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# **Data Analysis: Red Bull Account Sales**

**Presented by: Crystal Norman**  
**Last Updated: 2023/27/03**



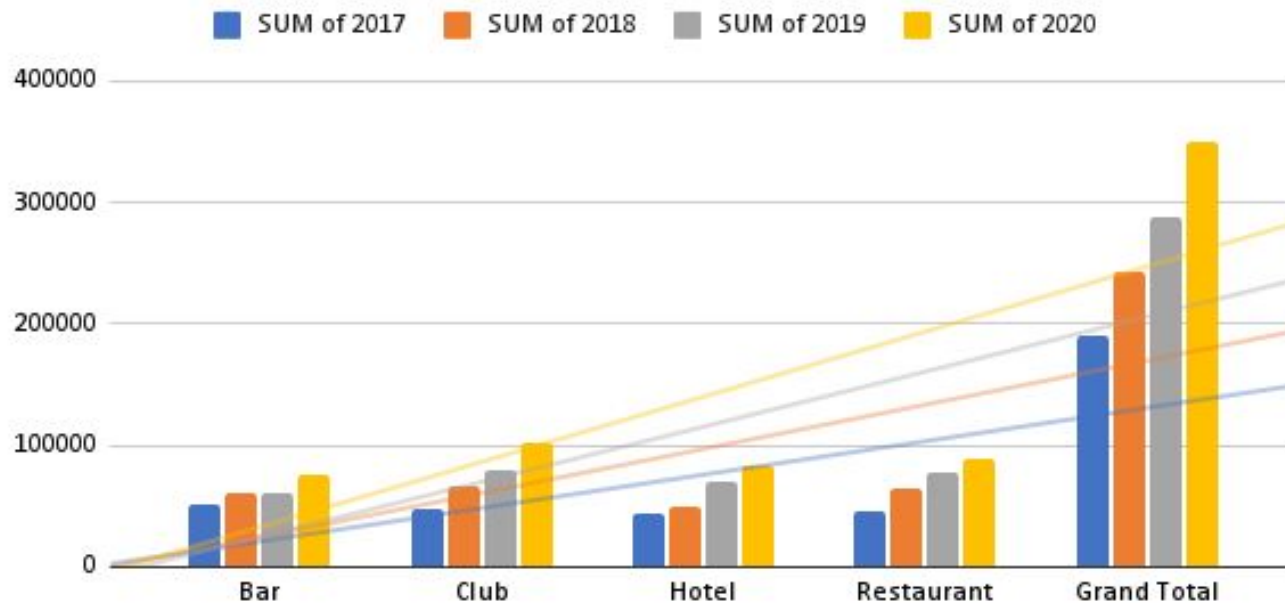
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## Objective:

To analyze Redbull data, track sales growth between different on-premise accounts throughout the years 2017 - 2021, and use that data for insights, as well as to effectively address objections raised during sales calls.

