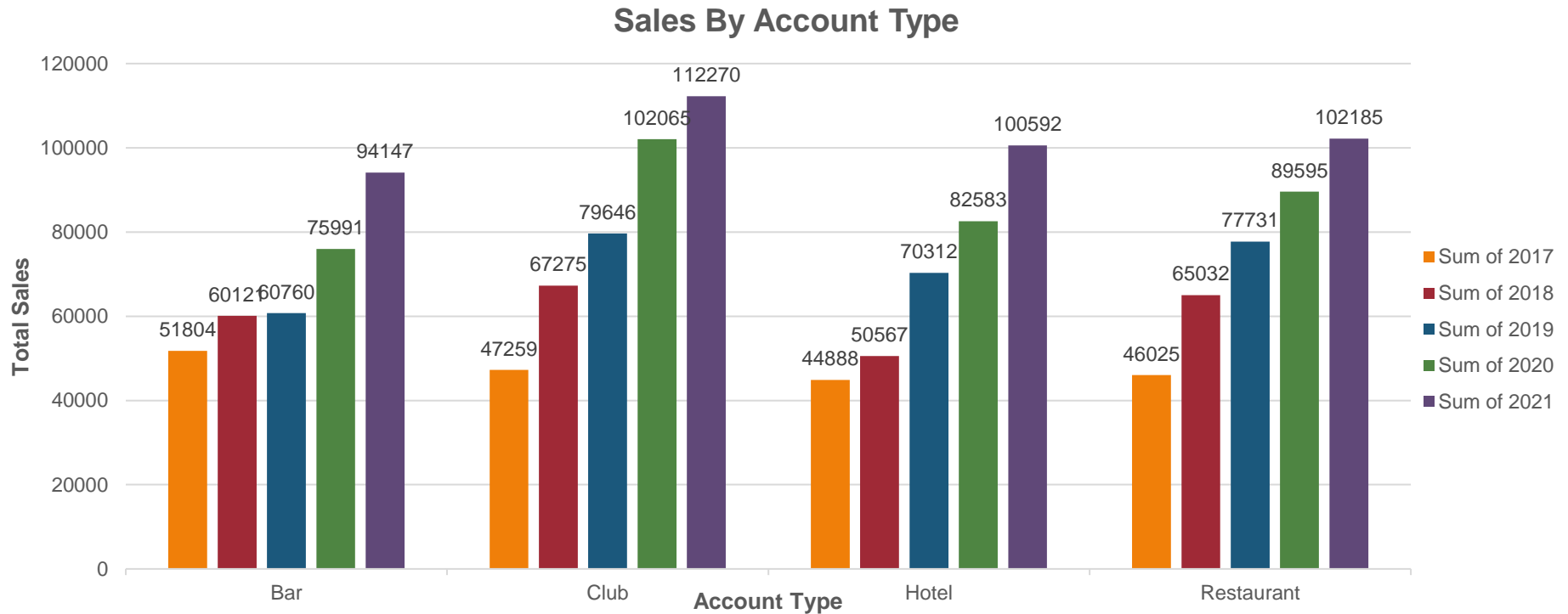
Red Bull's sales team needs to analyze account data to identify key trends and opportunities for growth in both on-premise accounts. The goal is to understand the performance of various accounts and determine the factors driving this performance, which will help in strategizing future sales efforts.

Objective:

- To analyze the performance of on-premise accounts.
- To identify key trends and opportunities for sales growth.
- To provide actionable insights that can drive improved sales strategies.

Total Sales by Account Type and Year

Graph(s) of trends and data for total sales by account type and year...



The graph shows that sales for all account types have gone up over the year, but Red Bull sales in clubs have increased the most.

Best and Worst Performing Accounts by Account Type (5 Year CAGR)

