



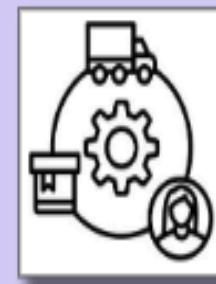
**Home View**



**Sales**



**Marketing**



**Supply Chain**



**Sustainability**

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

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

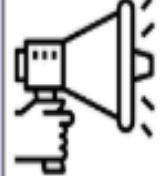
**Marketing View** Showcases campaign performance, ROI, engagement, and sentiment to evaluate marketing effectiveness and brand impact.

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

**Sustainability view** Showcases PepsiCo's environmental progress through CO<sub>2</sub>, 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

20M

15M

10M

5M

0M

2.9M

9.6M

3.2M

2.9M

9.5M

3.1M

2.9M

9.2M

2.9M

3.0M

6.7M

2.2M

3.0M

6.6M

2.1M

2.8M

6.3M

2.0M

2.8M

6.3M

2.0M

Lays

Doritos

Quaker Oats

Pepsi

Gatorade

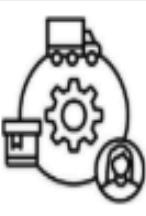
Mountain Dew

Tropicana





# Marketing



14M

Sum of CampaignSpend

Product

All

CampaignName

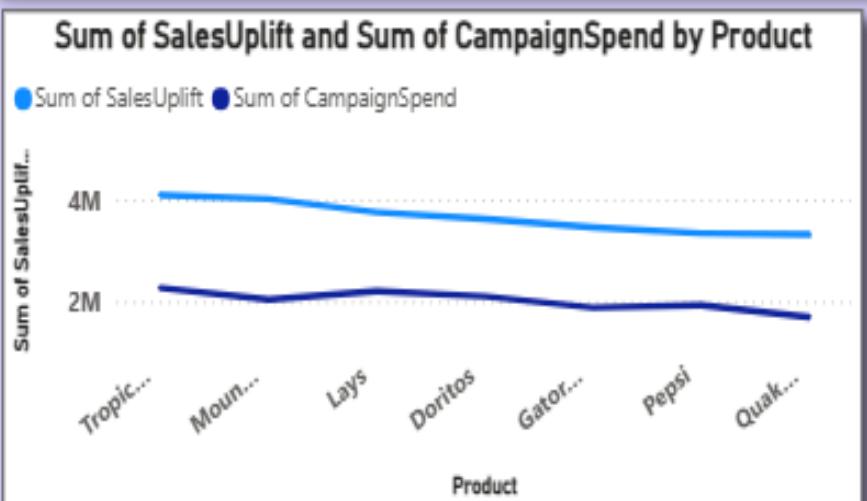
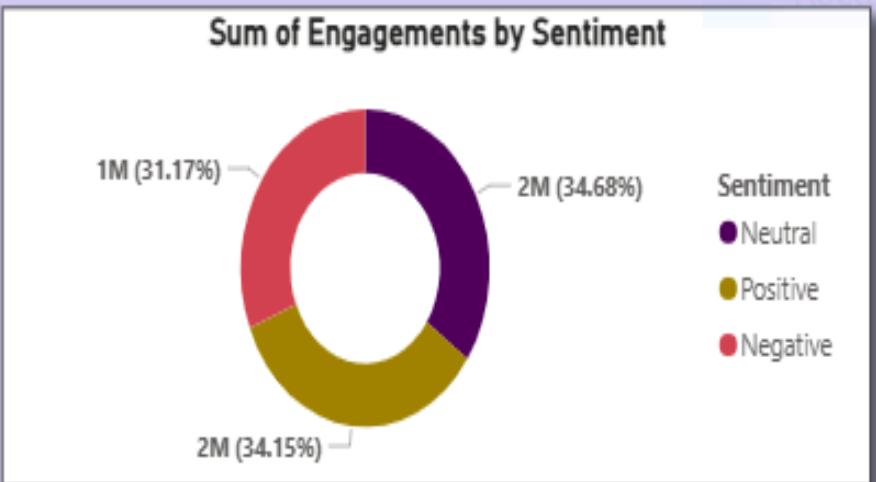
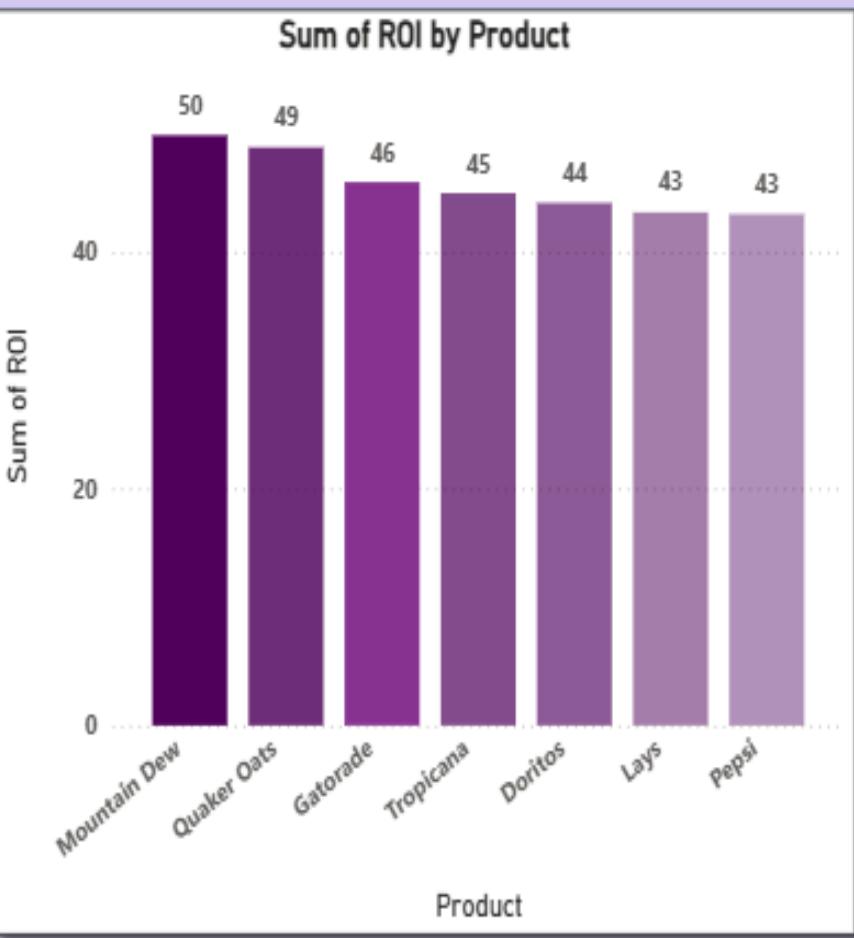
All

