

Category Name

- Null
- 100 PROOF VODKA
- AMERICAN ALCOHOL
- AMERICAN AMARETTO
- AMERICAN COCKTAILS
- AMERICAN DRY GINS
- AMERICAN GRAPE BRANDIES
- AMERICAN SLOE GINS
- ANISETTE
- APPLE SCHNAPPS
- APRICOT BRANDIES
- BARBADOS RUM
- BLACKBERRY BRANDIES
- BLENDED WHISKIES
- BOTTLED IN BOND BOURBON
- BUTTERSCOTCH SCHNAPPS
- CANADIAN WHISKIES
- CHERRY BRANDIES
- CINNAMON SCHNAPPS
- COFFEE LIQUEURS
- CORN WHISKIES
- CREAM LIQUEURS
- CREME DE ALMOND
- DARK CREME DE CACAO
- DECANTERS & SPECIALTY PACKAGES
- DISTILLED SPIRITS SPECIALTY
- FLAVORED GINS
- FLAVORED RUM
- GRAPE SCHNAPPS

IMPORTED VODKA - MISC  
IRISH WHISKIES  
JAMAICA RUM  
JAPANESE WHISKY  
MISC. AMERICAN CORDIALS & LIQUEURS

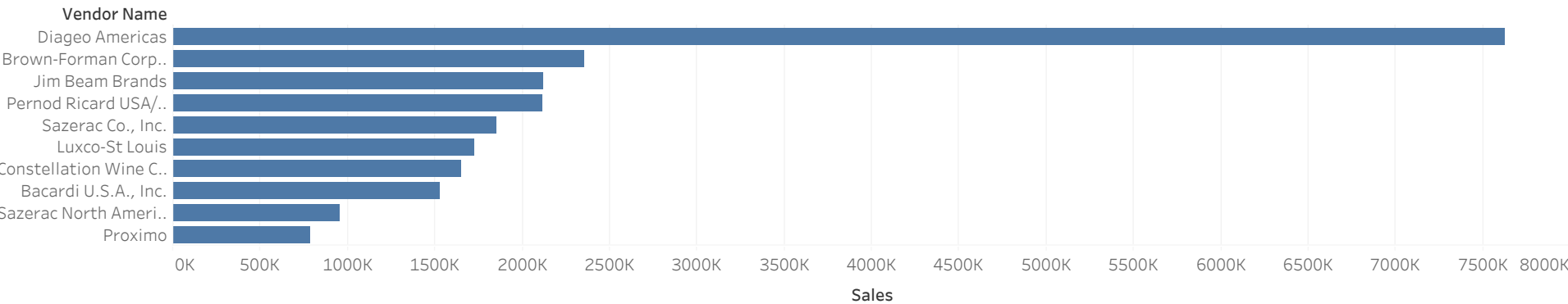
# Category of Liquor by Sales



Category Name. Color shows details about Category Name. Size shows sum of Sales.