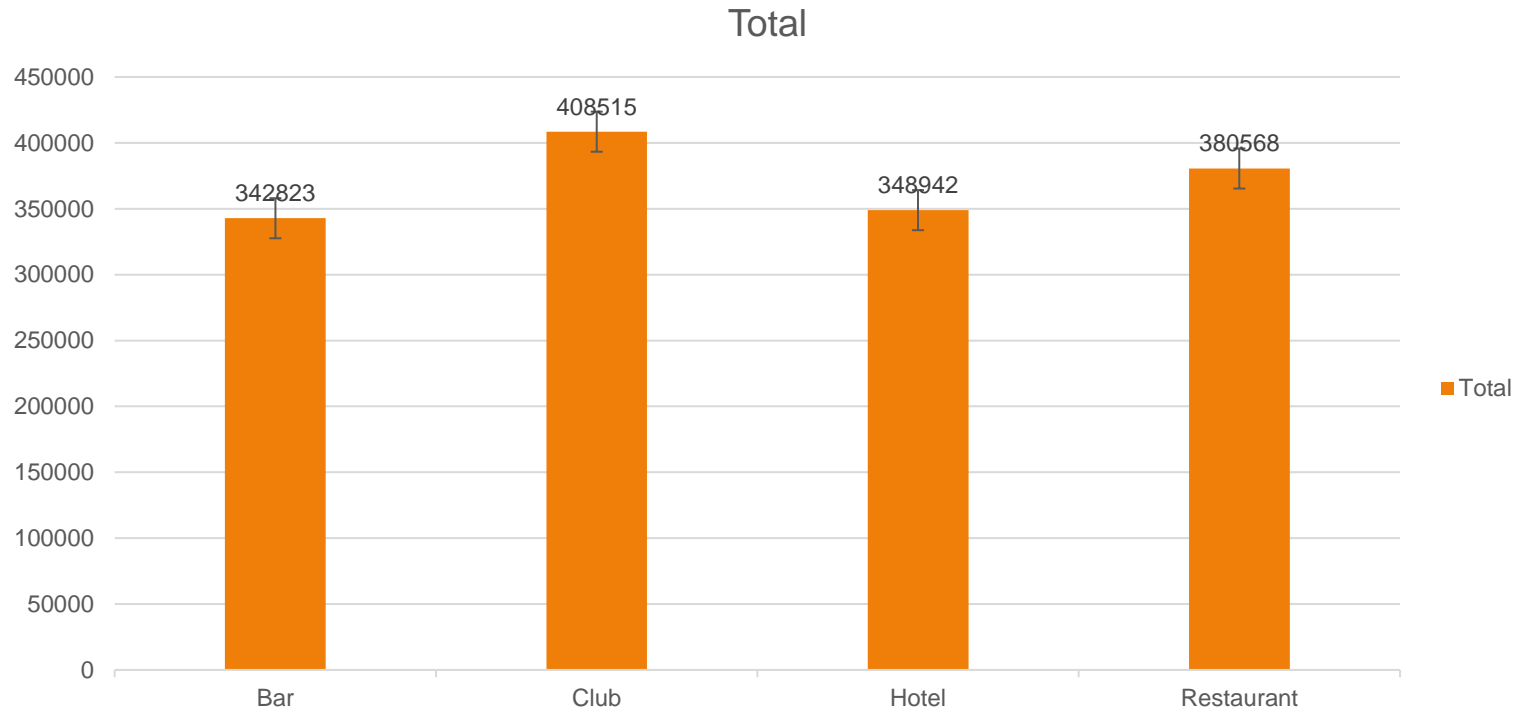
Top 2
Accounts

Bar	Restaurant	Club	Event Venue
13	5	2	11
14	12	10	2

Bottom 2
Accounts

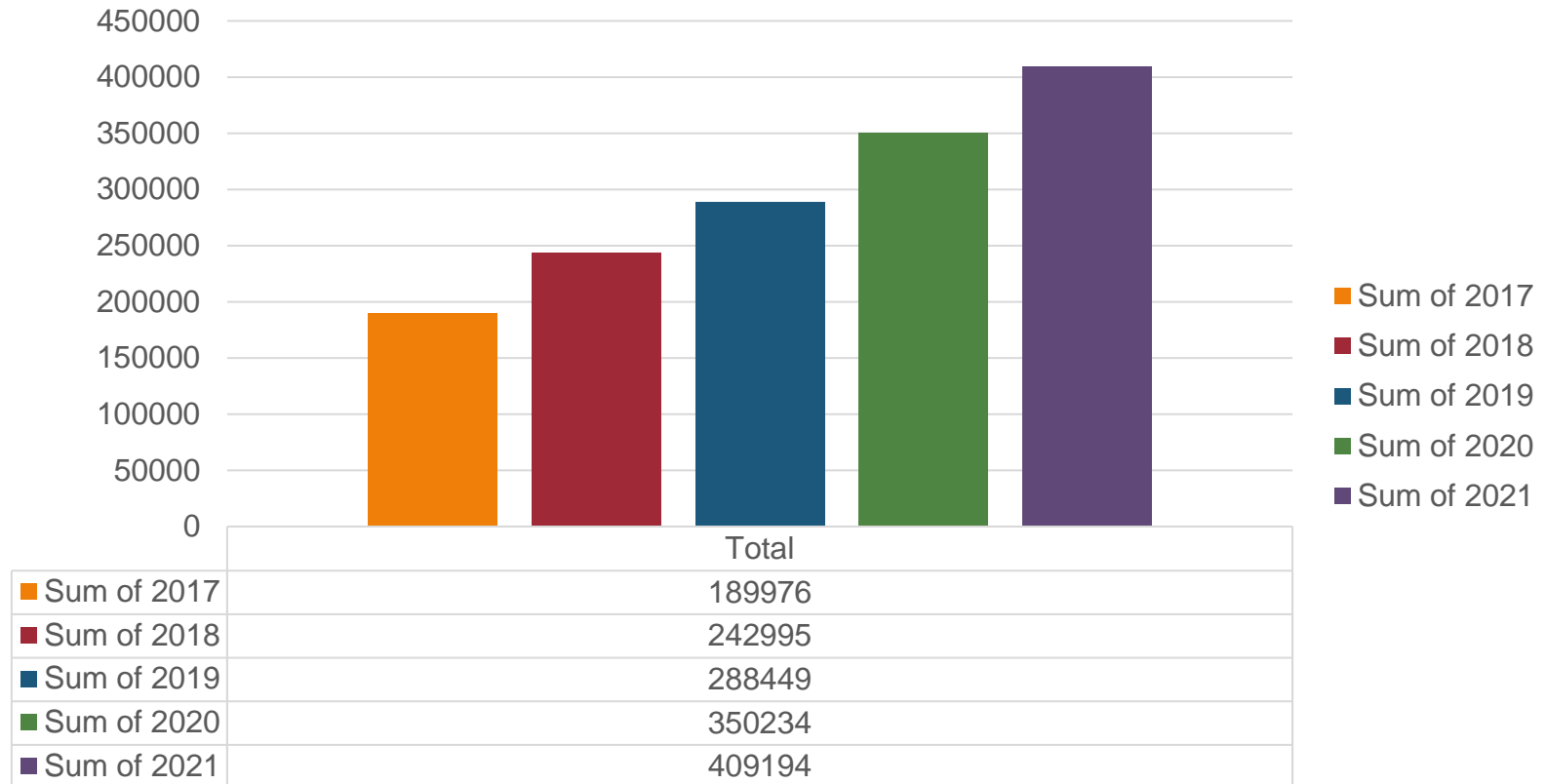
Bar	Restaurant	Club	Event Venue
15	11	8	4
7	8	11	1

Total Sales by Account Type



- **Club** has the highest total consumption of Red Bull, with approximately 408,515 drinks.
- **Restaurant** follows, with around 388,588 drinks, indicating it is also a popular venue for consuming Red Bull.
- **Hotel and Bar** have similar consumption levels, with Hotels slightly ahead at 348,942 drinks and Bars at 342,823 drinks.

