

Coca-Cola



Contents

Executive Overview

Sales Analytics

Supply Chain

Marketing Effectiveness

Financial Performance

Retail execution

Human Resources

Customer Analytics



Filter

Executive Overview

6,34M

Total Sales

3,50M

Total Profit

2,15

Marketing ROI

203,85M

Inventory Turnover

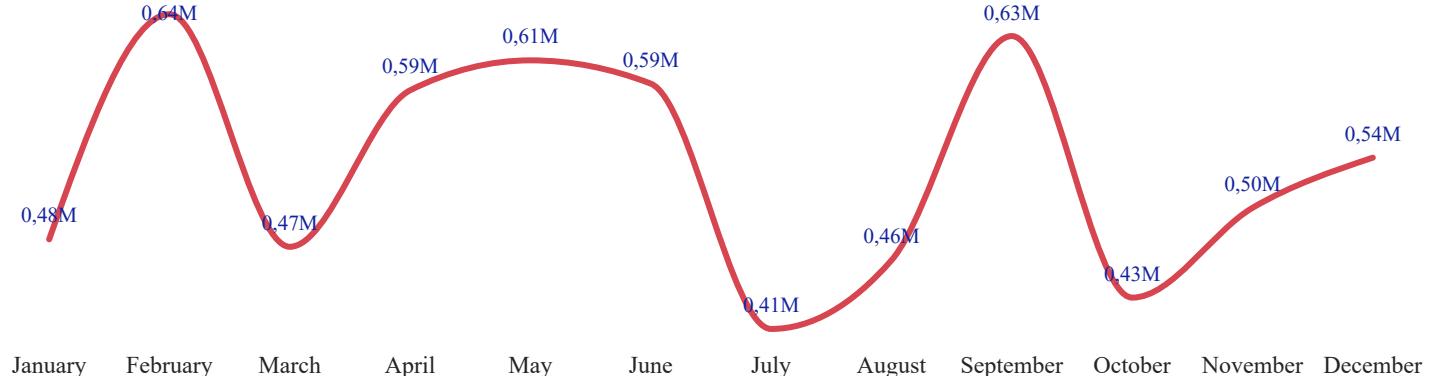
85,08

Employee Satisfaction

92,28

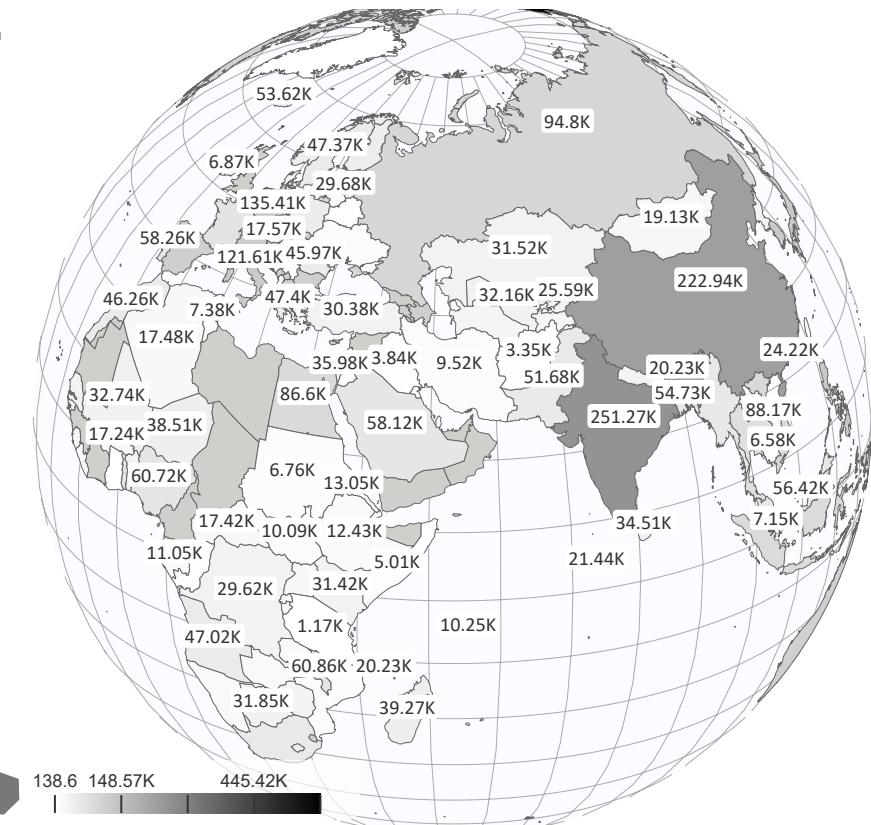
