Category of Liquor by Sales

POCK & PVE SINGLE MALT SCOTCH

BLENDED WHISKIES PEPPERMINT SCHNAPPS

DARK CREME DE CACAO IMPORTED GRAPE BRANDIES

CREME DE ALMOND PUERTO RICO & VIRGIN ISLANDS RUM MISCELLANEOUS BRANDIES OTHER PROOF VODKA

MISC. IMPORTED CORDIALS & LIQUEURS IMPORTED DRY GINS

ANADIAN WHISKIES

MPORTED VODKASTRAIGHT BOURBON WI

GREEN CREME DE MENTHE WHISKEY LIQUEUR MISCELLANEOUS SCHNAPPS
JAPANESE WHISKY WHISKEY LIQUEUR MISCELLANEOUS SCHNAPPS
CINNAMON SCHNAPPS

DECANTERS & SPECIALTY PACKAGES VODKA FLAVORED WATERMELON SCHNAPPS

IMPORTED VODKA - MISC CORN WHISKIES TEQUILA

AMERICAN COCKTAILS

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

Category Name

- Null
- 100 PROOF VODKA
- AMERICAN ALCOHOL
- AMERICAN AMARETTO
- AMERICAN COCKTAILS
- AMERICAN DRY GINS
- AMERICAN GRAPE BRANDIES
- AMERICAN SLOF 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
- 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
- MALCO ANAEDICANI CODDIALO O LIQUELIDO

Category of Liquor by Sales

AMERICAN SLOEGINS JAMAICA RUM
PEACH SCHNAPPS AMERICAN AMARETTO
REME DE MENTHE ROOT BEER SCHNAPPS

IFS SCOTCH WHISKIES

KA 80 PROOF

SPICED RUM

AMERICAN DRY GINS

HISKIES BLACKBERRY BRANDIES
BUTTERSCOTCH SCHNAPPS

SEE WHISKIES

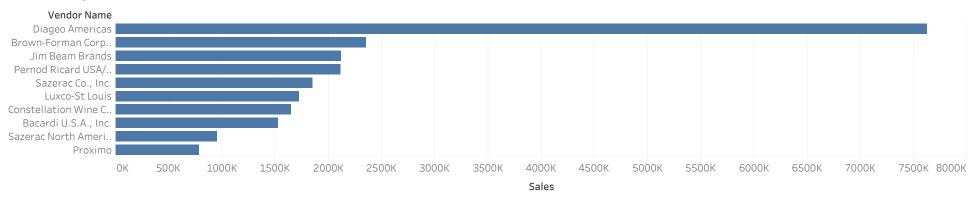
)RTED SCHNAPPS STRAWBERRY SCHNAPPS
IMPORTED AMARETTO
SKIES WHITE CREME DE CACAO GRAPE SCHNAPPS
AMERICAN ALCOHOL

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

Category Name

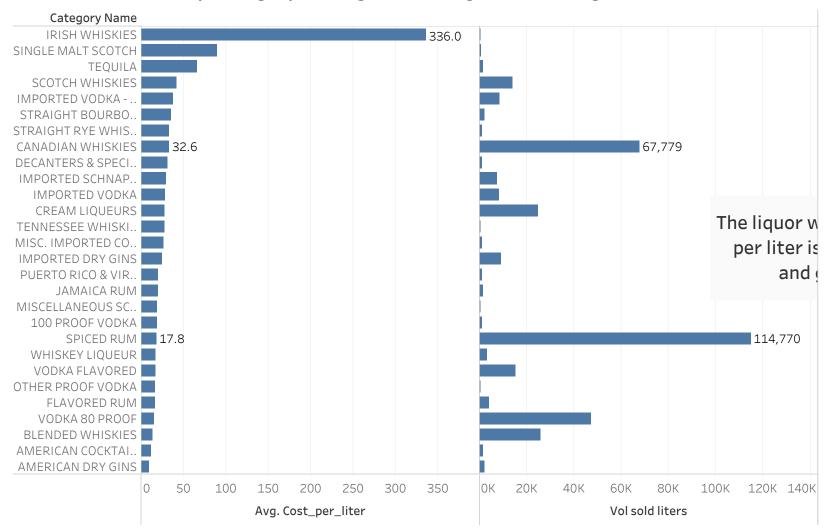
- Null
- 100 PROOF VODKA
- AMERICAN ALCOHOL
- AMERICAN AMARETTO
- AMERICAN COCKTAILS
- AMERICAN DRY GINS
- AMERICAN GRAPE BRANDIES
- AMERICAN SLOE GINS
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- CREAM LIQUEURS
- CREME DE ALMOND
- DARK CREME DE CACAO
- DECANTERS & SPECIALTY PACKAGES
- DISTILLED 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
- MAICC AMEDICANI CODDIAL COLICUITIDO

