

# Comprehensive Beverage Sales Performance → Report

by Akshitha Varada



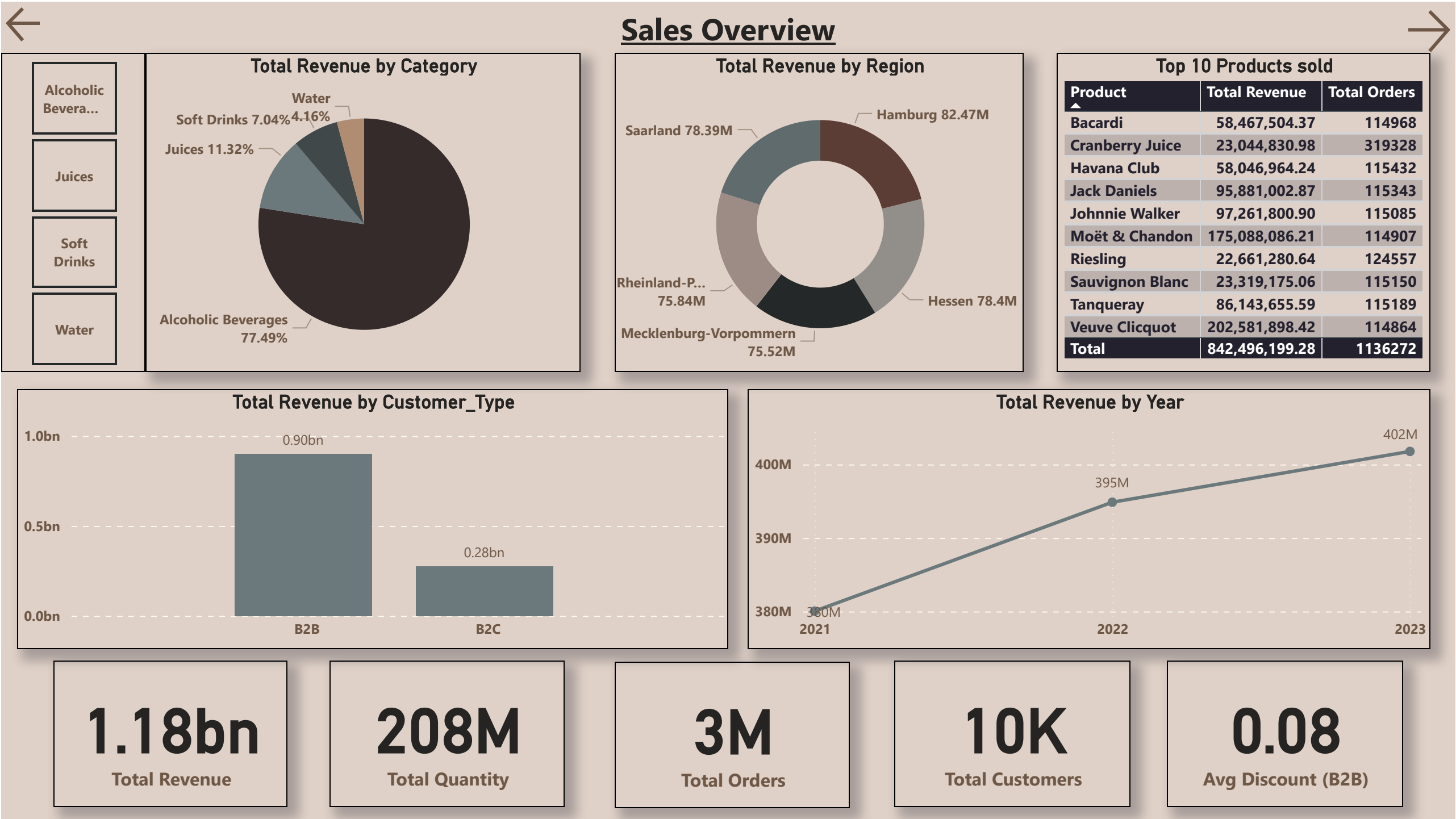
Sales OverView

Regional Insights

Product & Category  
Insights

Customer Segmentation &  
Behavior

Seasonality & Trends

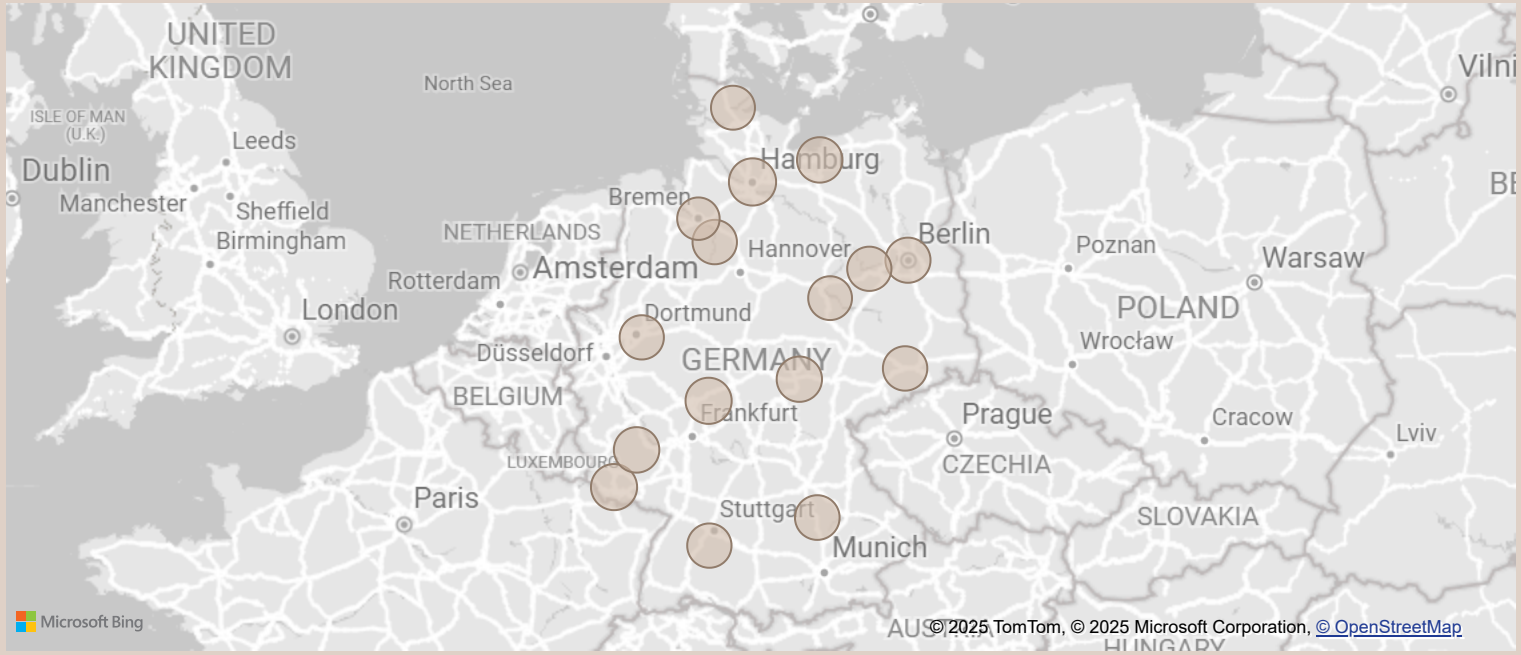




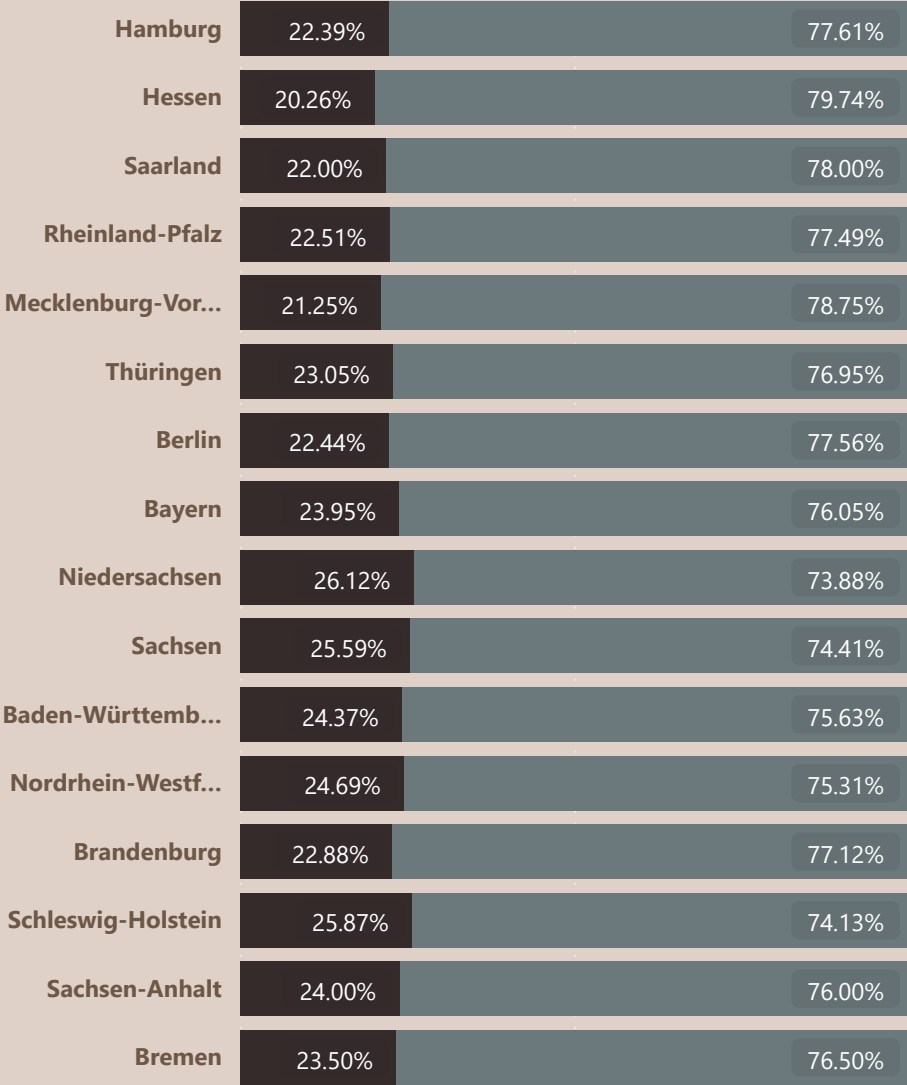
# Regional Insights



Total Revenue by Region



Revenue by Region and Customer Type



Top 3 Regions By Revenue

**Hamburg**  
**82,470,771.98**  
**Total Revenue**

**Hessen**  
**78,400,110.19**  
**Total Revenue**

**Saarland**  
**78,390,587.15**  
**Total Revenue**

Top 3 Products and Revenue by Region

Hamburg	Thüringen	Berlin	Nordrhein-Westfalen	Bayern
Hohes C Or...	Hohes C Or...	Cra...	Cra...	Cra...
Hessen	Mecklenburg-Vorpommern	Granini ...	Granini ...	Granini ...
Hohes C Or...	Hohes C O...	Sachsen	Sachsen	Brandenburg
Saarland	Bremen	Cranb...	Granini ...	Cran...
Hohes C Or...	Hohes C O...	Sachsen-Anhalt	Sachsen-Anhalt	Schleswig-Holstein
Rheinland-Pfalz	Niedersachsen	Cranb...	Granini ...	Schleswig-Holstein
Hohes C Or...	Hohes C Or...	Baden-Württemberg	Baden-Württemberg	Schleswig-Holstein
		Cranb...	Granini ...	

