



# SUPPLEMENTAL REPORT

Prepared for

**Northfield Holdings Ltd.**

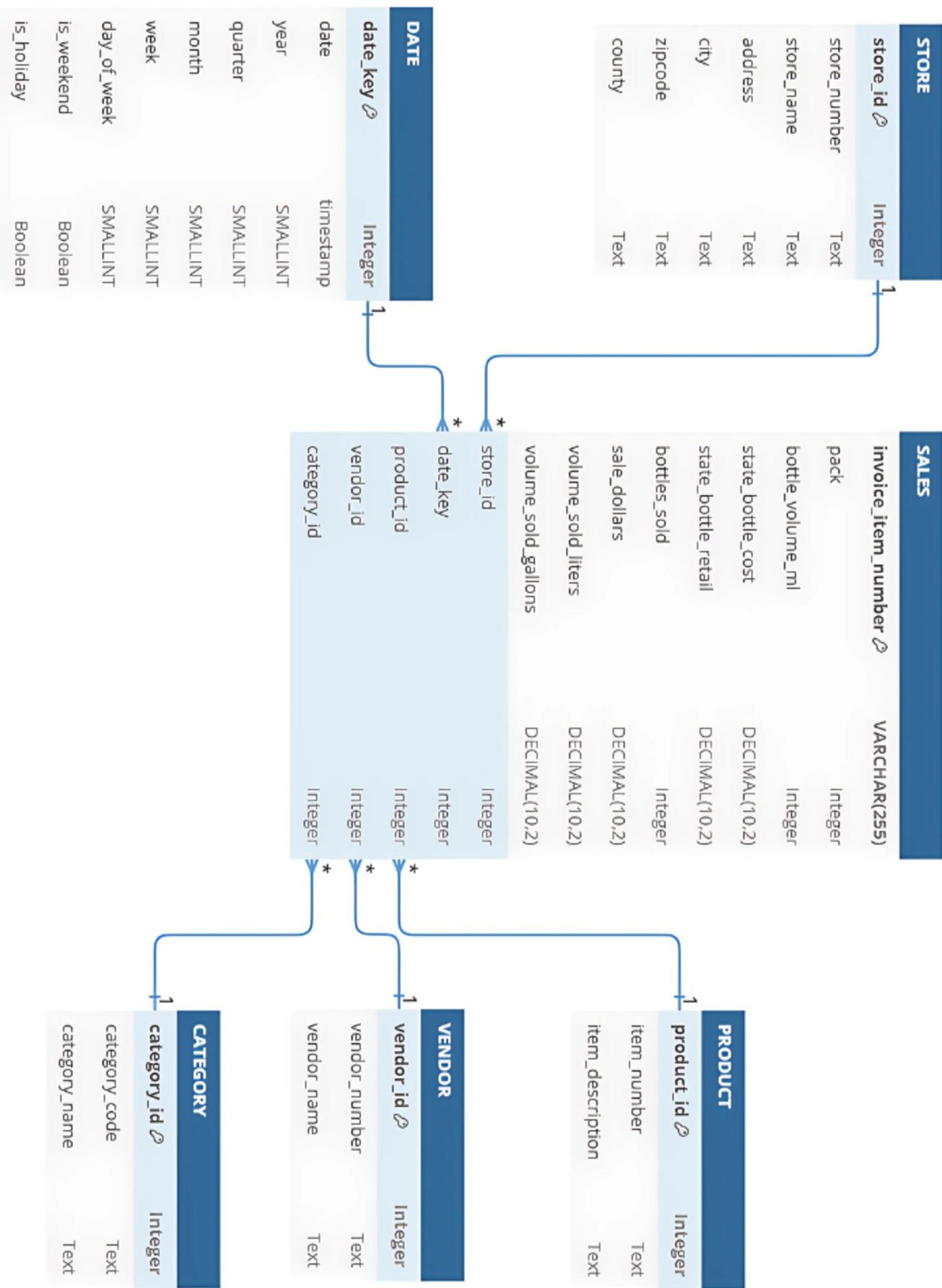
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Presented to  
**DNSC 6305**

Presented by  
**Group 5**



# SCHEMA



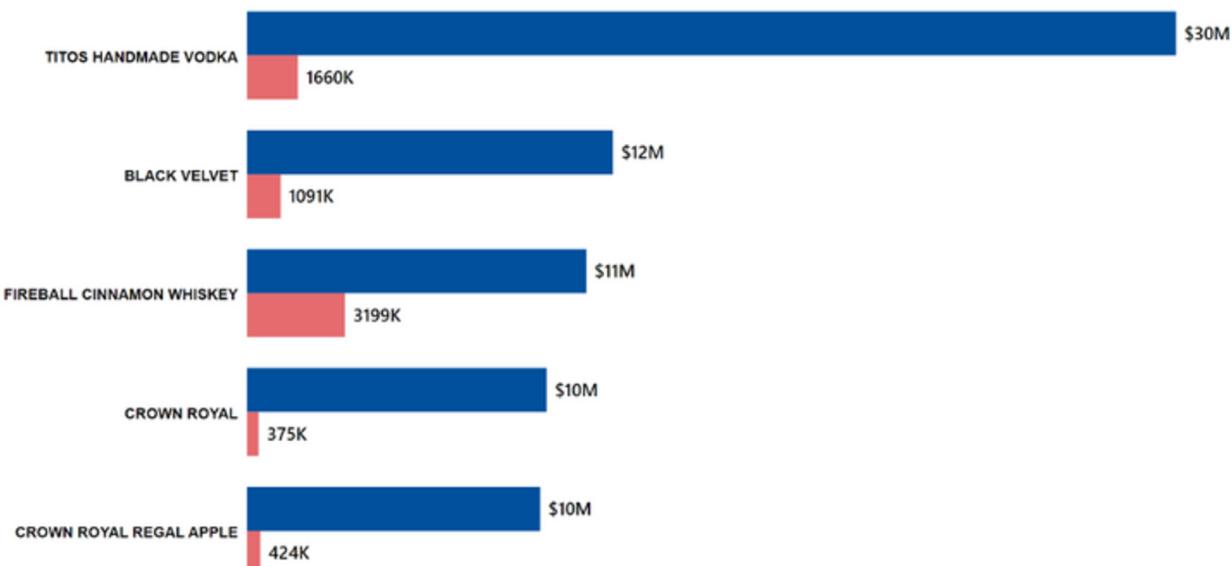
# EXPLORATORY DATA ANALYSIS - PRODUCT PERFORMANCE