Vendor by Sales



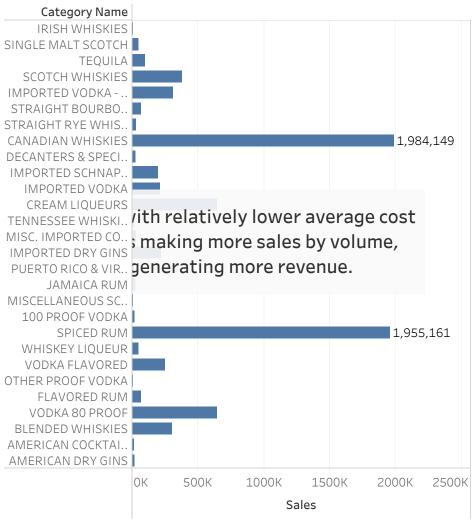
Sum of Sales for each Vendor Name. The view is filtered on Vendor Name, which keeps 10 of 97 members.

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



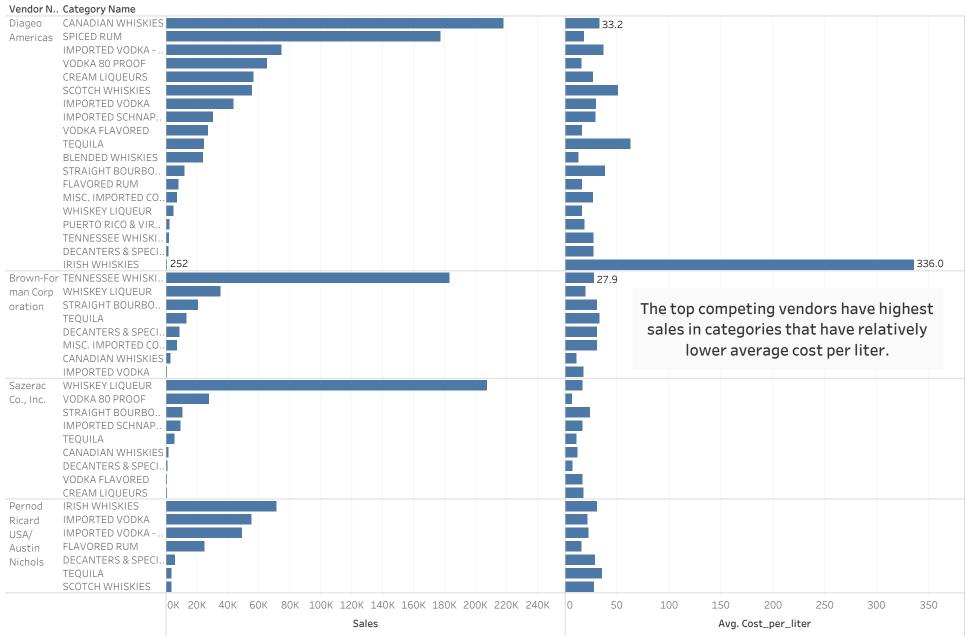
Average of Cost_per_liter, sum of Vol sold liters and sum of Sales for each Category Name. The data is filtered on Vendor Name, which keeps Diageo Americas.

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



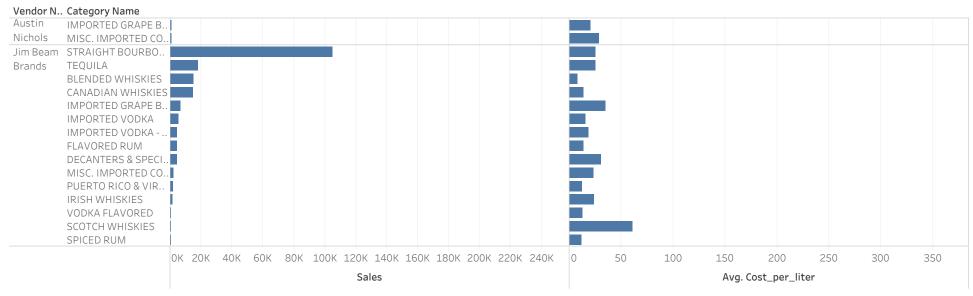
Average of Cost_per_liter, sum of Vol sold liters and sum of Sales for each Category Name. The data is filtered on Vendor Name, which keeps Diageo Americas.

