

OBJECTIVE

Coca-Cola Kenya wants to create a retail sales and performance dashboard for 2022 and 2023. The goal is to understand sales trends, retailer performance, pricing behavior, and operating profit so the company can strengthen its strategy and increase overall sales in 2024 and beyond.

Sample Questions

1. Compare **total sales** between 2022 and 2023 using a single chart.
 2. Which **quarter** achieved the highest sales and operating profit?
 3. Which **beverage brands** contributed most to total sales?
 4. How do **retailers** (Amazon, Walmart, Target, etc.) compare in 2022 vs 2023?
 5. Which **regions** recorded the highest sales?
 6. What is the relationship between **sales and operating profit margin** by quarter?
 7. Which **retailer** recorded the highest year-over-year variance?
 8. Which beverage category shows the strongest growth?
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Results of Analysis

Based on the dashboard:

- **Total Sales increased** from **\$12,016,665 (2022)** to **\$24,788,610 (2023)**, showing significant year-over-year growth.
 - **Total Operating Profit** reached **\$4,722,497**, indicating stronger profitability in 2023.
 - **Coca-Cola, Dasani Water, and Diet Coke** were the leading beverage brands.
 - On the retailer side, **Amazon, BevCo, and FizzyCo** delivered the strongest improvements, each posting large positive variances from 2022 to 2023.
 - Quarterly trends show that **Q3 and Q4 (2023)** achieved the highest sales bars in the chart.
 - Operating profit margin shows smoother movement, with the highest peaks in the **first and third quarters**.
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Final Conclusion to Improve Sales

Coca-Cola Kenya should continue strengthening relationships with its most profitable retailers such as **Amazon, BevCo, and FizzyCo**, while expanding promotional efforts around top-

performing brands like **Coca-Cola, Dasani, and Diet Coke.** Focus on boosting sales in **lower-performing quarters**, and use successful strategies from Q3 and Q4 to raise consistency across the year. Regional filters also suggest the need for targeted campaigns based on performance differences across the Midwest, South, Northeast, and West.