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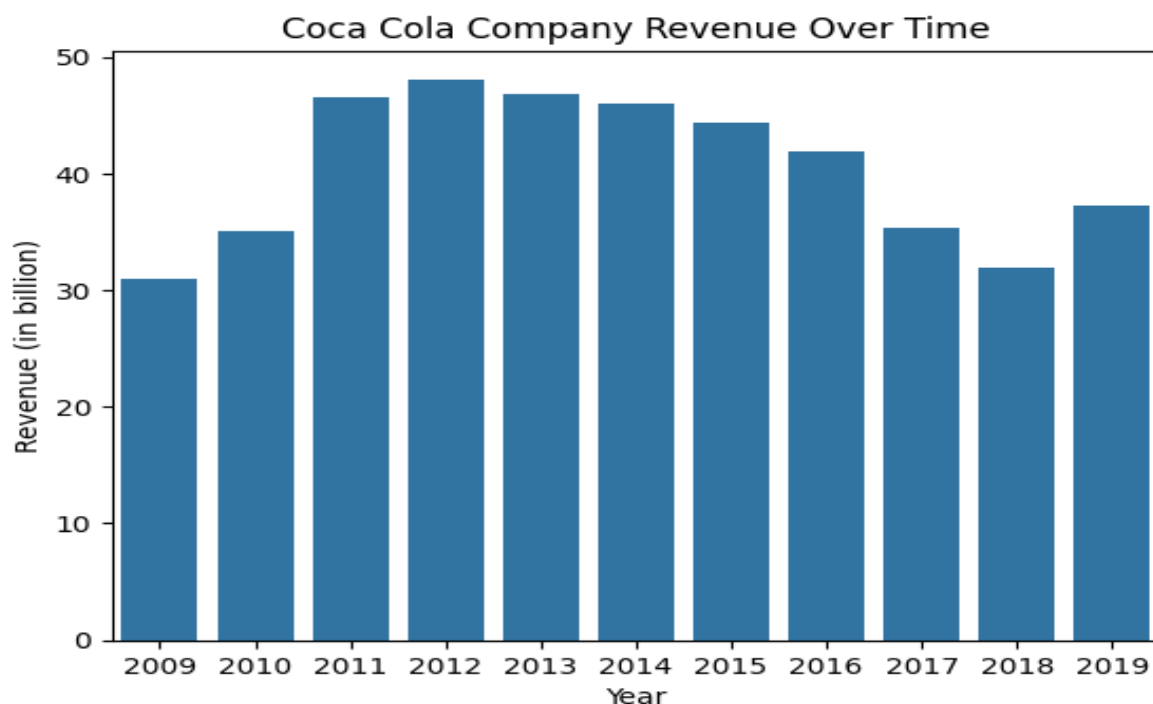
DATA STORYTELLING

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PROJECT ON COCA COLA COMPANY (2009-2019)

The Coca-Cola Company is an American multinational corporation founded in 1892. It manufactures, sells and markets soft drinks including Coca-Cola, other non-alcoholic beverage concentrates and syrups, and alcoholic beverages.

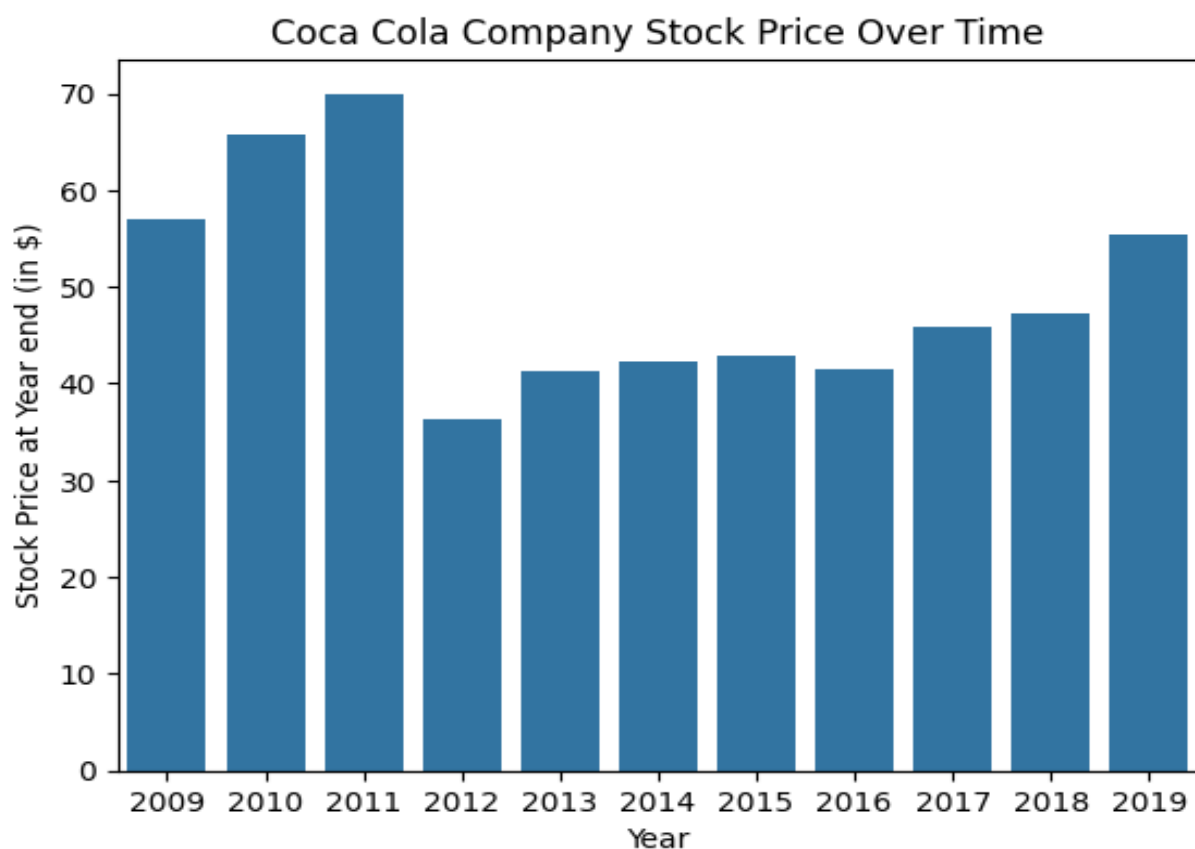
Here is a visual which shows the total Revenue earned by the company in different years within the time span 2009-2019.



From the above visual it is quite evident that the revenue of Coca Cola Company was increasing steadily till 2012. Since then, it is Gradually sloping downwards.

This might be due to the competition produced by the other close substitutes.

Then there is another visual which shows that the Stock Price of the company at the end of each year from 2009-2019.



From the above picture it is clear that the Stock price initially increased till 2011 then it had a sheer fall in 2012. Since then, it is rising but at a very slow rate.

This indicates that company is gradually recovering in a steady but slow rate.

CONCLUSION

The above visuals show that the renowned Coca Cola Company is really struggling and is gradually recovering and trying to regain its position in the market. The company is suffering from these obstacles for various reasons. One of them is the availability of numerous substitutes present in the market.

Thus if any new firm wants to join the market of soft drinks, it might have to face some serious competition as an internationally reputed brand like Coca Cola is also having some tough time in the modern market.