0% 50% 100%

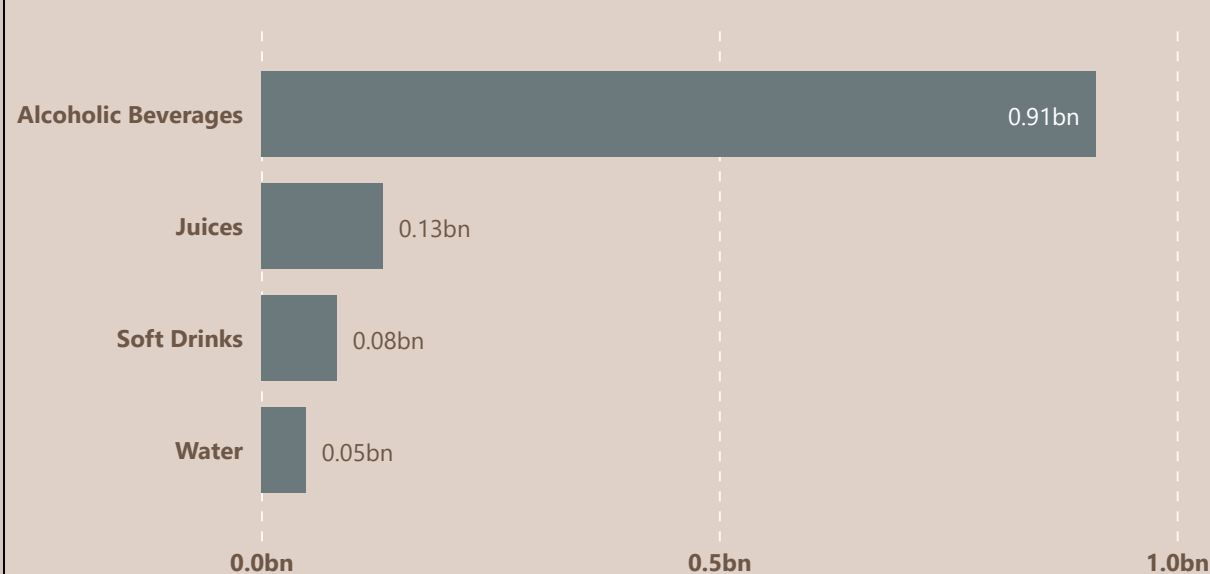
Customer Type ● B2B ● B2C



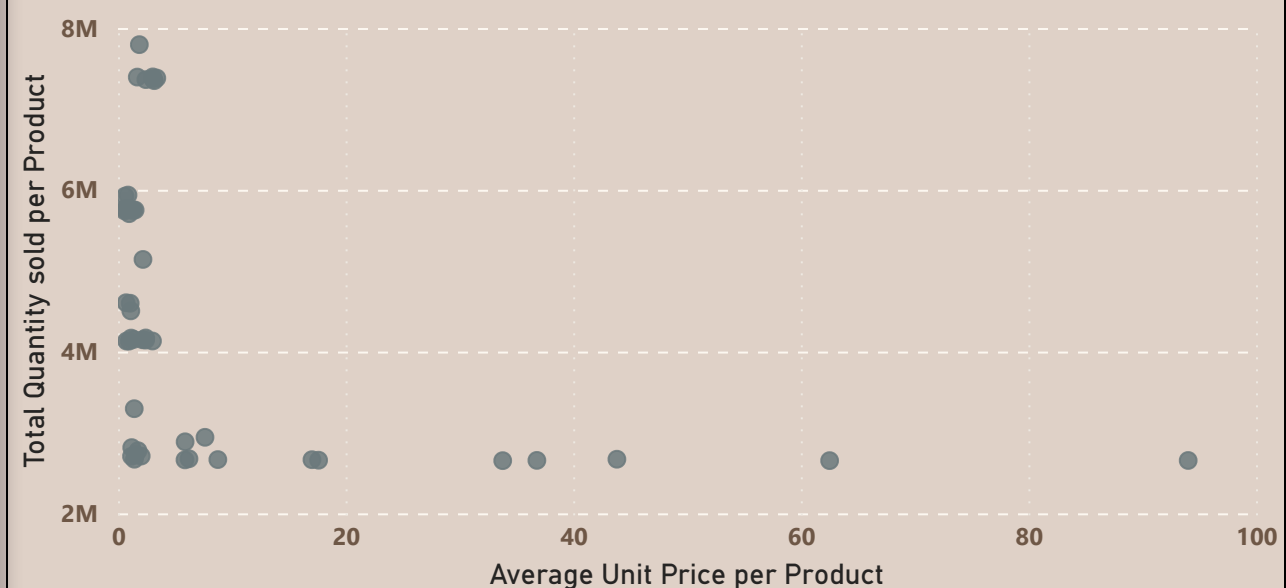
## Product & Category Insights



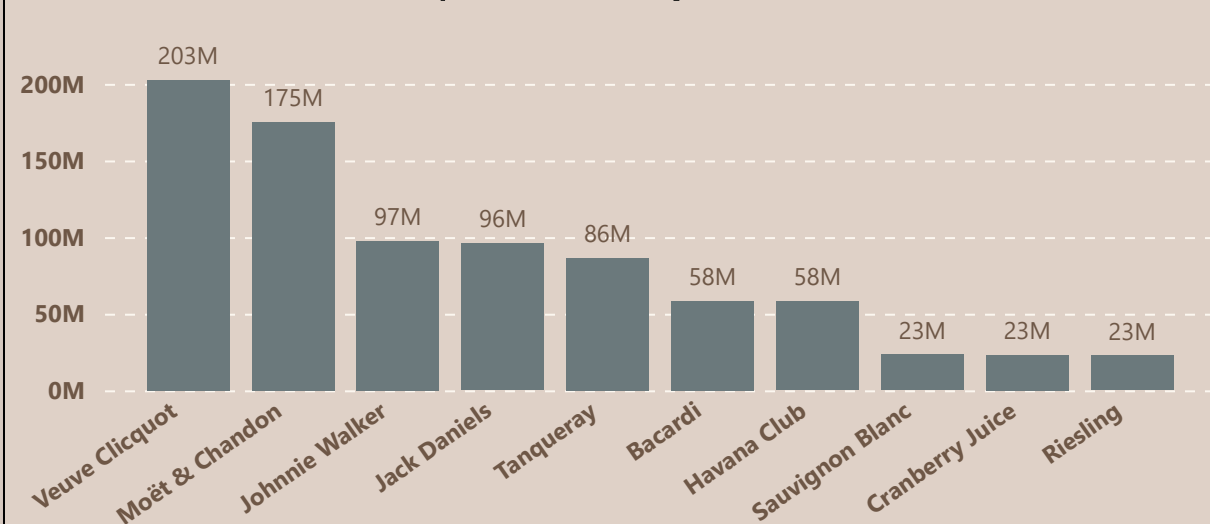
### Total Revenue by Category



### Unit Price vs Quantity by Product



### Top 10 Products by Revenue



### Top 10 Product sales by Customer Type

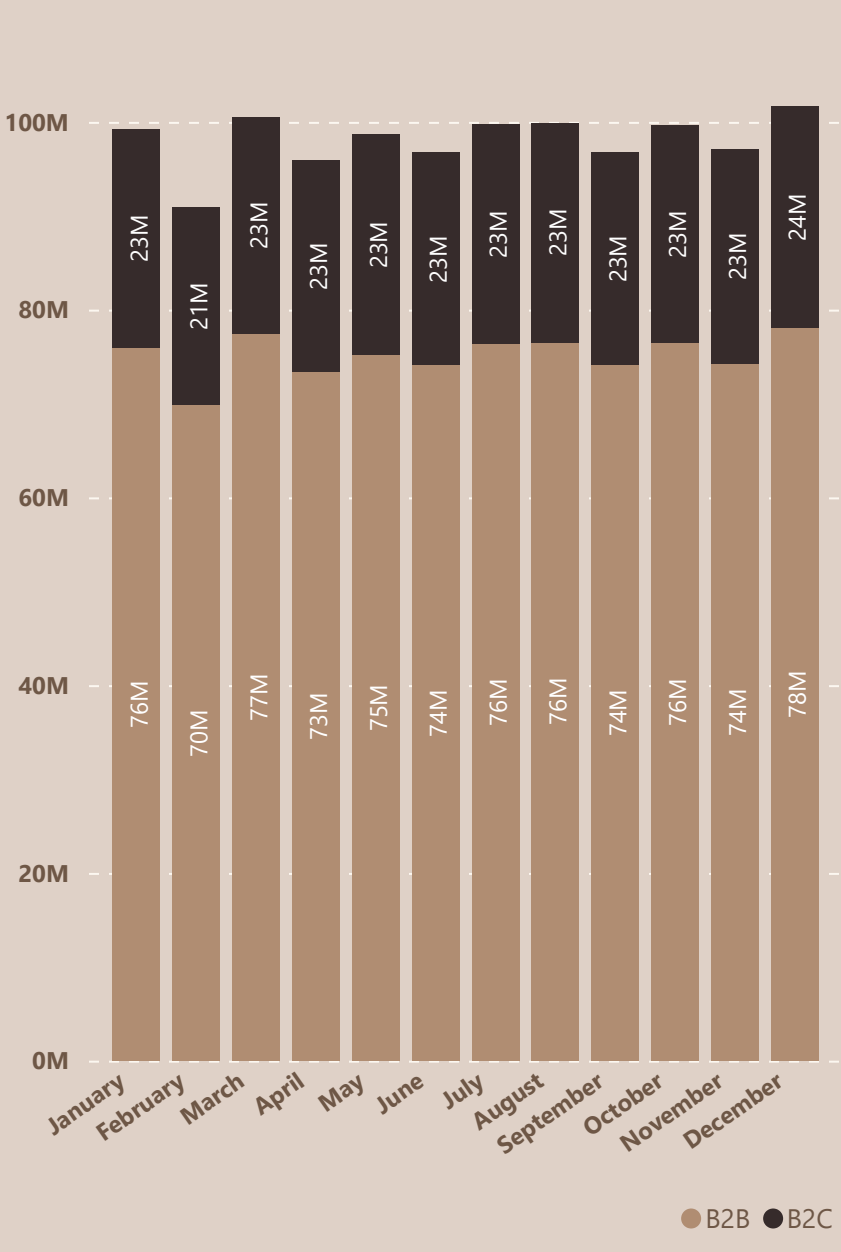
Product	B2B		B2C	Total
Cranberry Juice		113669	205659	319328
Granini Apple		113660	205837	319497
Hohes C Orange		119679	217435	337114
Mango Juice		113100	204664	317764
Passion Fruit Juice		113502	205421	318923
Rauch Multivitamin		113080	205458	318538
San Pellegrino		91428	164640	256068
Tomato Juice		113947	204826	318773
Vittel		91121	164669	255790
Volvic Touch		88466	160501	248967
Total		702602	1270140	1972742