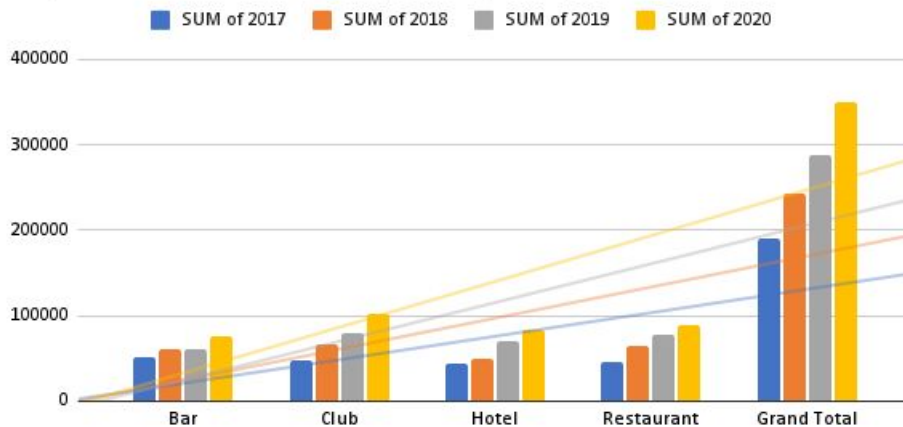
# Total Sales by Account Type and Year

Graph of trends and data for total sales by account type and year



# Total Sales by Account Type and Year

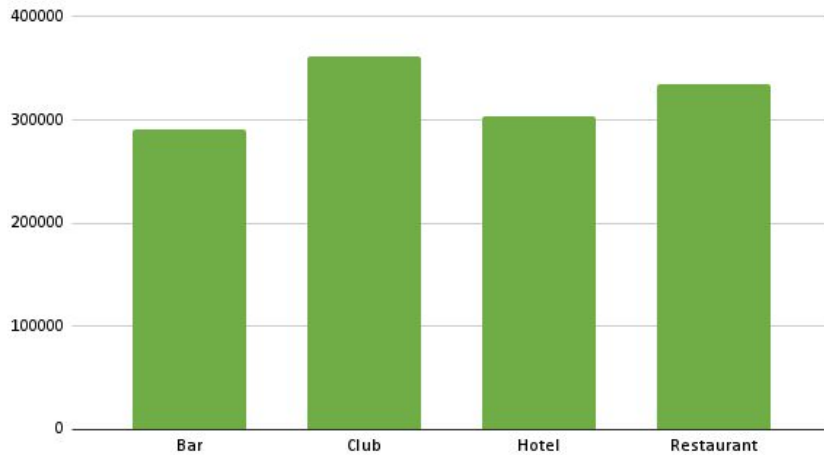
Graph of trends and data for total sales by account type and year



- We are able to identify each accounts differences in sales through the years 2017 - 2020
- Our highest year of sales was 2020 where the Club account took the lead on highest sales with the largest growth since 2017
- All other accounts such as Bar, Restaurant and Hotel saw gains in sales as well

# Yearly Sales Growth

Total sales for all accounts

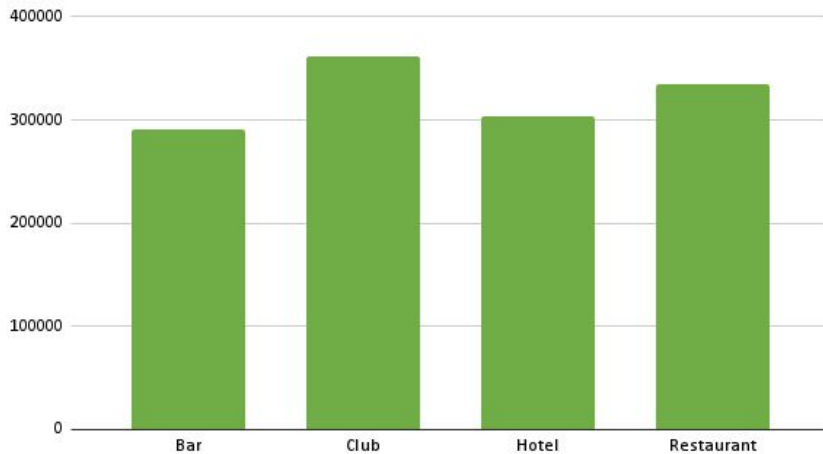


Compound Annual Growth Rate For All Accounts



# Yearly Sales Growth

Total sales for all accounts



- The CAGR percentage for each account shows an in depth view of just how close the sales growth across the accounts are. However the Club account grew the most at 19%.

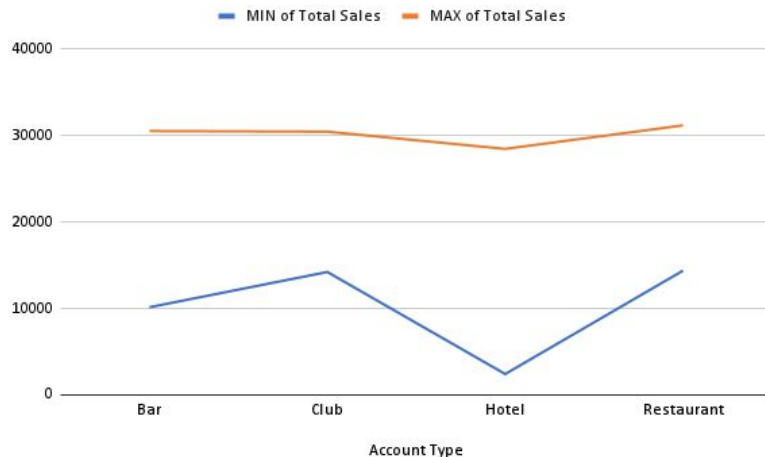
- A bar graph of the sales show an overall view of the sales for each account. Here they appear to be quite close in comparison.