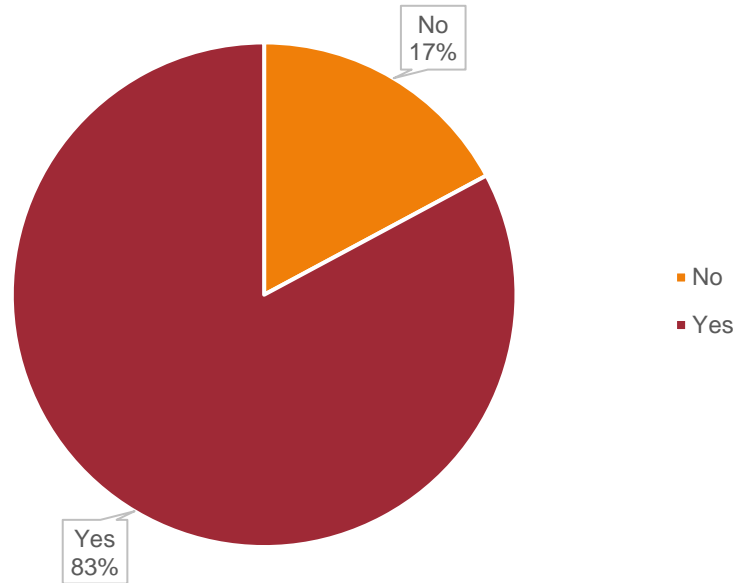
Sales Growth/Trends by Year



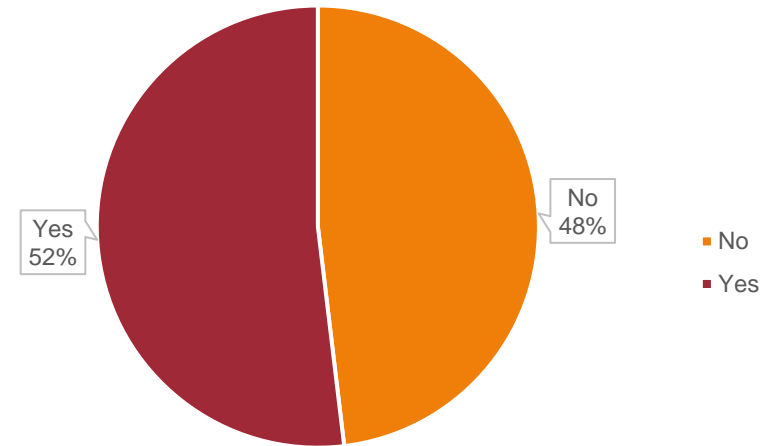
Increasing Trend: There is a clear upward trend in the consumption of Red Bull drinks over the five-year period. This suggests a growing popularity or increased demand for Red Bull products over time.

Effect of Product Lines on Sales

Sugar Free Red Bull



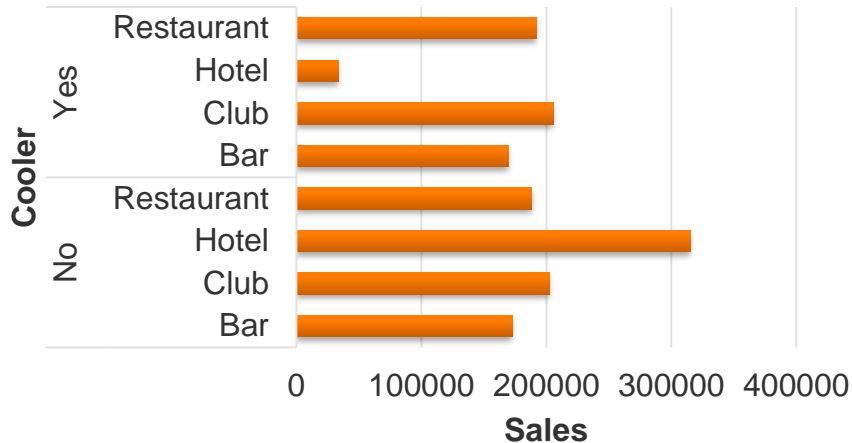
Yellow Edition Red Bull



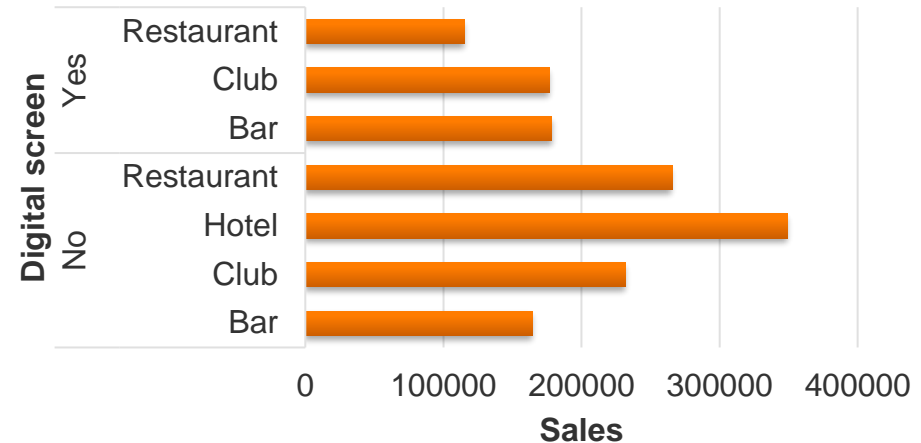
The Sugar Free Red Bull is a key driver of sales, with much stronger consumer preference compared to the Yellow Edition. While the Yellow Edition is fairly well-received, it doesn't have as strong a market presence. This data suggests that Red Bull should focus on the Sugar Free variant in its marketing and product strategies while considering ways to boost the appeal of the Yellow Edition.

