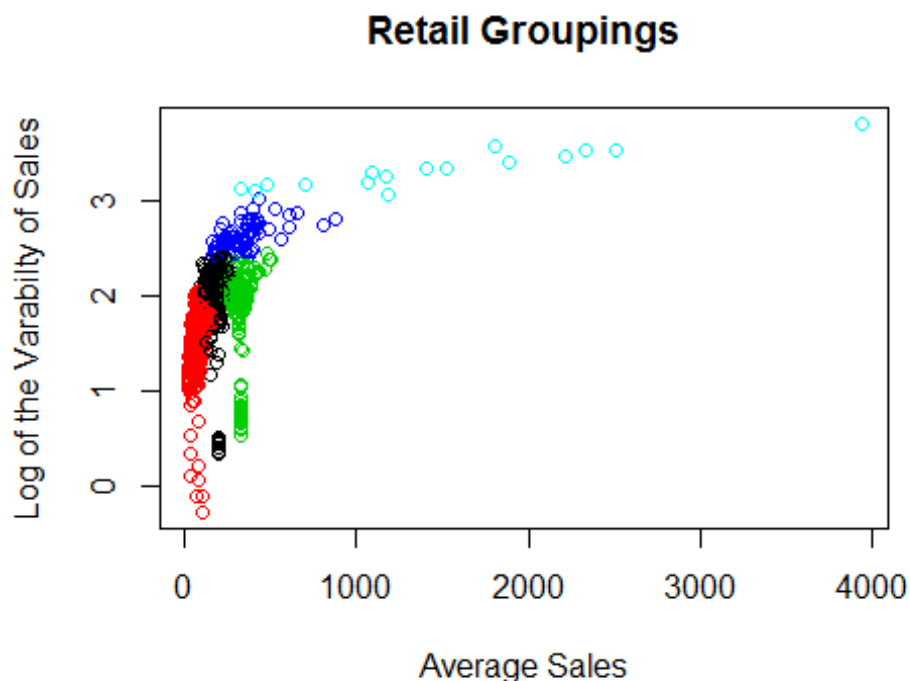


Grey Goose Sales

Serving our Customers Better

We produce Grey Goose Vodka, the top super premium vodka brand in the United States. In being a super premium brand, our customer service should reflect this consideration by providing the right amount of merchandise for each of our retail sellers.

By looking at the stores in which Grey Goose is sold, we can clearly see there are five category of stores to cater to.



##	AverageSold	VarofSales	Group
## 1	169.91240	116.46090	Small and Variable
## 2	77.77791	45.89681	Small and Steady
## 3	313.45206	80.81233	Large and Steady
## 4	338.46037	444.80176	Large and Variable
## 5	1504.64328	2405.73295	Whales

We need to focus on groups 1,4 and most importantly, 5.

Concurrently, there seems to be no pattern to the seasonality of our Vodka. Do note that the abnormally high horizontal steak is our Group 5 Retailers from above.

Crunching the numbers, we should aim for a higher production of Grey Goose Vodka during the following months: January, June, and October