Region

All

Sentiment

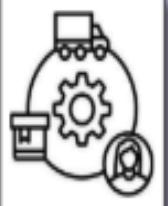
All



- 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

Rectangular Snip

Year

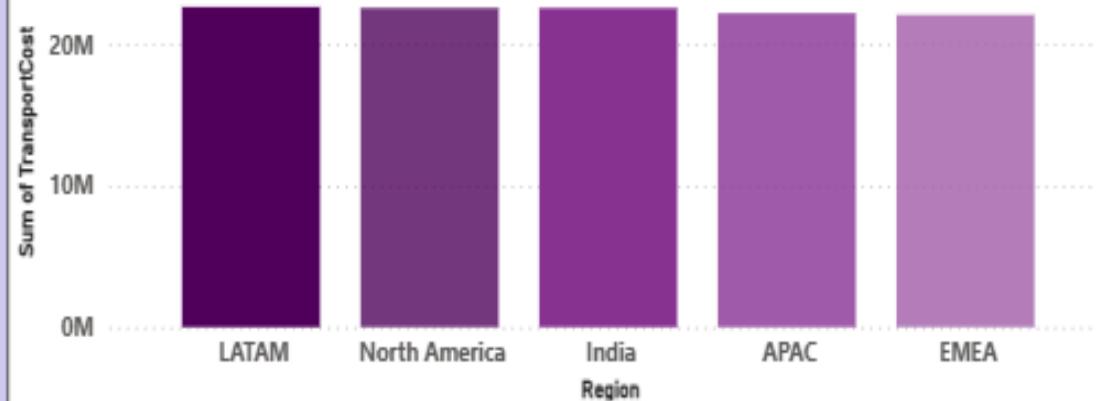
2020	2021	2022
2023	2024	2025

2

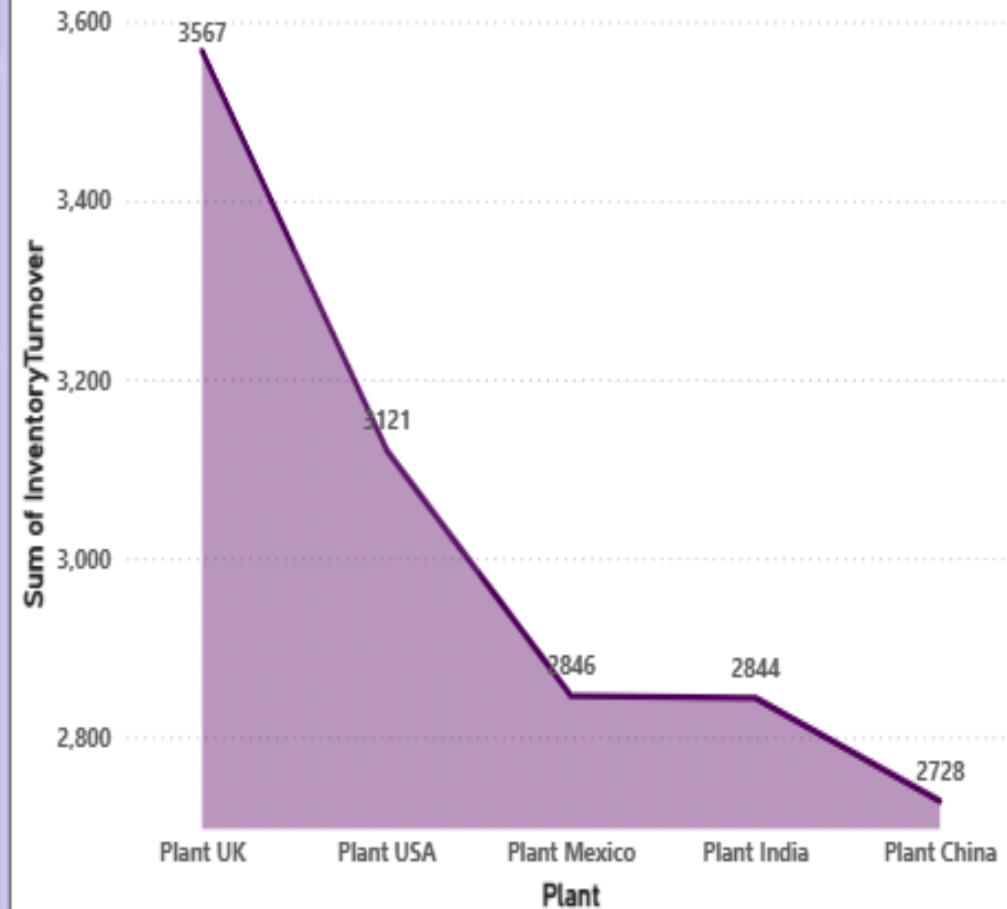


Min of AvgLeadTimeDays

Sum of TransportCost by Region



Sum of InventoryTurnover by Plant





# Sustainability



583.04K

Total CO<sub>2</sub> 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