# Customer Segmentation & Behavior



Revenue by Customer Type Over Time



0.08

Avg Discount (B2B)

Total 10 Customers by Revenue

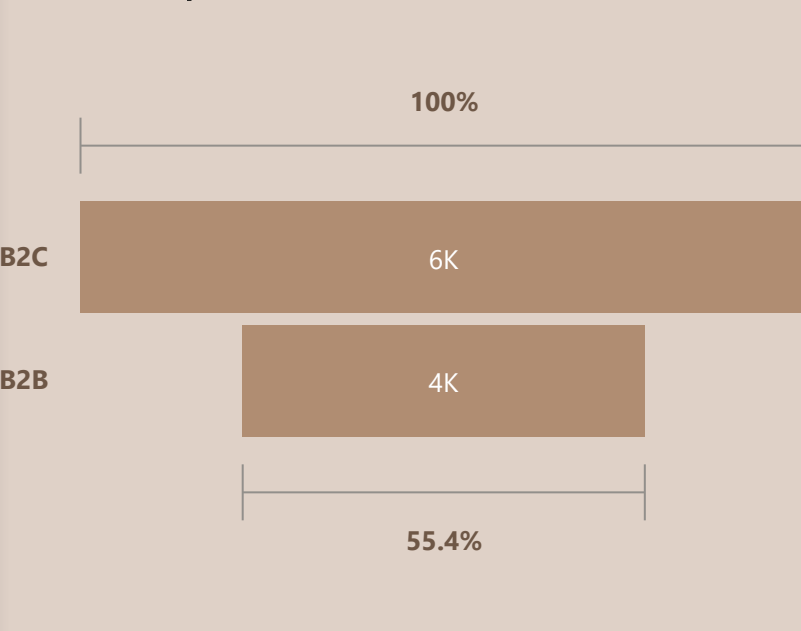
Customer_ID	Customer_Type	Total Revenue	Total Quantity
CUS3866	B2B	367,741.61	49929
CUS2190	B2B	359,547.51	49513
CUS5120	B2B	356,102.09	49894
CUS8215	B2B	354,744.41	49137
CUS9241	B2B	353,829.40	50958
CUS1479	B2B	350,365.24	53502
CUS2662	B2B	348,987.45	51408
CUS448	B2B	345,834.59	48686
CUS9989	B2B	342,045.99	53342
CUS4834	B2B	340,644.61	46739
Total		3,519,842.90	503108

