



Home View

The Home View navigates to Sales, Marketing, Supply Chain, and Sustainability dashboards within the PepsiCo Power BI report.



Sales

Sales View Showcases sales performance across regions, products, and channels with insights into revenue, profit, & target .



Marketing

Marketing View Showcases campaign performance, ROI, engagement, and sentiment to evaluate marketing effectiveness and brand impact.



Supply Chain

Supply Chain view Showcases supply efficiency through insights on inventory turnover, lead time, transport costs, and supplier reliability.



Sustainability

Sustainability view Showcases PepsiCo's environmental progress through CO₂, water, recycling, renewable energy, and waste reduction metrics.



Sales



54.07M

Sum of SalesRevenue

17.56M

Sum of Profit

20M

Sum of UnitsSold

Product

All

Country

All

Channel

All

Year

2020

2021

2022

2023

2024

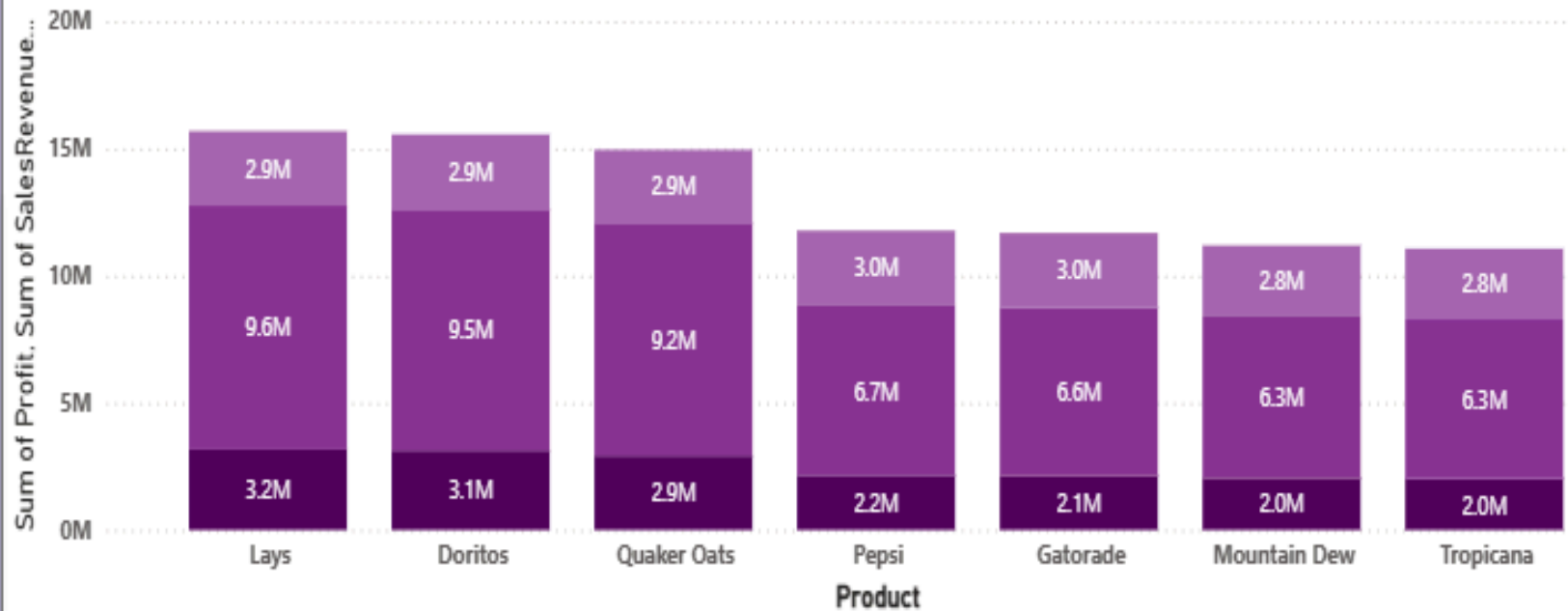
2025

Sum of Profit by Product Category



Sum of Profit, Sum of SalesRevenue and Sum of UnitsSold by Product

Sum of Profit Sum of SalesRevenue Sum of UnitsSold





Marketing



14M



Sum of CampaignSpend

Product

All

CampaignName

All

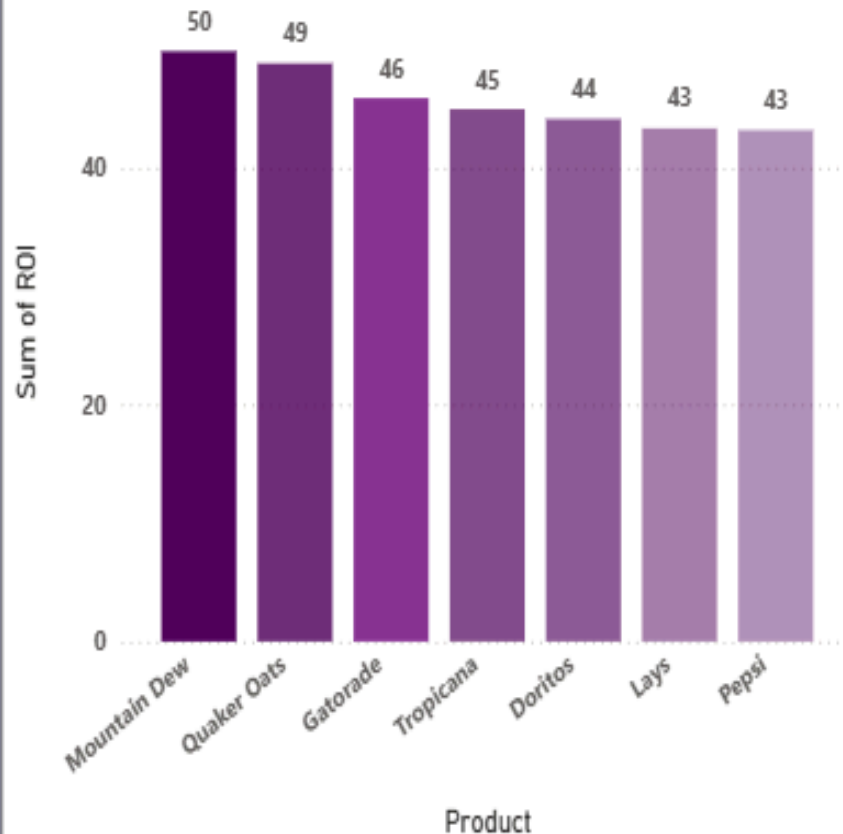
Region

All

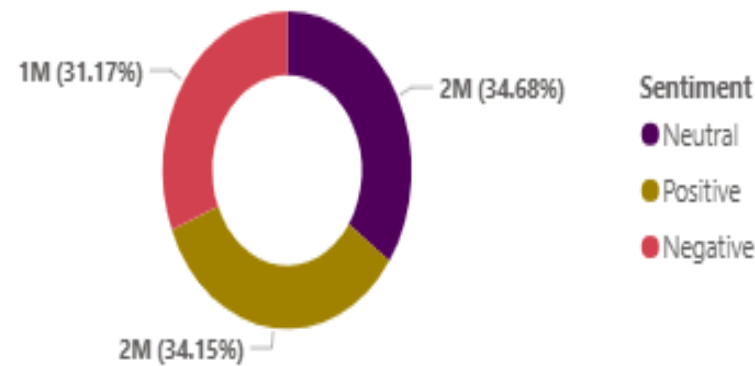
Sentiment

All

Sum of ROI by Product



Sum of Engagements by Sentiment



Sum of SalesUplift and Sum of CampaignSpend by Product



Back to School

4,916,520.41

Sum of SalesUplift

Holiday Blast

5,721,869.23

Sum of SalesUplift

New Year Push

5,105,943.45

Sum of SalesUplift