On-Time Delivery

Revenue by Month

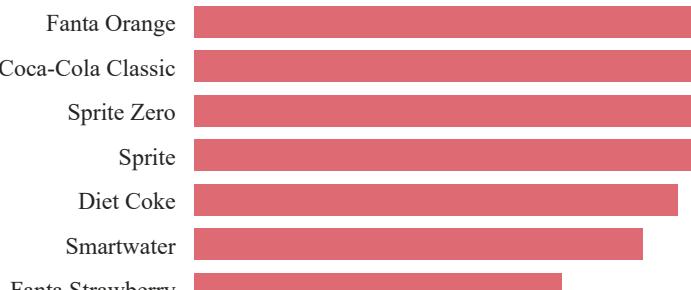


Revenue by Country

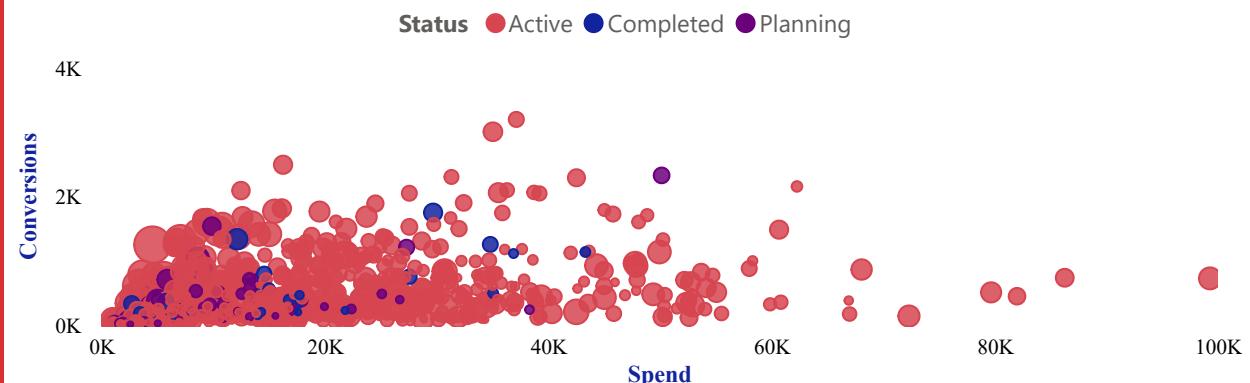
C



Revenue by ProductName



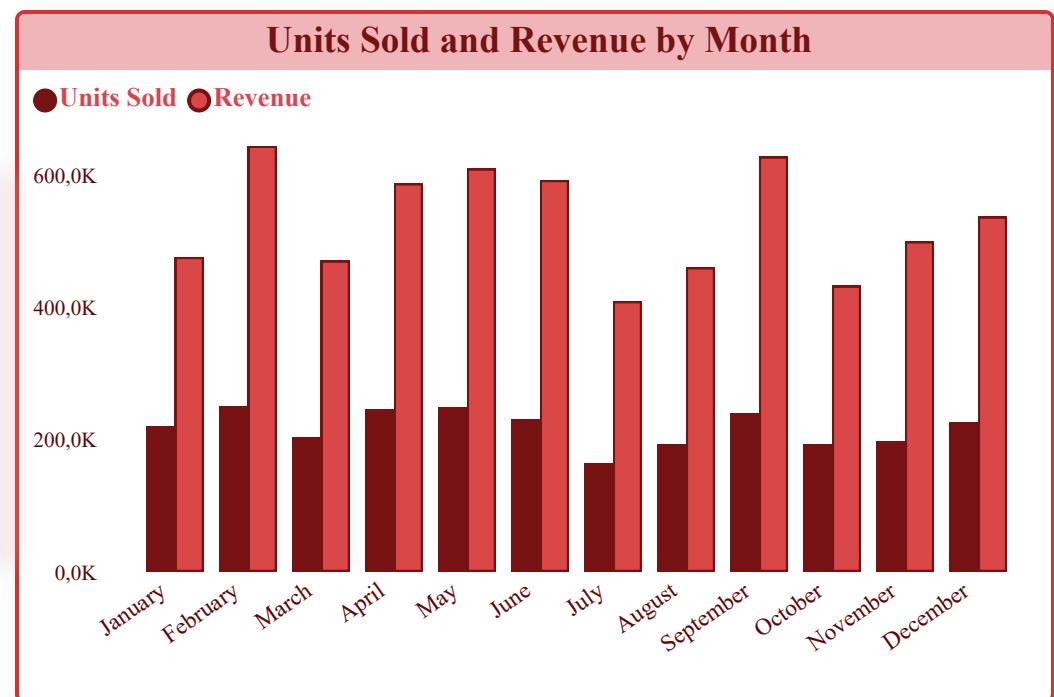
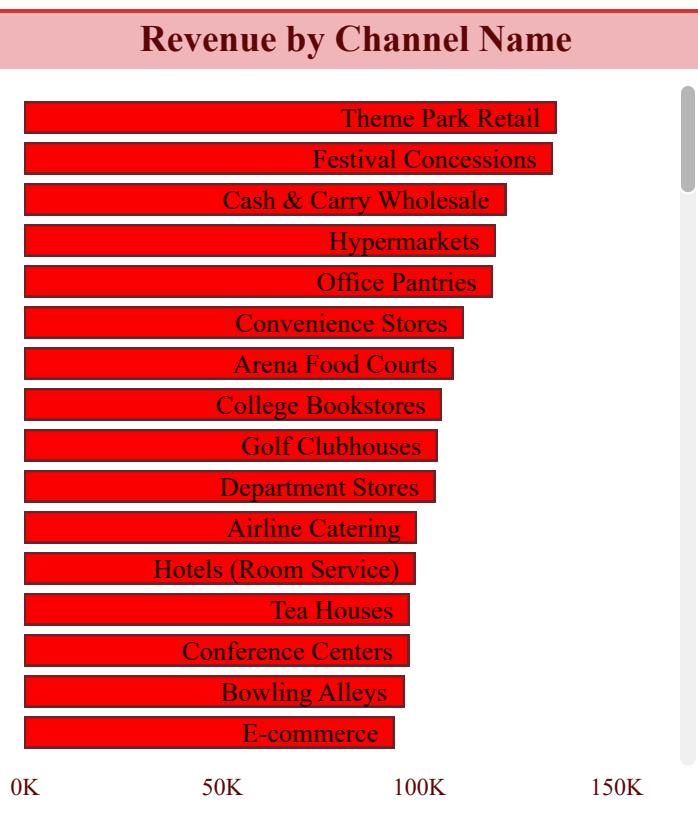
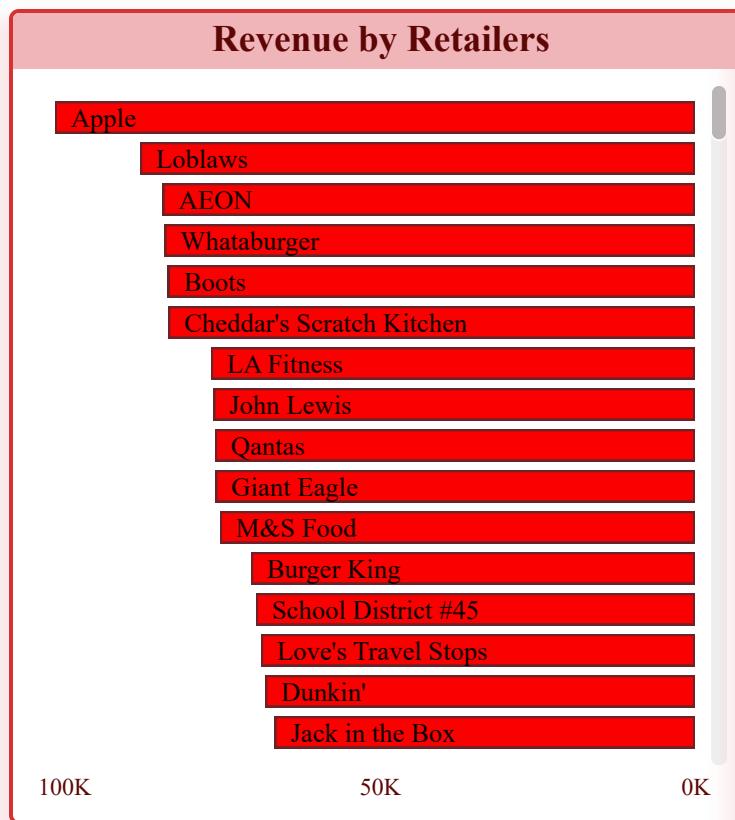
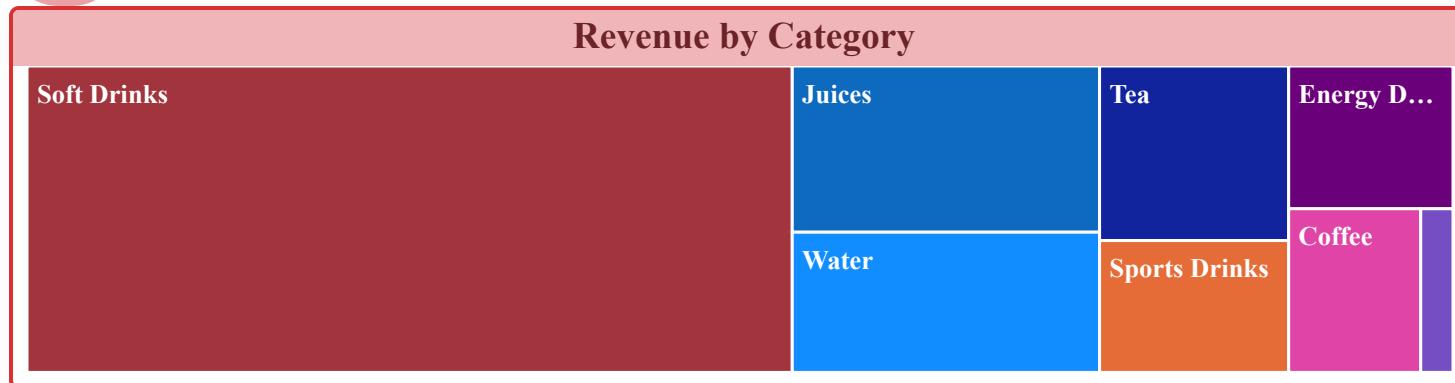
Spend and ROI by Status and Conversions





