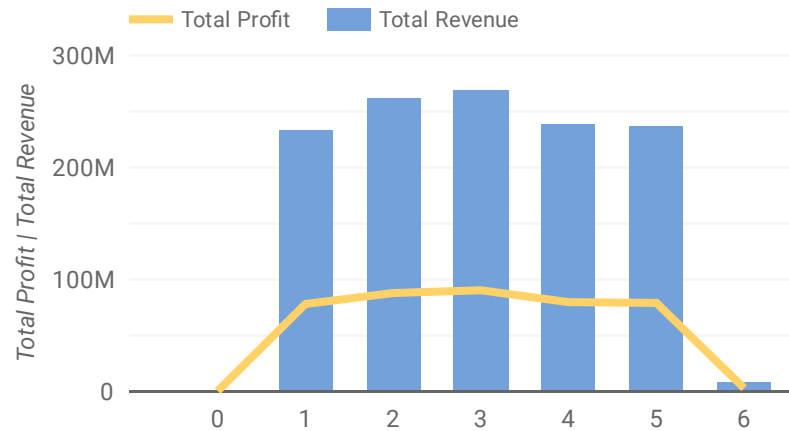
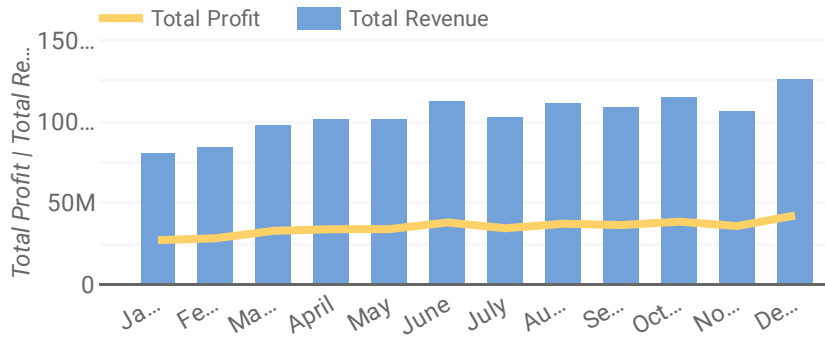
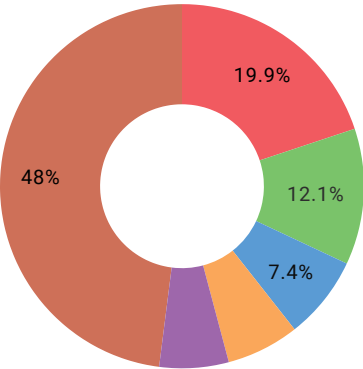


Total Revenue 1.3B	Total Bottles Sold 91.5M	Total Profit 418.4M	Categories Sold 60	Vendors Engaged 499	Counties 99	Cities 455	Stores 2.2K
-----------------------	-----------------------------	------------------------	-----------------------	------------------------	----------------	---------------	----------------

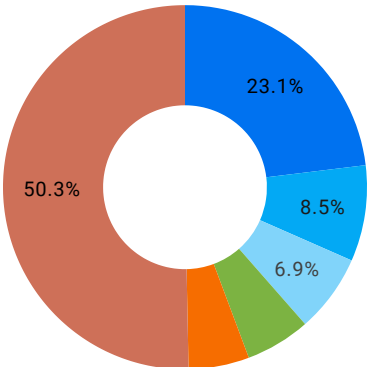


Metric			
Metric		Store Name	Top 3
1.	Profit Increase vs. 2021	ANOTHER ROUND / DEWITT	969,031.27
2.	Profit Increase vs. 2021	WALL TO WALL WINE AND SPIRITS / WEST DES MOINES	696,133.34
3.	Profit Increase vs. 2021	HY-VEE #3 / BDI / DES MOINES	645,542.59

