

# BREWERY COMPETITIVE ANALYSIS DASHBOARD

Monitoring Key Metrics and Trends to Stay Ahead of the Competition

## BEER REVIEW DATASET

TASTE

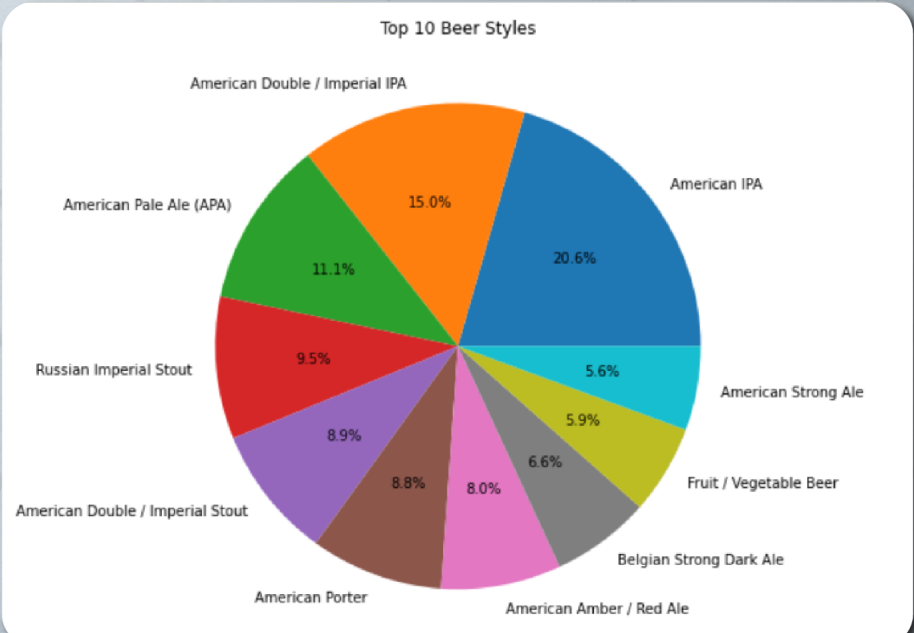
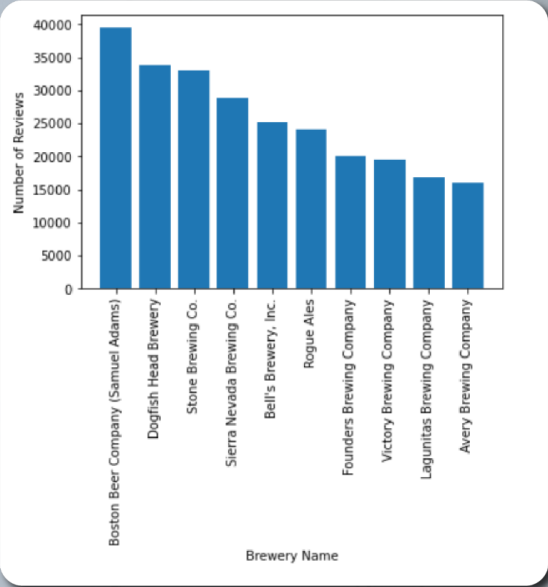
AROMA

PALATE

APPEARANCE

BEST BREWERY:  
BOSTON BEER CO.

BEST BEER STYLE:  
AMERICAN IPA



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## KEY PERFORMANCE INDICATORS:

### 1. Market share percentage

This KPI measures the percentage of total sales within a specific market that is captured by the brewery. The calculation for this KPI would be:

$$\text{Market share \%} = (\text{Brewery's sales revenue} / \text{Total market sales revenue}) \times 100$$

The value provided by using this KPI is that the brewery owner can monitor the performance of their competitors and compare it to their own performance.

### 2. Average price per unit sold

This KPI would provide the brewery owner with information on the average price that their competitors are selling their products for. The calculation for this KPI would be:

$$\text{Average price per unit sold} = \text{Total sales revenue} / \text{Total units sold}$$

The value provided by using this KPI is that the brewery owner can monitor the pricing strategy of their competitors and compare it to their own pricing strategy.

## CONCLUSION:

In conclusion, tracking the right KPIs is essential for the brewery owner to monitor their competitors effectively. By focusing on metrics such as sales volume, market share percentage, average price per unit sold, and gross profit margin, the brewery owner can gain valuable insights into their competitors' performance and make informed business decisions. With a well-designed dashboard that presents this information in a clear and concise manner, the brewery owner can stay ahead of the competition and continue to grow their business.