[Coca-Cola]

Coca-Cola is a global beverage company, operating in over 200 countries. Their mission is to refresh the world and create a positive impact. They offer billion-dollar brands like Coca-Cola, Sprite, and Fanta, as well as Dasani, SmartWater, and many others. The Company is consistently dedicated to innovation, reducing sugar in our products, and sustainability practices, including supporting local communities worldwide.

Project Description

The objective of this case is to conduct a thorough analysis of the market fit for Coca-Cola by leveraging both internal company data and external market information. This analysis will encompass various aspects including brand performance, distribution channels, engagement models, competitive landscape, and financial performance. The key focus is to identify strengths and weaknesses in their Asia-Pacific region and to provide valuable insights for informed decision-making.

- Industry market research and analyze brand performance to assess market recognition
- Assess the revenue generated to identify areas of improvement and optimization

Final result: Utilize predictive analysis techniques, including machine learning, to create an interactive dashboard. It should provide data visualizations displaying key performance metrics with user-tweaked input values to simulate possible future outcomes.

Internal Partners: Sr. Executive Assistant / Project Manager

Datasets: Internal Coca-Cola data

Coding Languages: Python/Excel, Tableau (optional)

Specific Skills
1. Data visualizations
2. Machine learning
3. Scenario modeling, potential data scraping

Expected Technical Difficulty: **Medium**