Compound Annual Growth Rate For All Accounts



# Best and Worst Performing Accounts by Account Type

Account Type	SUM of Total Sales	MIN of Total Sales	MAX of Total Sales
Bar	291019	10149	30531
Club	361256	14224	30458
Hotel	304054	2418	28467
Restaurant	334543	14383	31185
<b>Grand Total</b>	<b>1290872</b>	<b>2418</b>	<b>31185</b>



Compound Annual Growth Rate For All Accounts



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- The account with the lowest sales performance was Hotel, which was significantly lower than any of the other accounts
- The Restaurant account had the highest amount of sales
- Despite those findings it appears that the Bar account had the lowest amount of sales growth at 13% according to the CAGR

Compound Annual Growth Rate For All Accounts





# Effect of assets presence on sales

Branded Cooler Presence by Account Type and Total



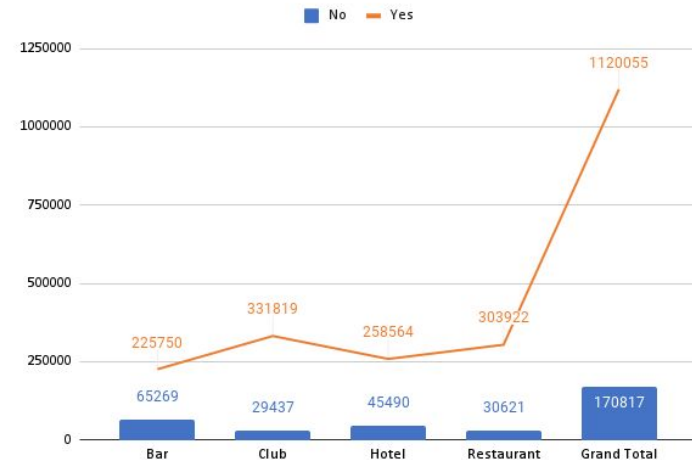
Digital Screen Presence by Account Type and Total



Yellow Presence by Account Type and Total



Sugar Free Presence by Account Type and Total



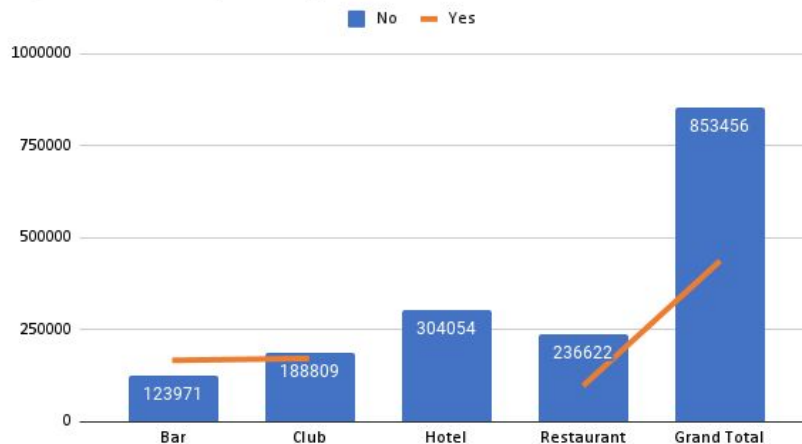
# Effect of assets presence on sales

Branded Cooler Presence by Account Type and Total



- As seen on the chart, accounts which featured the promotional cooler item increased sales for every account except for the Hotel account in which only 2 hotels featured the item.