Filter

Sales Analytics



Region	Sum of Revenue	Sum of Profit
?le-de-France	16 333,09	8 332,53
Abidjan	6 899,02	3 655,13
Abu Dhabi	20 678,41	12 280,75
Abuja	60 718,30	34 337,01
Accra	1 225,08	603,93
Addis Ababa	12 427,74	7 484,65
Alberta	7 104,32	3 859,72
Alexandria	25 226,75	13 880,11
Algiers	17 481,94	10 451,38
Almaty	7 077,95	4 039,43
Amazonas	13 758,88	7 062,91
Amman	138,60	63,04
Andalusia	44 383,93	23 012,14
Ankara	2 083,77	1 234,13
Antananarivo	39 271,42	21 647,02
Total	6 343 133,01	3 500 980,08

Inventory

Filter

0,00

Average of Stockout Risk

Sum of Stock Utilization

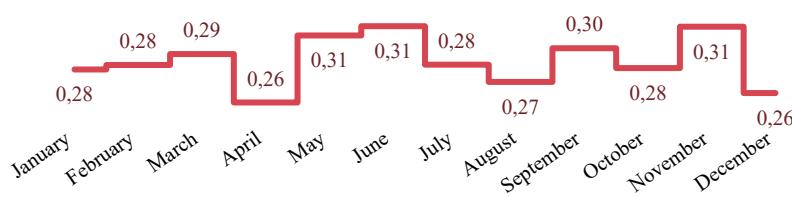
54 833

Average Days of Supply by Product

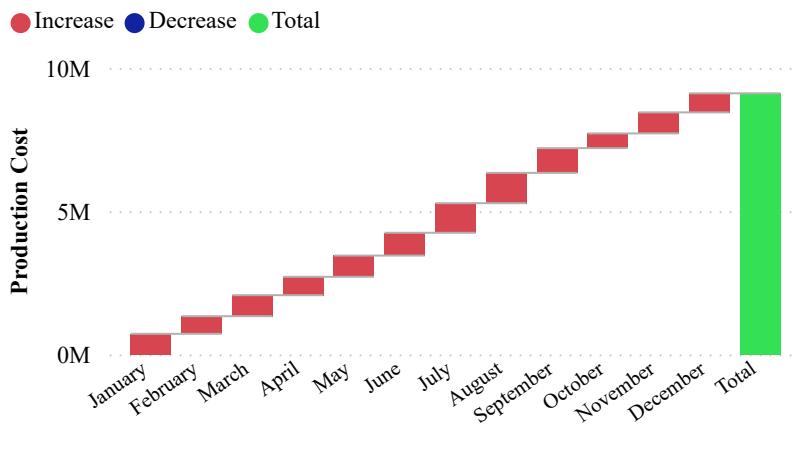


Production

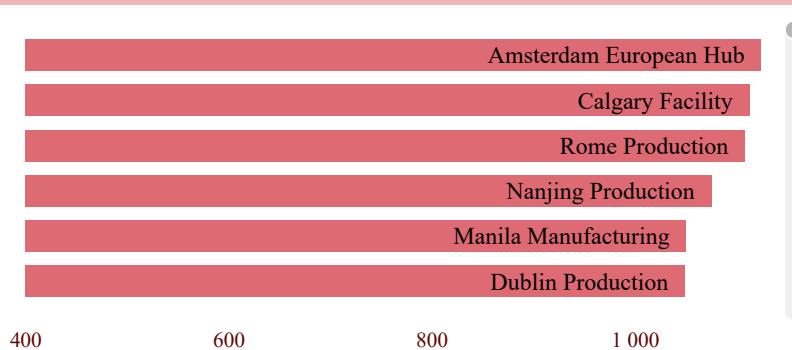
Average Quality Defect Rate by Months



Production Cost by Month

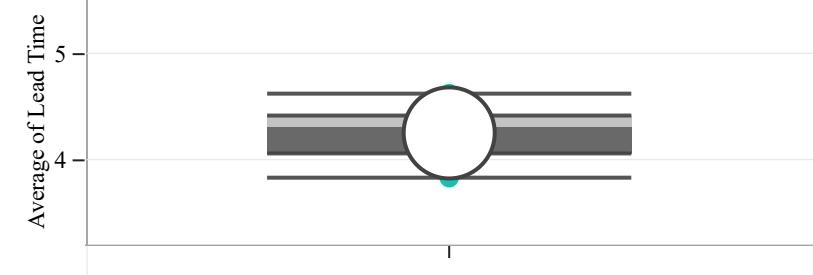


OEE by Plant

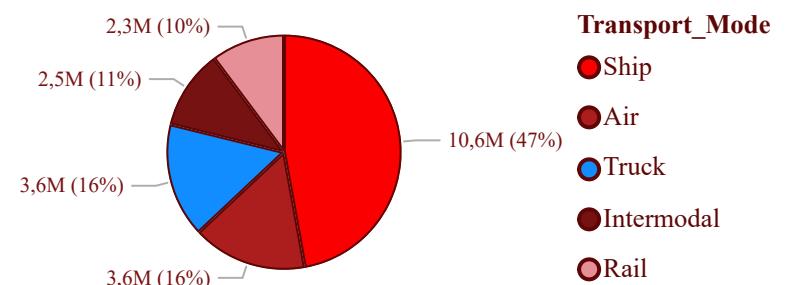


Supply Chain

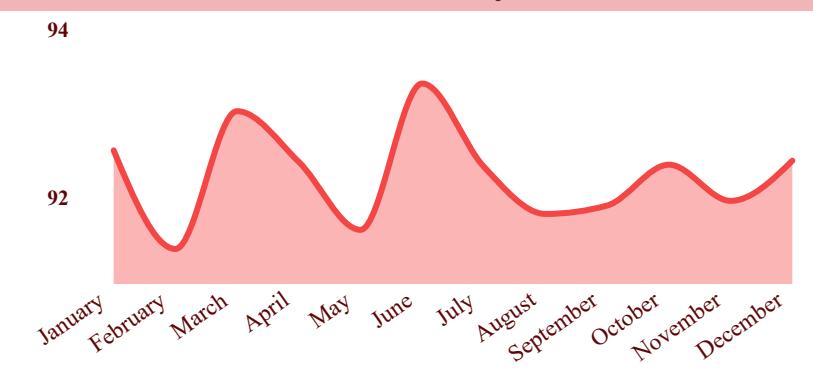
Average of Lead Time



Transport Cost by Transport Mode



On-time Delivery Rate





Filter

Marketing Effectiveness

2,12

Average CTR

0,48

Average CPC

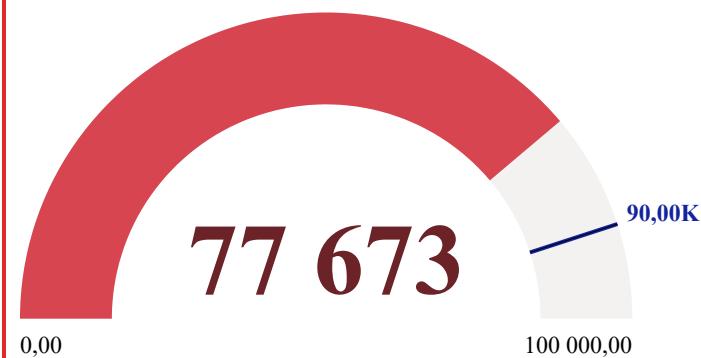
8,70

Average CPM

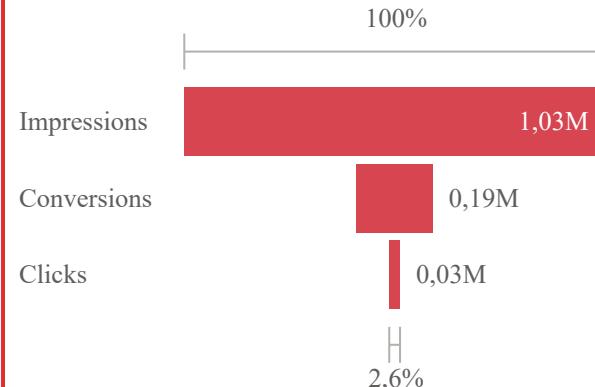
49,41

Average CPA