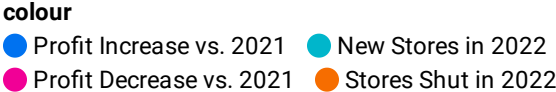
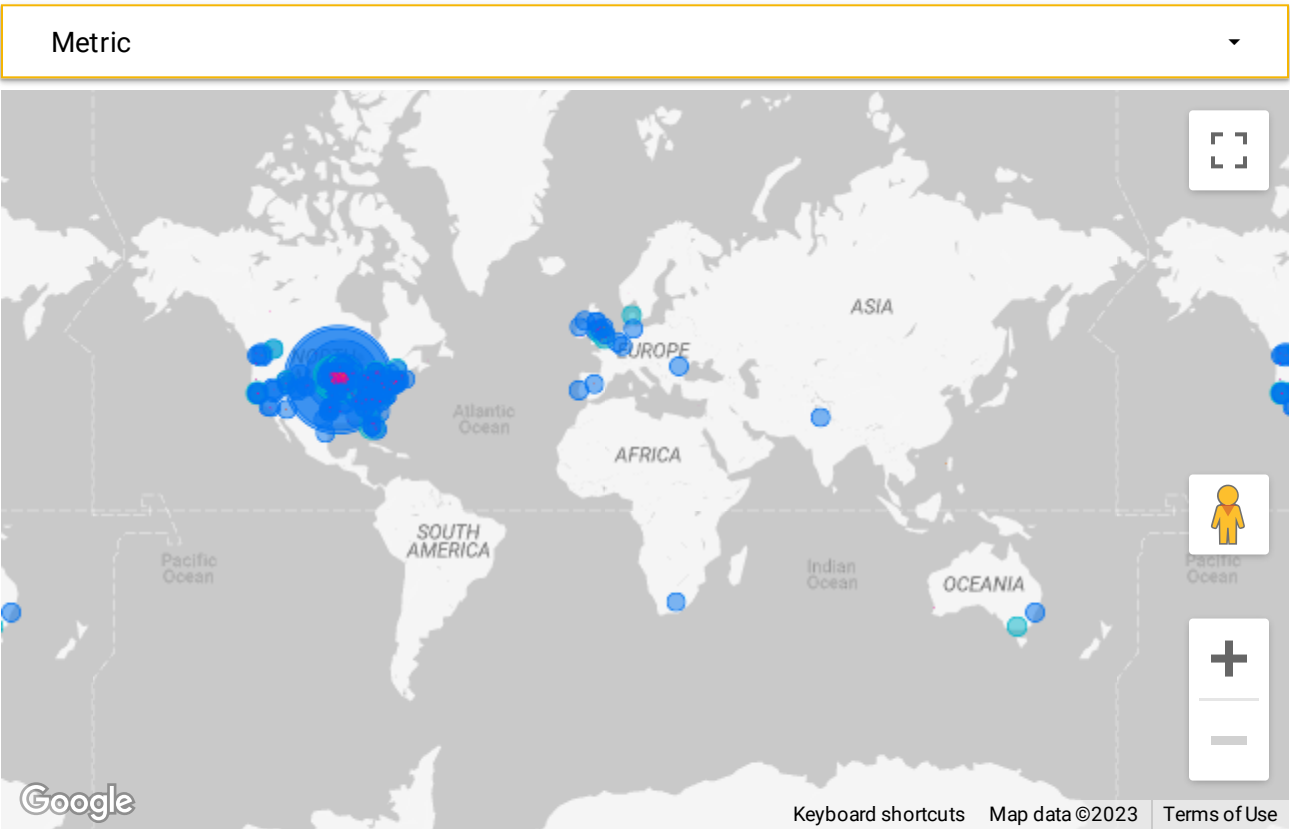
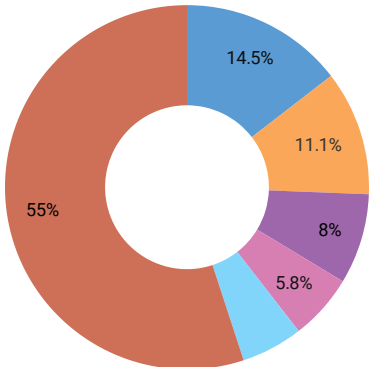
Top 5 Vendors by Revenue