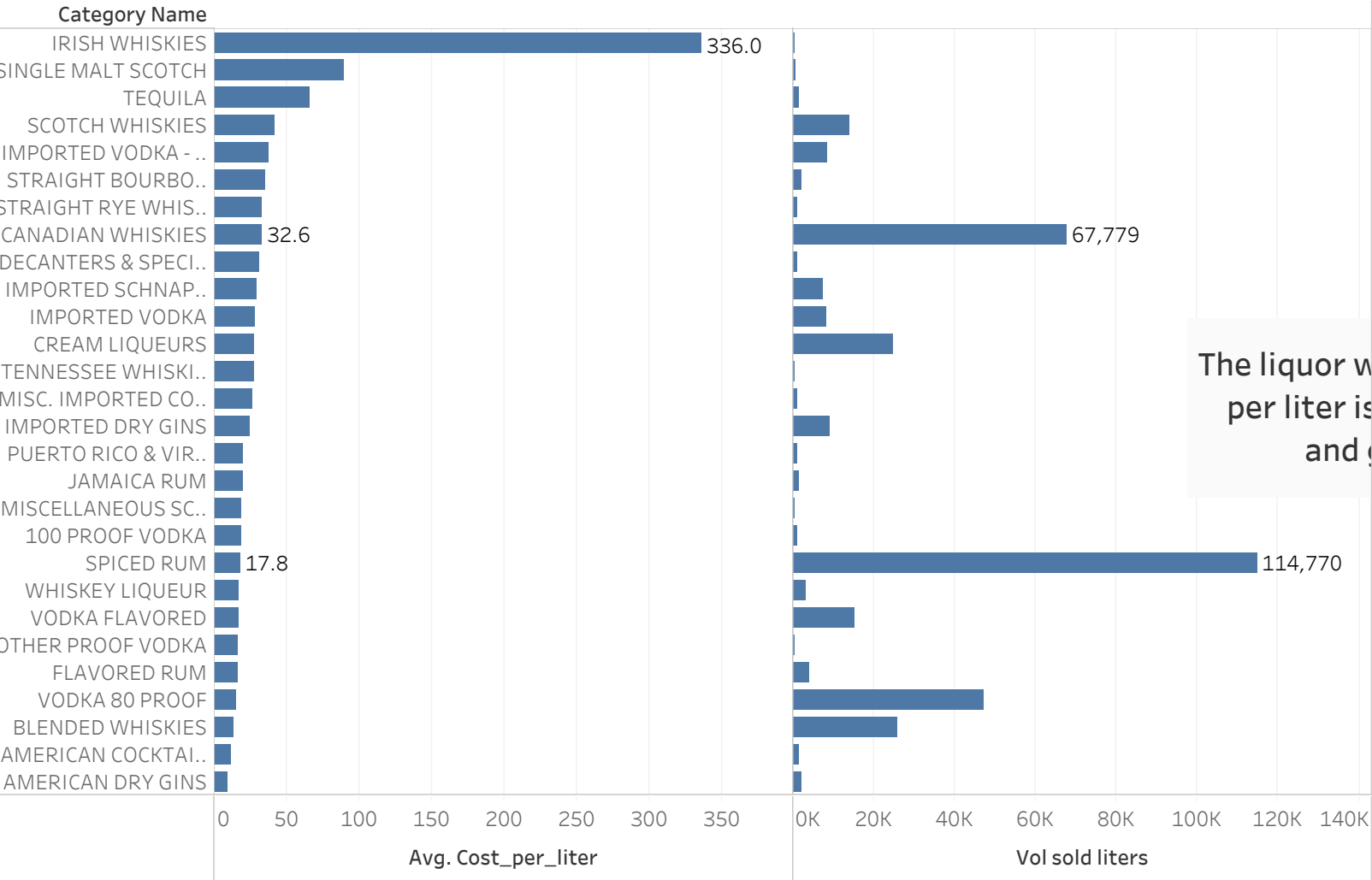
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  - DARK CREME DE CACAO
  - DECANTERS & SPECIALTY PACKAGES
  - DISTILLED SPIRITS SPECIALTY
  - FLAVORED GINS
  - FLAVORED RUM
  - GRAPE SCHNAPPS
  - GREEN CREME DE MENTHE
  - IMPORTED AMARETTO
  - IMPORTED DRY GINS
  - IMPORTED GRAPE BRANDIES
  - IMPORTED SCHNAPPS
  - IMPORTED VODKA
  - IMPORTED VODKA - MISC
  - IRISH WHISKIES
  - JAMAICA RUM
  - JAPANESE WHISKY
  - MISC AMERICAN COCKTAILS & LIQUEURS