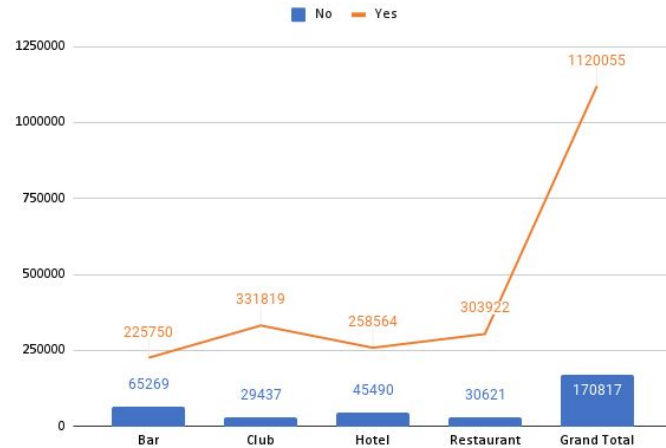
Digital Screen Presence by Account Type and Total



- Meanwhile the digital screen promotional item did not increase sales for any of the accounts. The data may not be as accurate since 40 out of 60 accounts did not feature the item.

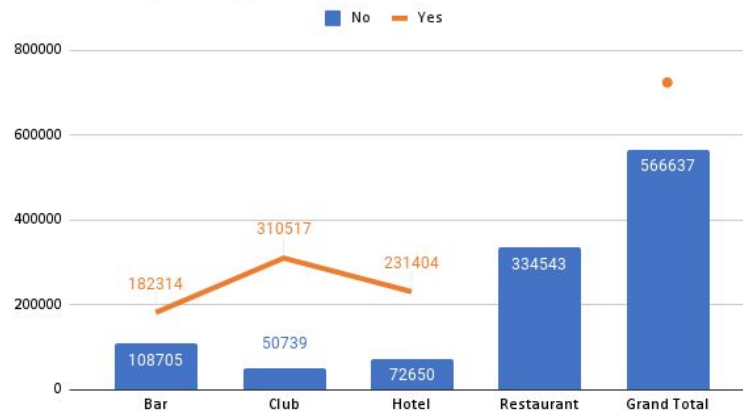
# Effect of assets presence on sales

Sugar Free Presence by Account Type and Total



- The highest positive correlation seen is in the sugar free promotional comparison chart. The sugar free promotion was the most used item amongst the several accounts.

Yellow Presence by Account Type and Total



- All accounts which used the Yellow promotional item saw increases in sales as well.

# Observations and Key Takeaways

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- As we've seen throughout the presentation, Red Bull has had positive growth for the past 5 years. In order to continue the upward trend, I suggest maintaining good relations with all account types and focusing more on hotels and bars.
- The environments of each account vary widely, so understanding each environment and knowing which promotional items are the most effective there will continue the growth within the sector. For instance, branded coolers, yellow versions, and sugar-free Red Bull are very successful in clubs but not as much in bars and hotels.
- In cases where CAGR percentages were low, I suggest gaining further insights into why. Learning why hotels choose not to use promotional items will help us develop functional promotional items for them in the future. While bars show positive sales from coolers and menu inclusions, they may benefit from specific focusing on those items.

# Response to objections raised during the sales process

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Hi Lorena,

Thank you for contacting Red Bull about your account concerns. I understand that Red Bull sales have been declining at your bar.

Would you say that Red Bull is expensive compared to other energy drinks you stock? Do customers not ask for Red Bull by name?

I'd like to take some time to address any concerns you may have and resolve them together. If you have time, I'd like to explain why having Red Bull available at your bar would be beneficial for your business.

To start, Red Bull is one of the premier and premium energy drinks currently in the fast-growing energy drink market. As of 2019, our brand is the most popular energy drink, available globally in 171 countries. Our signature logo is easily recognizable, and it even extends further than just being on our drinks. We hold accounts with many bars where we have seen significant positive increases in sales from the use of our branded coolers and menu features. We have an ever-expanding selection of drink flavors available, now presenting many options to customers. If you would like to witness the effects our promotional items can have on sales in your bar, we would be more than glad to provide them for your business or connect you with other businesses that have benefited from them.

Please let me know if you have any questions.

Thank you,

Crystal Norman