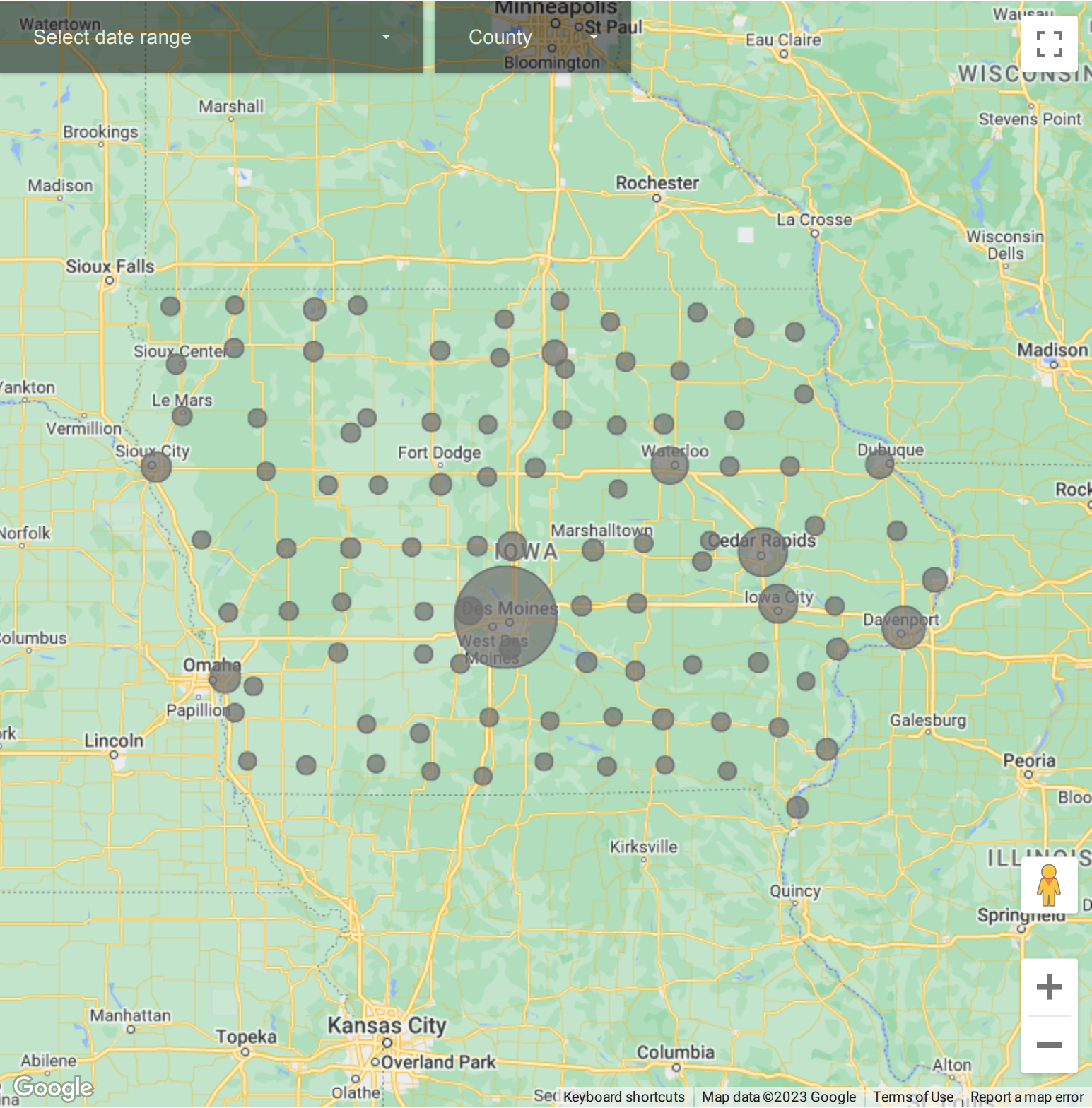
Top 5 County/City/Store by Revenue



Top 5 Categories/Items by Revenue

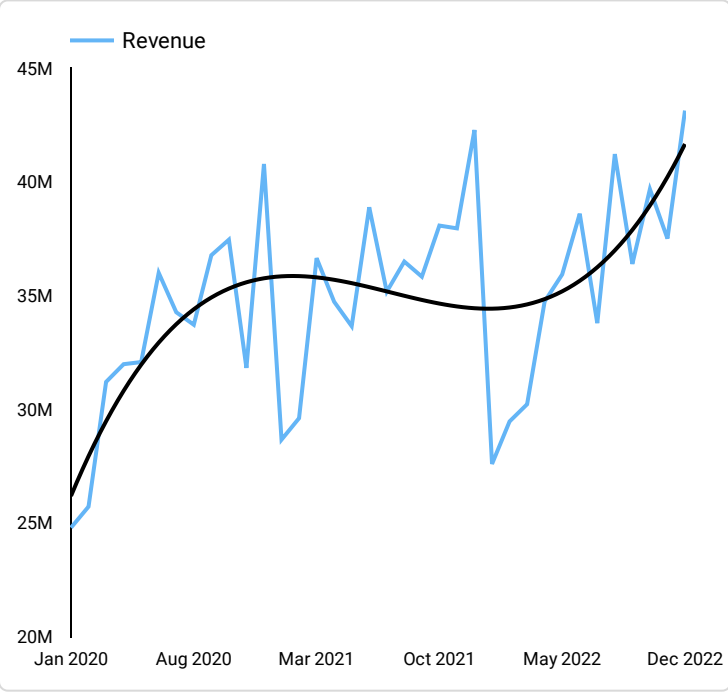


DRILL DOWN BY SALES



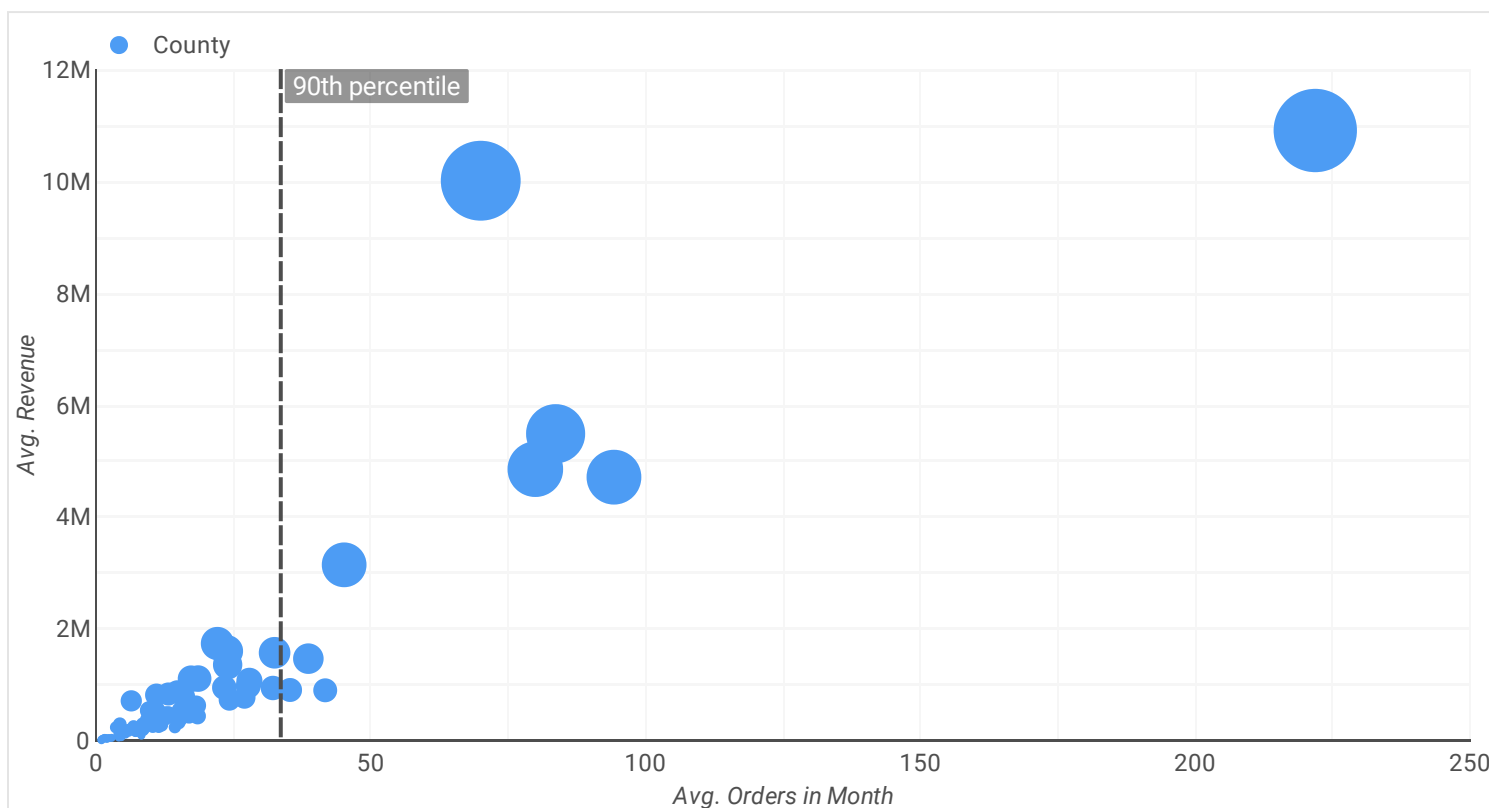
Total Revenue 363,738.6 • ● 289,024,856.83

	City	Revenue ▾	Quantity
1.	DES MOINES	444.3M	34.5M
2.	CEDAR RAPIDS	241.9M	19.0M
3.	DAVENPORT	184.4M	15.8M
4.	WEST DES MOINES	144.9M	8.9M
5.	WATERLOO	125.9M	11.4M
6.	COUNCIL BLUFFS	122.7M	9.5M
7.	SIoux CITY	120.3M	9.2M
8.	IOWA CITY	119.3M	8.7M
9.	AMES	98.4M	6.7M
10.	DUBUQUE	97.6M	7.2M
11.	ANKENY	82.9M	5.4M
12.	CORALVILLE	75.9M	4.5M
13.	CEDAR FALLS	69.0M	4.9M
1 - 100 / 479 < >			