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.

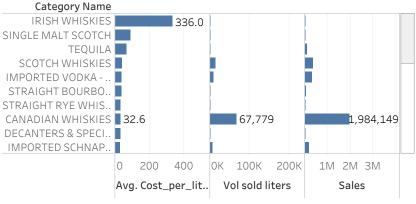
Competing Vendors in Top city by Sales -'Des Moines'



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.

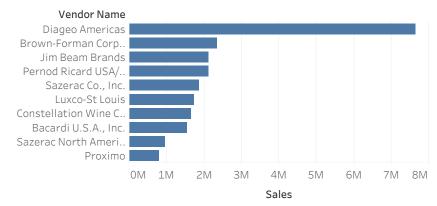
Category of Liquor by Sales BOTTLED IN BOND BOURBON AMERICAN GRAPE BRANDIES STRAWBERRY SCHNAPPS FLAVORED GINS DARK CREME DE CACAOMISC, AMERICAN CORDIALS & LIQUEURS WATERMELON SCHNAPPS PEACH BRANDI 00 PROOF VODKAIMPORTED VODKA - MISC ROCK & RYEMISCELLANEOUS BRANDIES AMERICAN DRY CINNAMON SCHNAPPS CREAM LIQUEURS SCOTCH WHISKIES BUTTERSCOTCH SCHNAPPS SINGLE BARREL BOURBON WHISKIES AMERICAN AMA ETENNESSEE WHISKIES MISC. IMPORTED CORDIALS & LIQUEURS SIMPORTED VODKA STRAIGHT BOURBON WHISKIES. ESTEQUILA CANADIAN WHISKIES STRAIGHT RYE WHISKIES BERRY SCHNAPPS CANADIAN WHISKIES STRAIGHT RYE WHISKIES ANDIESSPICED RUM VODKA 80 PROOFFLAVORED RUM PUERTO RICO & VIRGIN ISLANDS RUM DECANTERS & SPECIALTY PACKAGES JAPANESE WHISKY WHITE CREME DE MENTHE WODKA FLAVORED MISCELLANEOUS SCHNAPPS IMPORTED AMARETTO GREEN CREME DE MENTHE VODKA FLAVORED MISCELLANEOUS SCHNAPPS IMPORTED AMARETTO TO PORTUGO SCHNAPPS IMPORTED AMARETTO ON THE CREME DE MENTHE VODKA FLAVORED MISCELLANEOUS SCHNAPPS IMPORTED AMARETTO ON THE CREME DE MENTHE VODKA FLAVORED MISCELLANEOUS SCHNAPPS IMPORTED AMARETTO DECARCEME DE MENTHE VODKA FLAVORED MISCELLANEOUS SCHNAPPS IMPORTED AMARETTO DECARDOR OF THE CARCON TO THE CAR

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

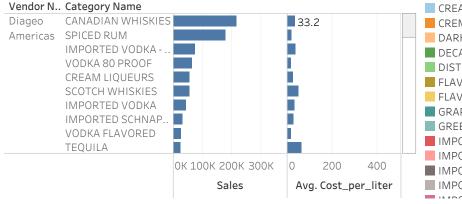


BLENDED WHISKIES TROPICAL FRUIT SCHNAPPS SPEARMINT SCHNAPPS

Vendor by Sales



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



Category Name



- AMERICAN AMA..

 AMERICAN COCK..
- AMERICAN DRY ..
- AMERICAN GRAP..
- AMERICAN SLOE ..

 ANISETTE
- APPLE SCHNAPPS
- APRICOT BRAND..
- BARBADOS RUM ■ BLACKBERRY BR..
- BLENDED WHISK..
- BOTTLED IN BON..
- BUTTERSCOTCH ..
- CANADIAN WHIS..
- CHERRY BRANDI..
- CINNAMON SCH...
- COFFEE LIQUEURS
- CORN WHISKIES
 - CREAM LIQUEURS
- CREME DE ALMO..
- DARK CREME DE ..
- DECANTERS & SP..
- DISTILLED SPIRI..
- FLAVORED GINS
- FLAVORED RUM
- GRAPE SCHNAPPS
- GREEN CREME D..
- IMPORTED AMA..
- IMPORTED DRY ..
- IMPORTED GRAP..
- INTORTED SCHIN