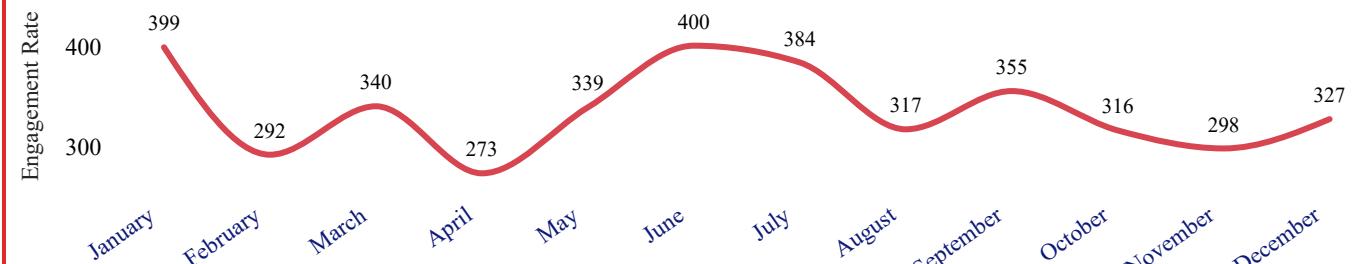
Sentiment Score



Impressions, Conversions and Clicks



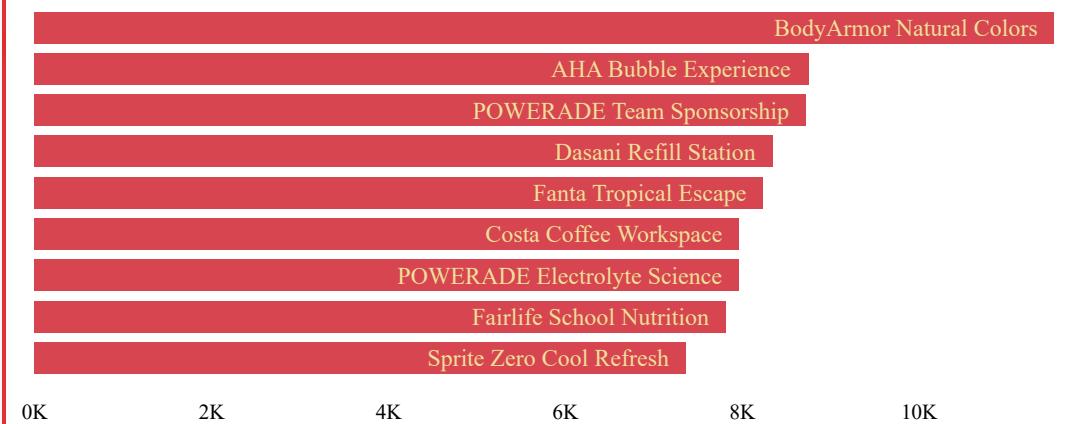
Engagement Rate by Month



Campaign Name

Campaign Name	Sum of Spend	Sum of ROI	Sum of Conversions
Zero Sugar Launch	140 806,49	3 252,41	4074
Topo Chico Sparkling Fiesta	94 288,46	5 649,89	5380
Topo Chico Mineral Spa	131 259,12	1 856,40	3289
Topo Chico Mineral Heritage	113 362,17	4 937,48	4176
Topo Chico Mineral Benefits	160 444,58	4 563,53	7185
Topo Chico Hard Seltzer	68 061,09	1 978,41	1940
Topo Chico Cocktail Ready	129 393,15	2 424,72	3656
Taste the Feeling	104 777,60	4 030,03	4080
Summer Refresh	63 998,18	3 684,48	1578
Sprite Zero Sugar Summer	82 030,24	3 656,94	4522
Sprite Zero Cool Refresh	188 913,13	7 364,48	7526
Sprite Winter Spiced	70 115,38	3 502,30	1661
Sprite Transparency Label	160 943,97	3 018,12	4247
Sprite Limelight	127 743,41	2 749,02	4639
Sprite Digital NFT Collectibles	119 149,55	1 929,89	3252
Sprite Clear Lemon	93 057,66	3 718,24	2646
Smartwater Vapor Distilled	172 609,98	4 400,05	6156
Smartwater Hydration	128 727,31	6 777,55	5366
Smartwater Celebrity Endorsement	86 740,96	2 171,70	2917
Smartwater Alkaline Upgrade	196 972,09	6 043,63	5162
Smartwater Alkaline pH	148 249,43	5 442,54	4734
Total	13 640 460,08	398 070,28	452518