VENDOR/STORE VIEW

Select date range

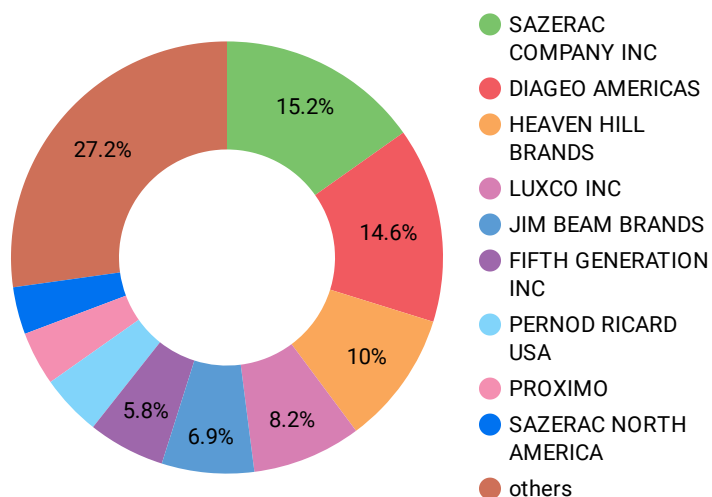


	County	Store Name ▾
1.	POLK	50
2.	LINN	33
3.	BLACK HAWK	22
4.	SCOTT	21
5.	JOHNSON	17
6.	POTTAWATTA	15
7.	DUBUQUE	13
8.	STORY	11
9.	DALLAS	10
1...	POWESHIEK	9

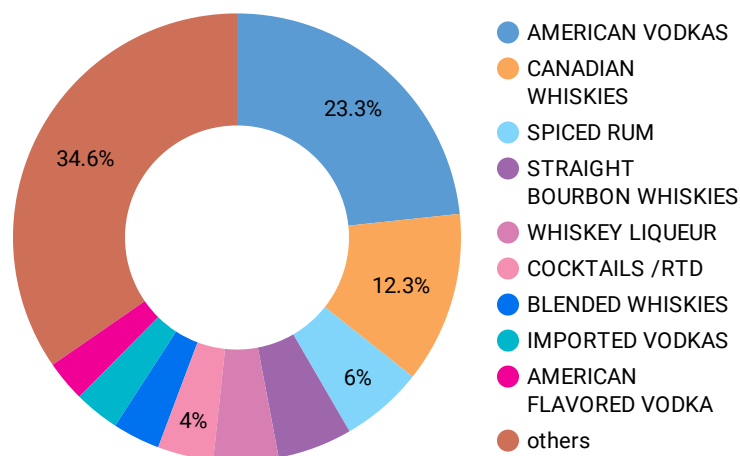
1 - 10 / 87



Gallons Sold Per Vendor



Gallons Sold Per Category



	Product Name	Gallons Sold ▾
1.	TITOS HANDMADE VODKA	1.1M
2.	BLACK VELVET	1.1M
3.	FIREBALL CINNAMON WHISKEY	537.5K
4.	HAWKEYE VODKA	527.7K
5.	CAPTAIN MORGAN ORIGINAL SPICED	491.8K
6.	CROWN ROYAL	286.5K
7.	JACK DANIELS OLD #7 BLACK LABEL	260.3K
8.	CROWN ROYAL REGAL APPLE	235.6K

1 - 10 / 6023



LOOK INTO THE FUTURE

REVENUE IMPACT BY PRICE ELASTICITY

Elasticity %

Revenue Impact

Product Name

	Category Name	Product ID	Product Name	Revenue Impact	Bottle Volume (ml)	Revenue Change due to Price Change %
1.	TENNESSEE WHISKIES	86698	JACK DANIELS TENNESSEE FIRE	Increase	375	2M
2.	AMERICAN DRY GINS	29119	AVIATION AMERICAN GIN	Increase	750	384K
3.	TENNESSEE WHISKIES	26826	JACK DANIELS OLD #7 BLACK LABEL	Increase	750	71K
4.	IMPORTED BRANDIES	47647	BRANSON VSOP ROYAL	Increase	750	50K
5.	STRAIGHT BOURBON WHISKIES	17088	BULLEIT BOURBON FRONTIER WHISKEY	Increase	1750	39K

1 - 10 / 597

FORECASTED REVENUE FOR NEXT 6 MONTHS PER STORE

Store Name

Select date range