# Vendor by Sales



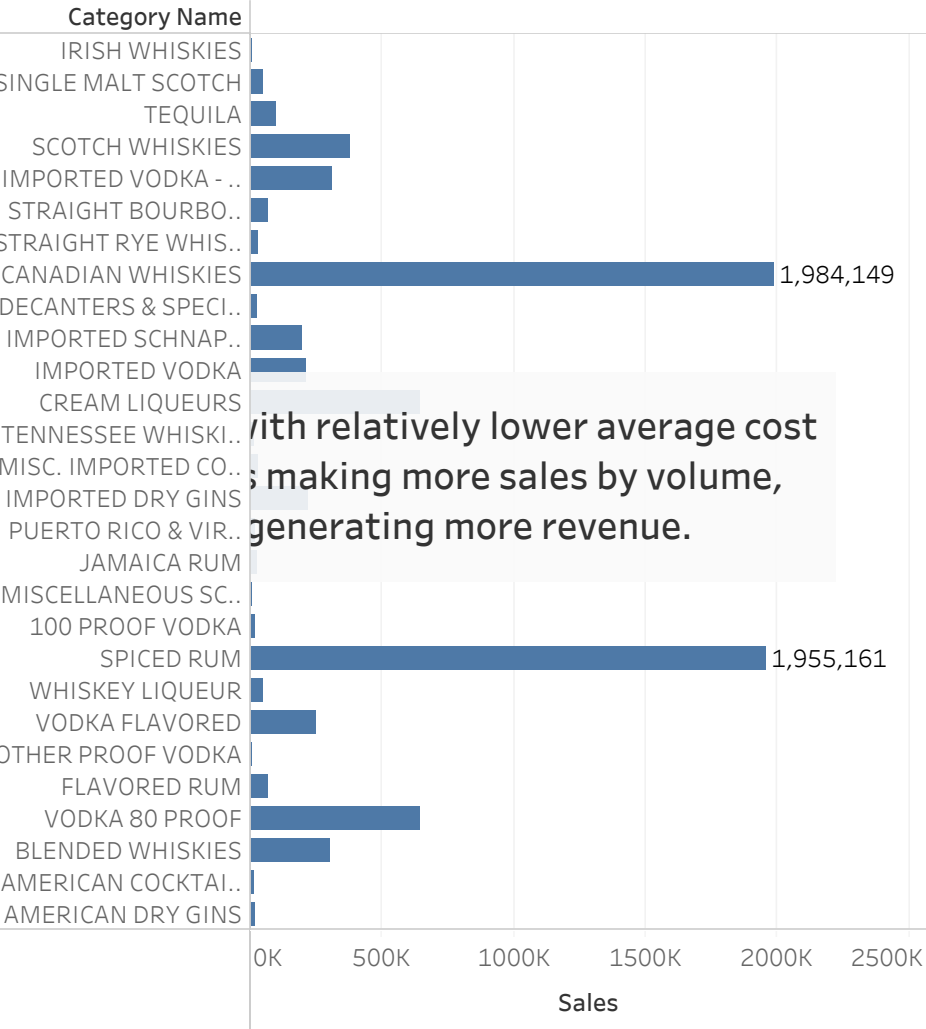
Sum of Sales for each Vendor Name. The view is filtered on Vendor Name, which keeps 10 of 97 members.