ROI by Campaign Name

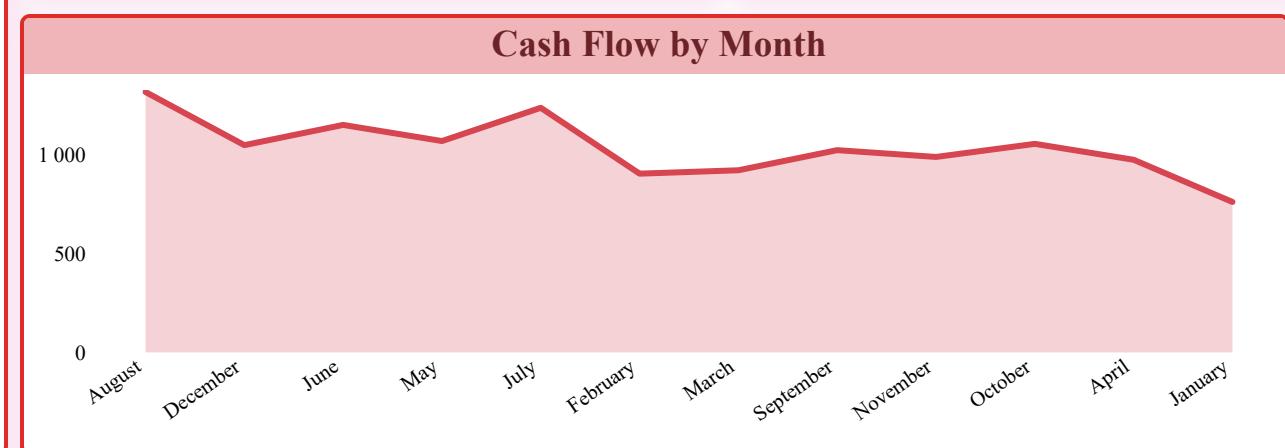
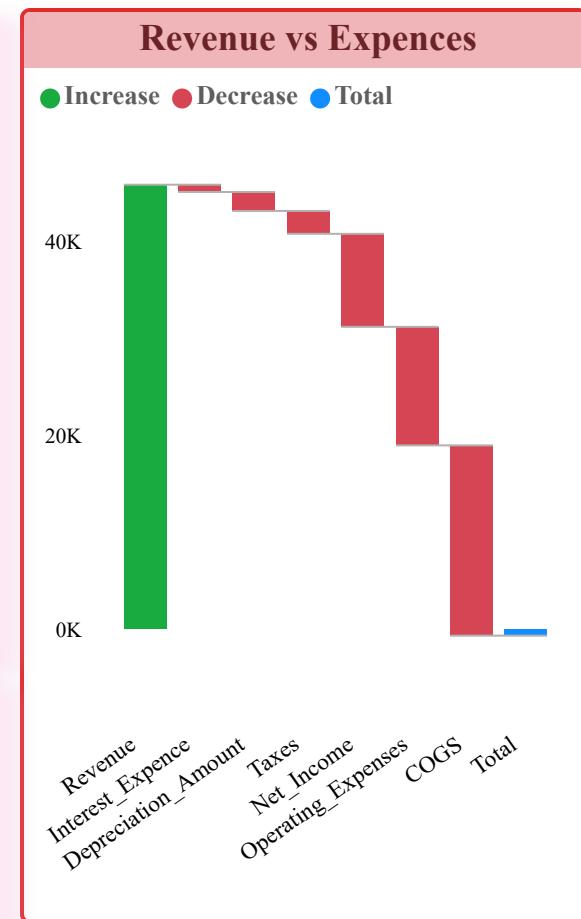
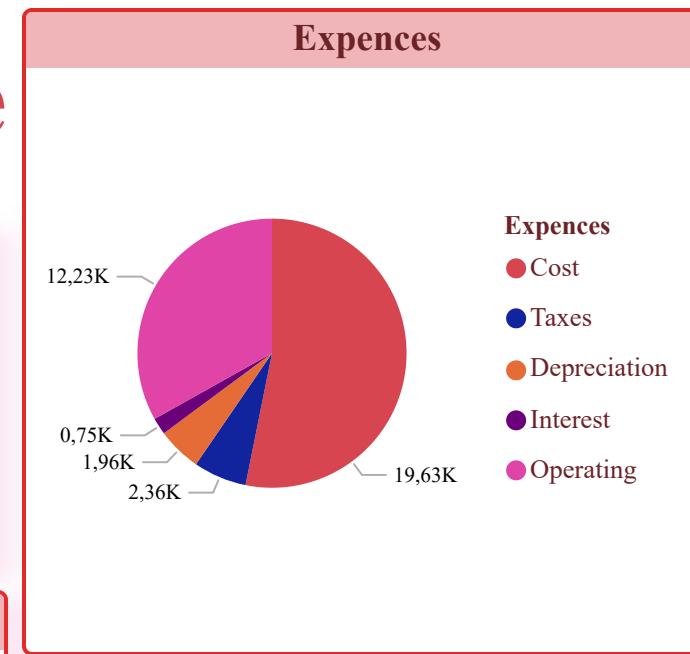
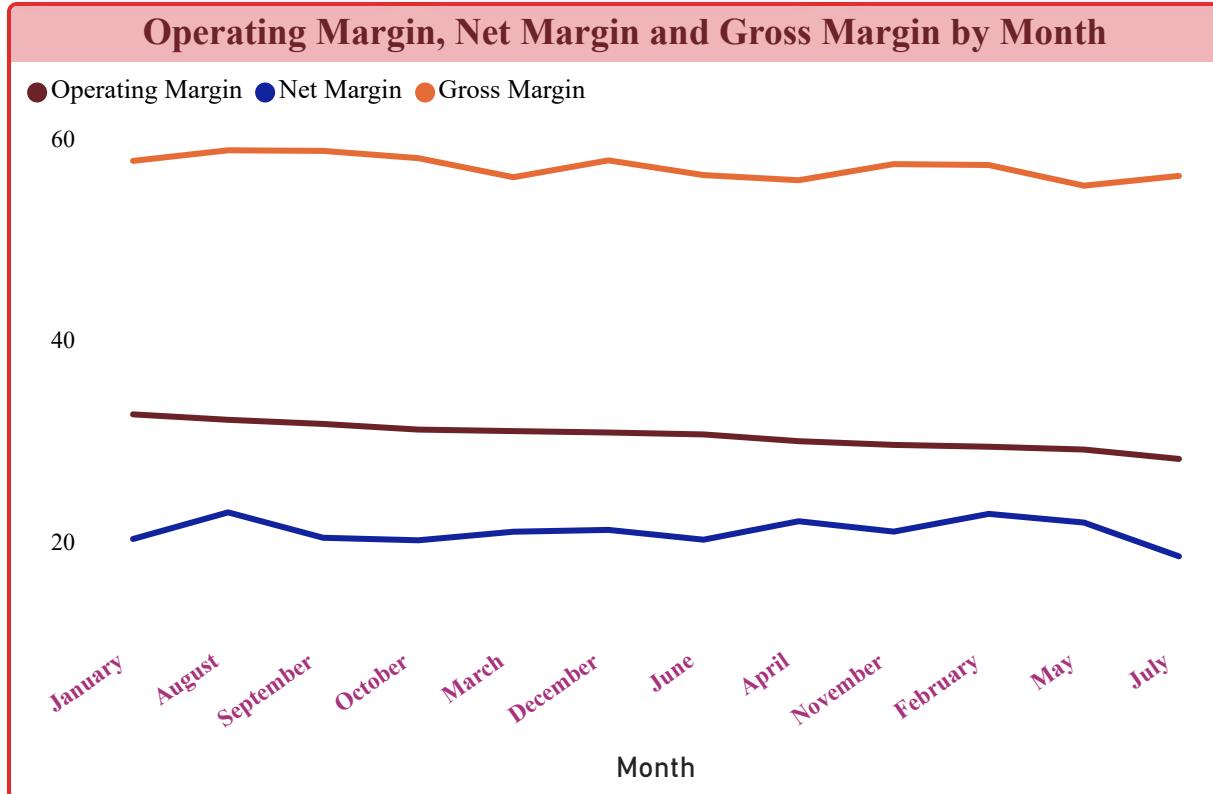
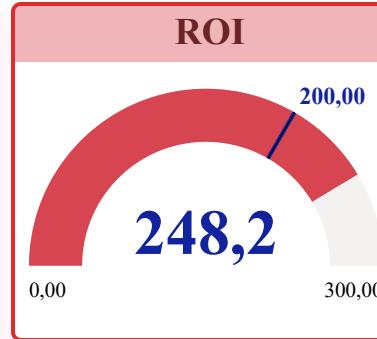
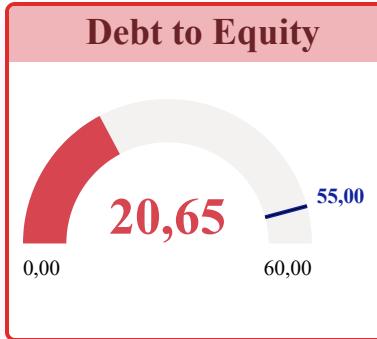
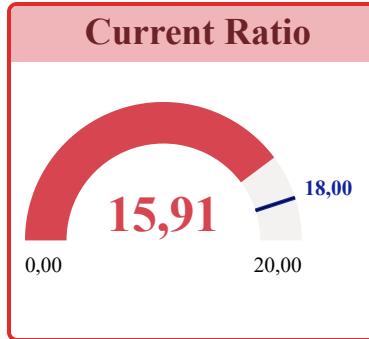