Effect of Marketing / Promotion Programs

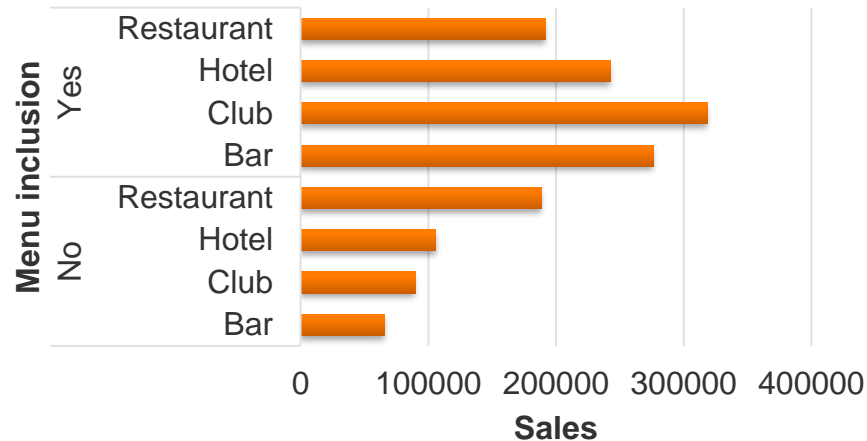
Effect Coolers on Sales



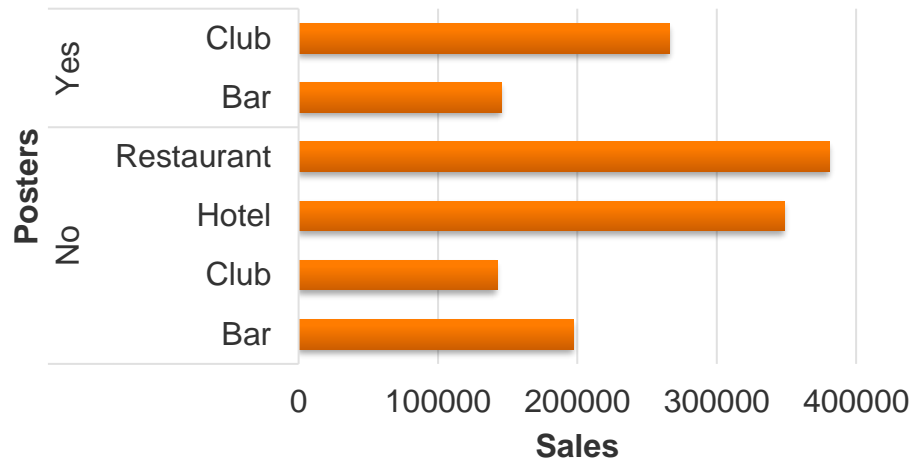
Effect Digital screen on Sales



Effect Menu inclusion on Sales



Effect Posters on Sales



Observations and Key Takeaways

- We may infer from the data collected over the last five years that all categories of on-premise accounts have shown an increase in sales growth.

Sales Growth/Trends by Account Type

- The restaurant has the highest growth rate and the bar has the lowest compared to other on-premise accounts, as shown by the graph for Sales Growth/Trends by Account Type.

Best and Worst Performing Accounts by Account Type

- In order to increase sales in those on-premise accounts, we can compare the strategies and product lines of the best performing accounts with those of the worst performing accounts using the table for Best and Worst Performing Accounts by Account Type.

Effect of Yellow Edition/Sugar Free on Sales

1. **Focus on Sugar Free Red Bull** : The Sugar Free Red Bull is a clear winner in terms of sales impact. Red Bull should continue to prioritize and possibly expand this product line, as it resonates strongly with consumers.
2. **Opportunity for Yellow Edition** : While the Yellow Edition performs adequately, the close split in consumer response suggests there is potential for improvement. Red Bull could explore marketing strategies, flavor adjustments, or promotional offers to boost its appeal.

Observations and Key Takeaways

- **Considering individual types of accounts:**

- Bars with the highest sales growth tend to have the most promotion programs implemented.
- Restaurants perform well when menu inclusion is implemented.
- Nightclubs typically perform the best when digital screens are used to attract customers.
- Event Venues perform well when coolers are displayed in the Venue.

Marketing and Promotions Effectiveness

- From the effectiveness of different marketing/promotions program we can understand that even though there is no marketing/promotions, the sales have been highest. Also considering individual marketing/promotions for all the accounts, we can see that the accounts with menu inclusion performs better than other marketing strategies.
- These insights indicate that the effectiveness of these promotional tools varies across different types of venues, and a more targeted approach might be necessary to optimize sales strategies for Red Bull drink