Volume and Sales by Category for Highest selling Vendor: Diageo Americas



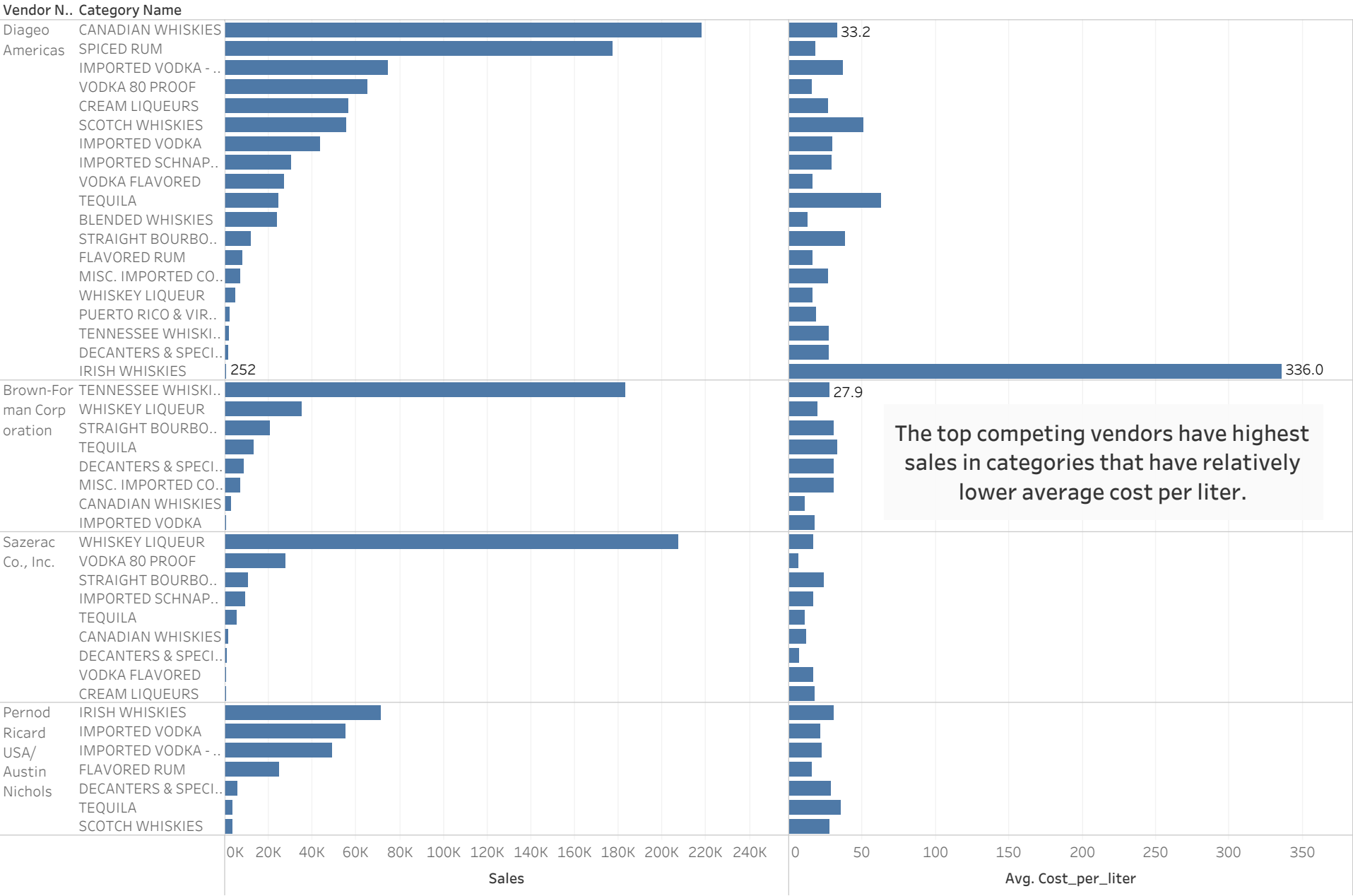
Average of Cost\_per\_liter, sum of Vol sold liters and sum of Sales for each Category Name. The data is filtered on Vendor Name, which keeps Diageo Americas.

# Volume and Sales by Category for Highest selling Vendor: Diageo Americas



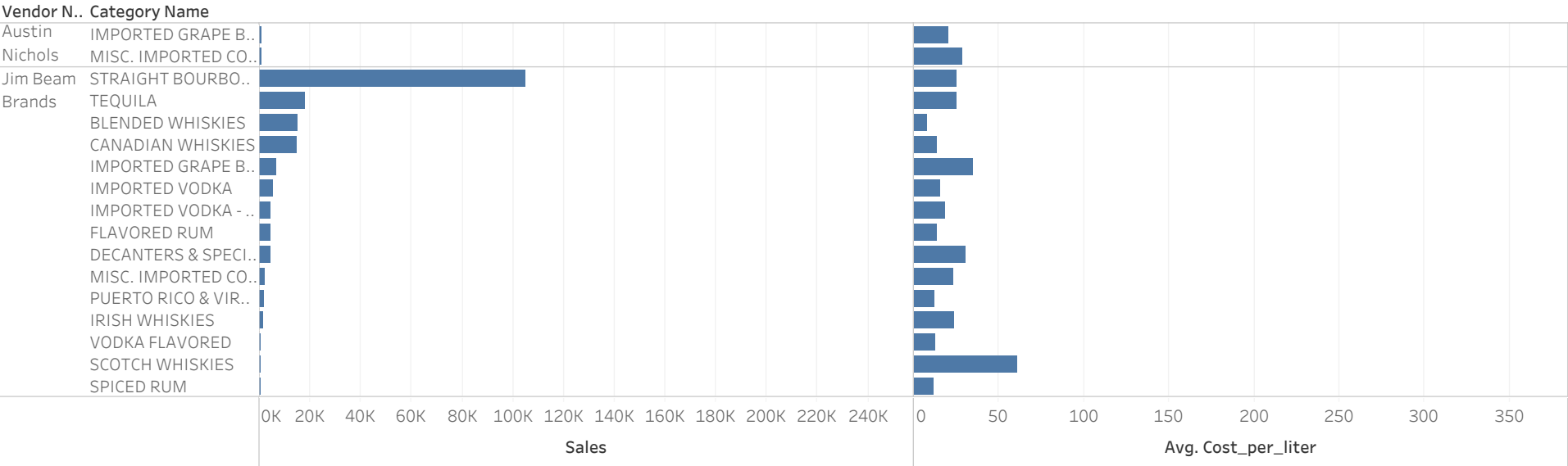
Average of Cost\_per\_liter, sum of Vol sold liters and sum of Sales for each Category Name. The data is filtered on Vendor Name, which keeps Diageo Americas.