→

Filter

Financial Performance





Filter

Retail Execution

Average of Price Compliance

0,95

Average of Unit Price

2,48

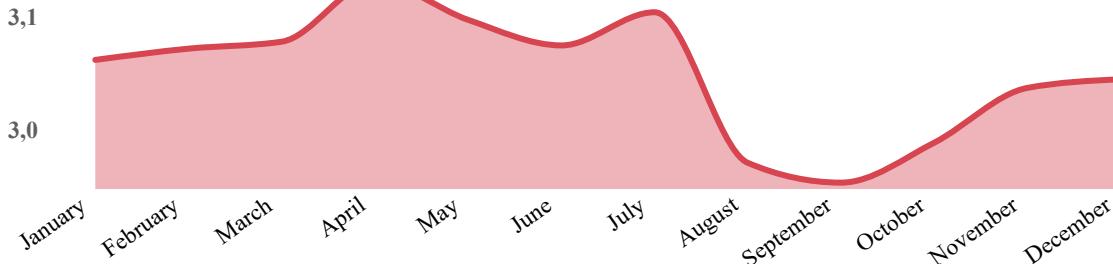
Store Name

SKU Availability

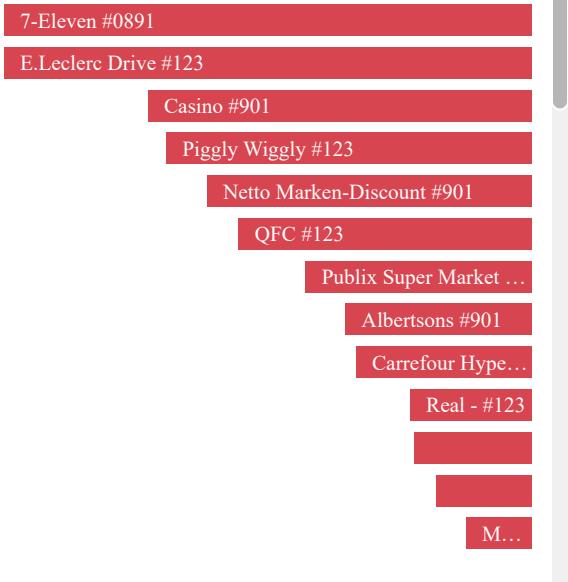
Cooler Functional

7-Eleven #0890	1 245,88	1 283,08
7-Eleven #0891	896,52	899,10
Albertsons #901	1 671,26	1 695,56
ALDI #345	1 154,70	1 189,36
ALDI Nord #345	962,85	987,94
Asda Supercentre #012	775,28	795,07
Auchan #012	1 070,04	1 095,24
Total	69 362,21	70 902,71