Summer Refresh

4,589,847.46

Sum of SalesUplift

Super Bowl

5,263,879.41

Sum of SalesUplift



Supply Chain



On Time Delivery %



100%

Supplier On Time Delivery %



100%

Product

All

Region

All

Plant

All

Year

2020

2021

2022

2023

2024

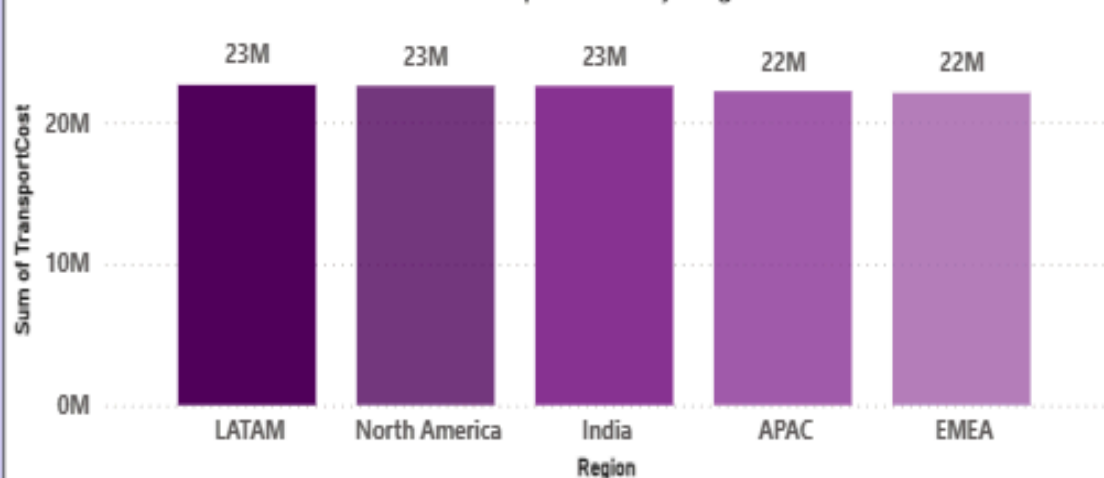
2025

2

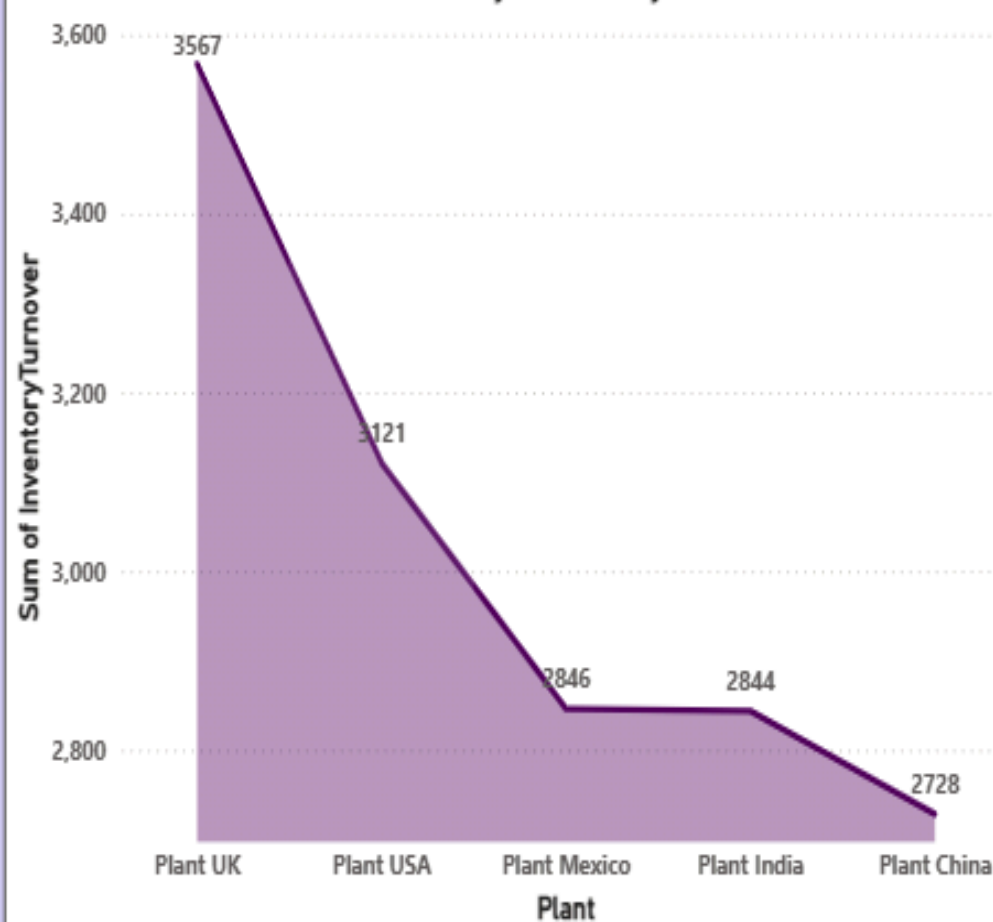


Min of AvgLeadTimeDays

Sum of TransportCost by Region




Sum of InventoryTurnover by Plant






Sustainability




583.04K
Total CO₂ Emissions (tons)


0.35M
Average Water Usage (liters)


15.14
Waste Reduction %


62.67
Renewable Energy %


72.23
Recycling %

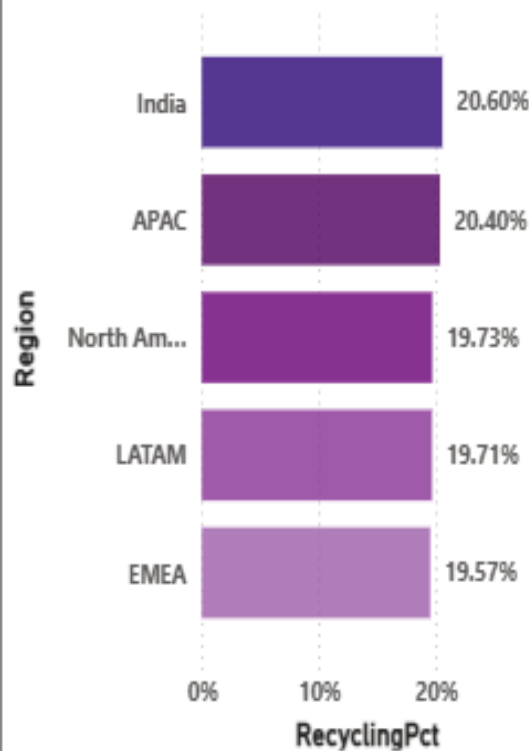
Region 
All 

Plant 
All 

Year

2020	2021	2022
2023	2024	2025

Sum of RecyclingPct by Region %



Sum of CO2EmissionTons by Plant