Competing Vendors in Top city by Sales -'Des Moines'



Sum of Sales and average of Cost\_per\_liter for each Category Name broken down by Vendor Name. The data is filtered on City, which keeps DES MOINES. The view is filtered on Vendor Name and Category Name. The Vendor Name filter keeps Brown-Forman Corporation, Diageo Americas, Jim Beam Brands, Pernod Ricard USA/Austin Nichols and Sazerac Co., Inc.. The Category Name filter keeps 20 of 69 members.

## Competing Vendors in Top city by Sales -'Des Moines'

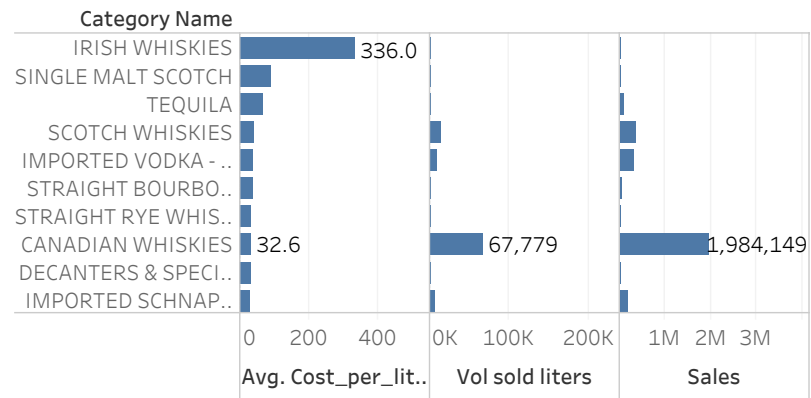


Sum of Sales and average of Cost\_per\_liter for each Category Name broken down by Vendor Name. The data is filtered on City, which keeps DES MOINES. The view is filtered on Vendor Name and Category Name. The Vendor Name filter keeps Brown-Forman Corporation, Diageo Americas, Jim Beam Brands, Pernod Ricard USA/Austin Nichols and Sazerac Co., Inc.. The Category Name filter keeps 20 of 69 members.

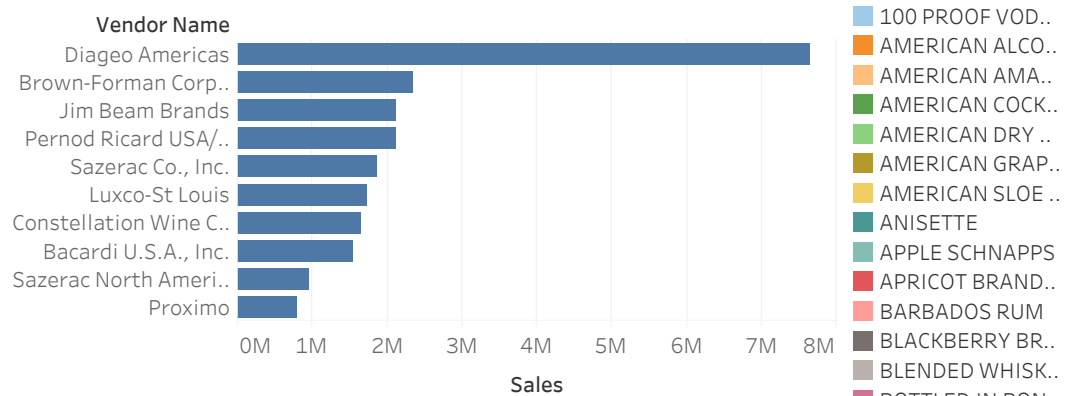
## Category of Liquor by Sales



## Volume and Sales by Category for Highest selling Vendor: Diageo Americas



## Vendor by Sales



## Competing Vendors in Top city by Sales - 'Des Moines'