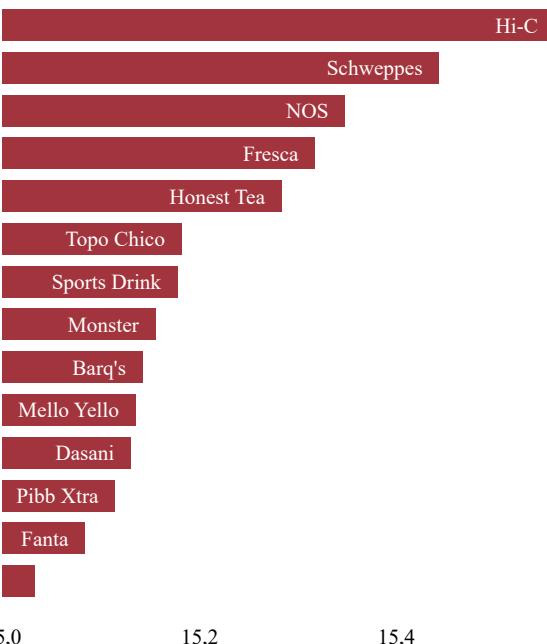
Average of OOS Rate by Month



Store Audit Score by StoreName



Shelf Share by Brand



Planogram Compliance by Store Name

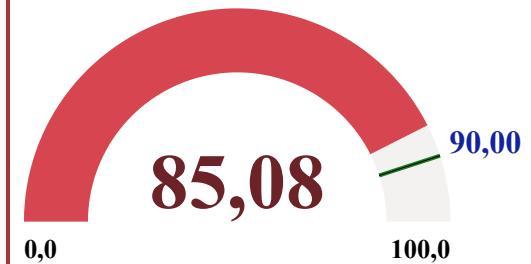




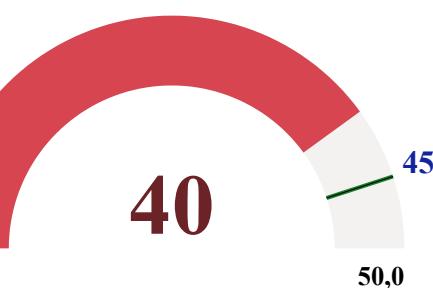
Filter

Human Resources

Employee Satisfaction Score



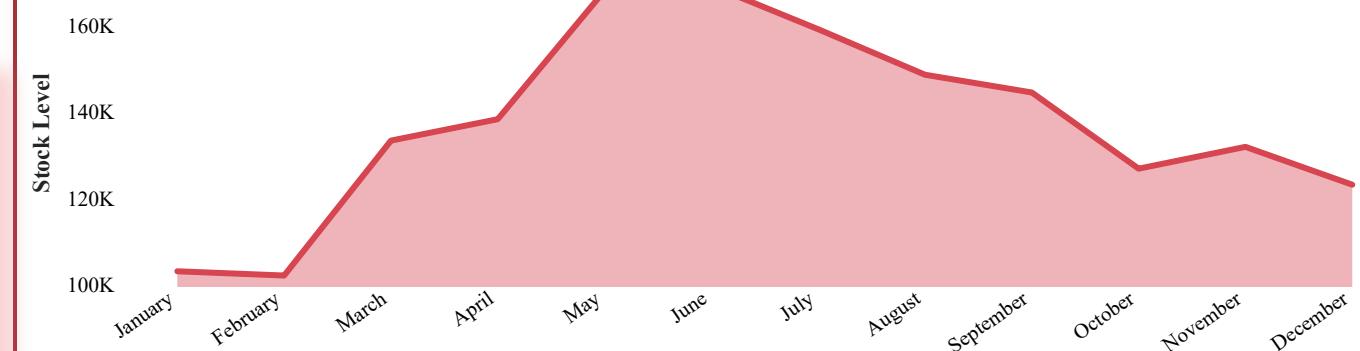
Number of Employees



Number of Employee in Departments



Average Stock Level by Month



Training Hours by Department Name



Training Hours

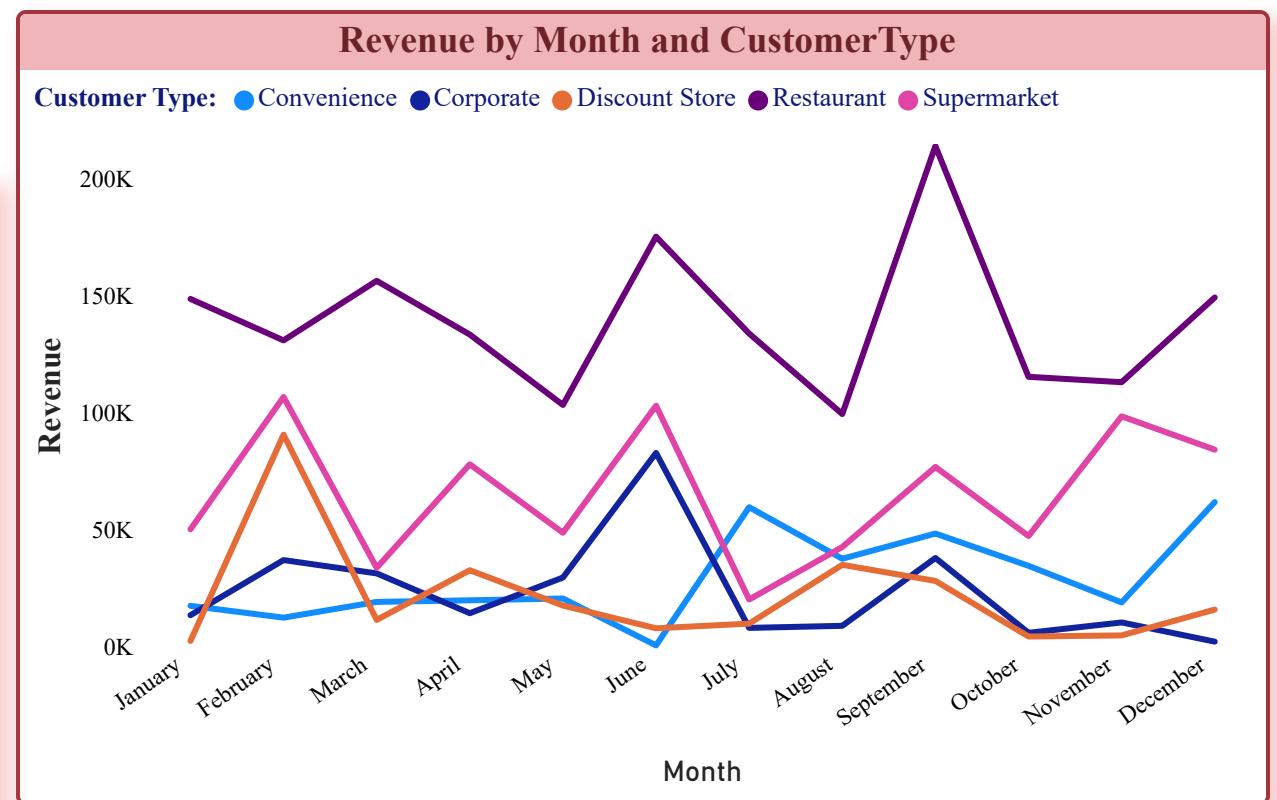
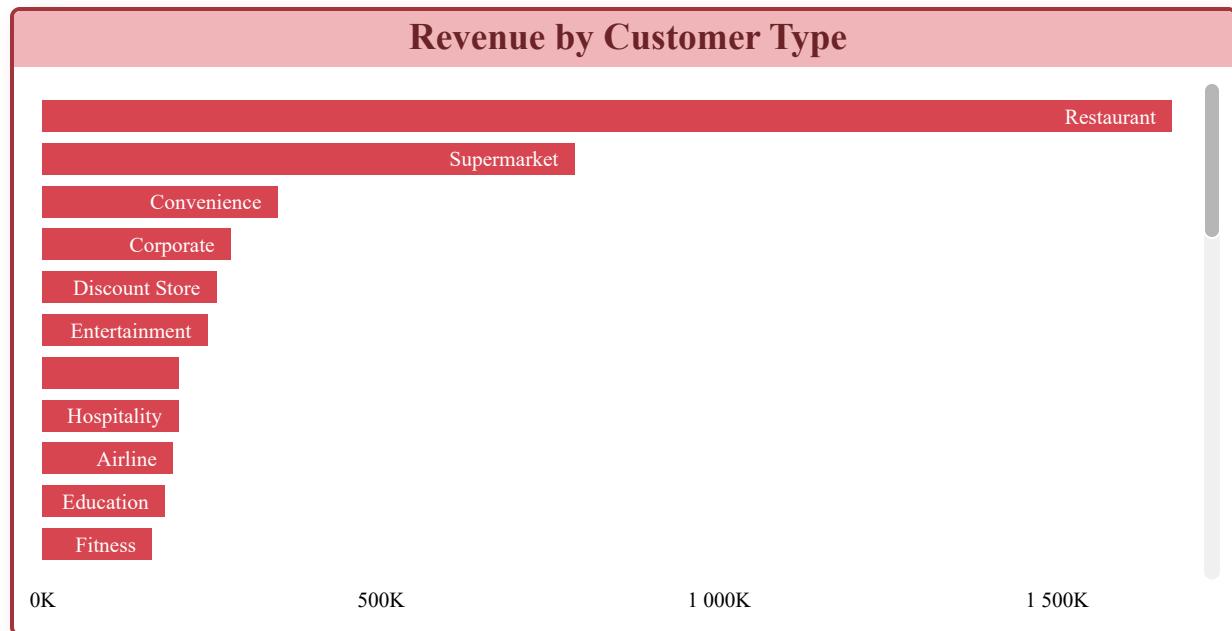
Average Salary by JobTitle



Average of Salary

Customer Analytics

Filter



Retailer Name	Revenue	Cost	Profit
Apple	101 380,82	38 593,24	57 609
Loblaws	87 869,98	34 330,21	49 116
Cheddar's Scratch Kitchen	83 420,63	32 130,88	47 616
AEON	84 301,15	33 801,42	47 393
LA Fitness	76 656,99	25 658,22	47 257
Giant Eagle	75 942,35	27 384,01	45 658
Qantas	76 012,34	26 568,70	44 799
Whataburger	84 025,21	35 455,20	44 457
John Lewis	76 259,26	28 537,23	44 372
Boots	83 483,53	34 625,91	44 319
M&S Food	75 232,80	29 338,56	40 347
Total	6 343 133,01	2 527 678,26	3 500 980