No Discount For B2C Customers

0.00

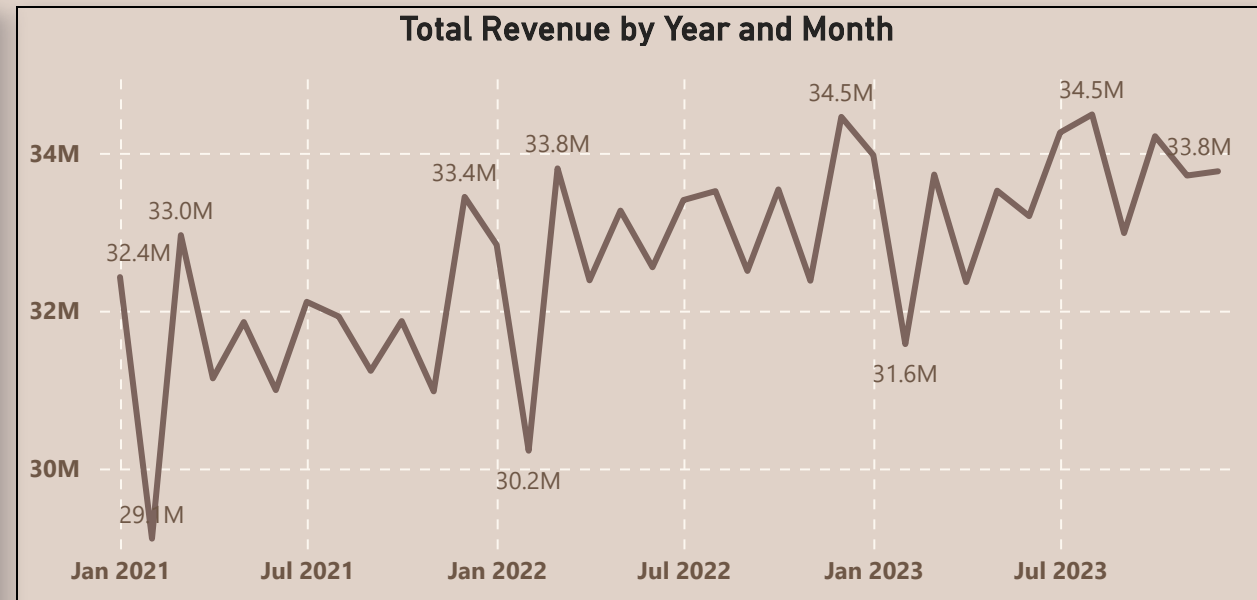
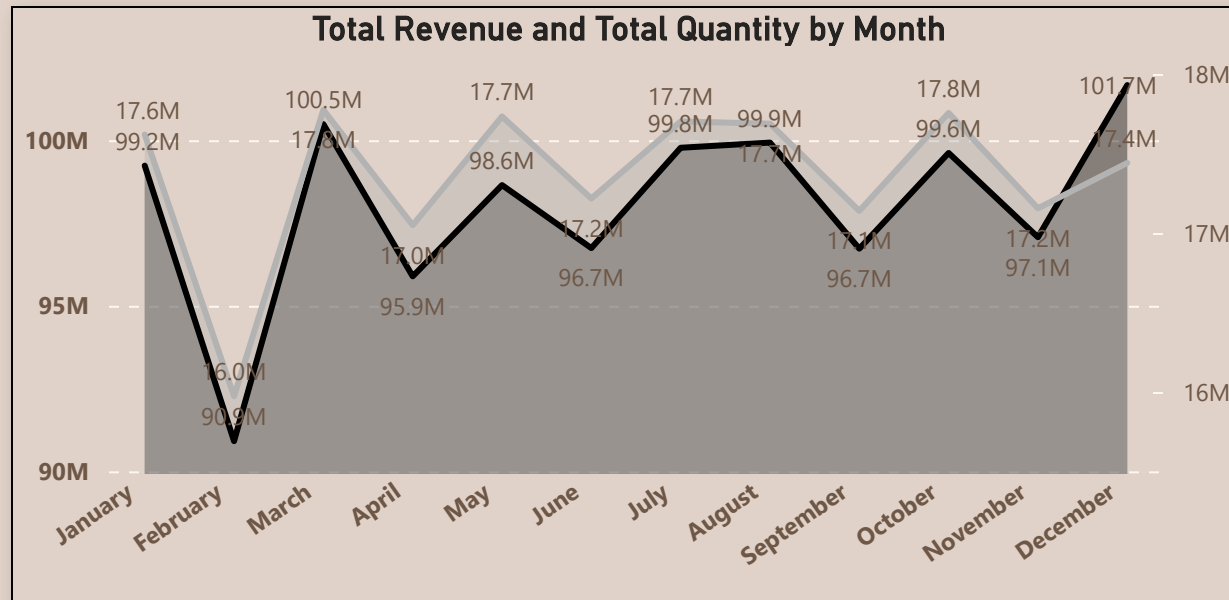
Avg Discount B2C

Proportion of B2B vs B2C Customers





## Seasonality & Trends



Region

All

Category, Customer\_Type

All

1/1/2021 12/30/2023