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## Top-Performing Products

Product Name	Category	Total Bottles Sold	Total Sales	Avg Retail Price
TITOS HANDMADE VODKA	AMERICAN VODKAS	1,659,897	30,372,109.13	17.05
BLACK VELVET	CANADIAN WHISKIES	1,090,976	11,957,465.26	11.41
FIREBALL CINNAMON WHISKEY	WHISKEY LIQUEUR	3,199,232	11,088,922.25	7.88
CROWN ROYAL	CANADIAN WHISKIES	375,244	9,791,111.52	26.96
CROWN ROYAL REGAL APPLE	CANADIAN WHISKIES	424,056	9,576,617.62	24.25

● Sales\_Amount ● Bottles\_Sold



## Top-Performing Categories

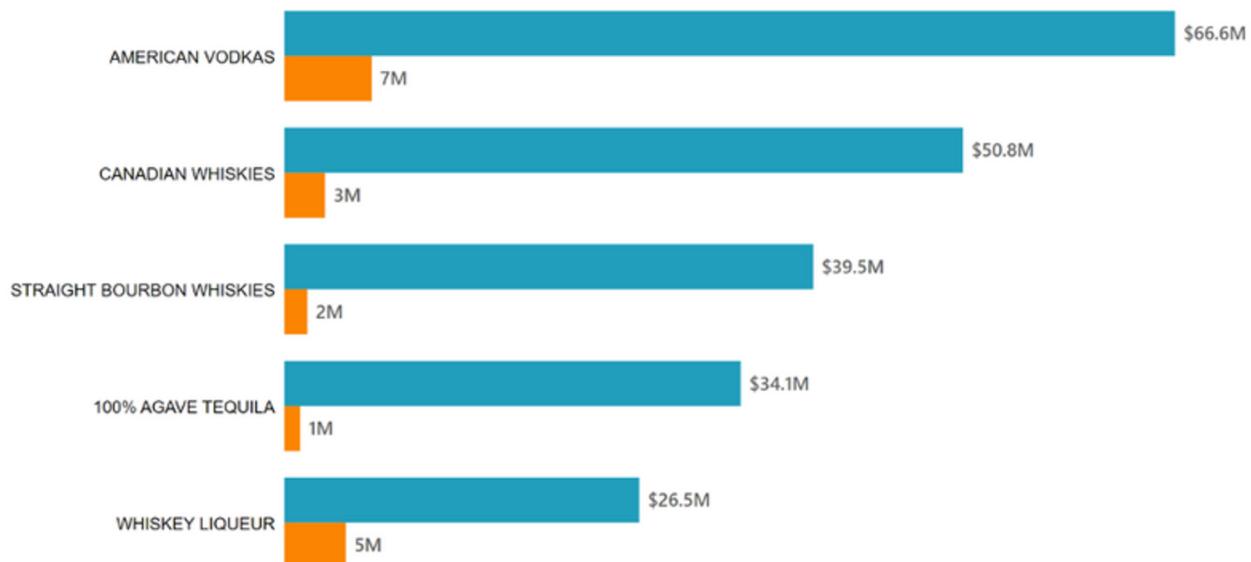
Category	Total Sales	Total Bottles Sold	Avg Retail Price
AMERICAN VODKAS	66,612,097.84	6,515,719	10.67
CANADIAN WHISKIES	50,751,870.74	3,033,711	18.31
STRAIGHT BOURBON WHISKIES	39,538,170.24	1,704,523	26.89
100% AGAVE TEQUILA	34,125,513.21	1,175,371	35.18
WHISKEY LIQUEUR	26,533,374.19	4,584,549	16.76

# EXPLORATORY DATA ANALYSIS - PRODUCT PERFORMANCE

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## Top-Performing Categories

● Total revenue generated by each category ● Total number of bottles sold in each category



## Negative Sales

Category	Product Name	Total Negative Sales	Transaction Count
AMERICAN VODKAS	TITOS HANDMADE VODKA	-26,073.23	130
CANADIAN WHISKIES	BLACK VELVET	-12,939.27	96
CANADIAN WHISKIES	CROWN ROYAL REGAL APPLE	-12,185.91	56
CANADIAN WHISKIES	CROWN ROYAL PEACH	-11,441.70	26
WHISKEY LIQUEUR	FIREBALL CINNAMON WHISKEY	-9,804.75	92

# EXPLORATORY DATA ANALYSIS - SEASONAL TRENDS

## Best Performing day of the week

Day of Week	Day Name	Total Revenue	Total Bottles Sold
3	Wednesday	91,994,535.23	6,179,139
4	Thursday	91,293,719.69	6,072,042
2	Tuesday	89,810,011.52	6,413,414
1	Monday	78,934,025.93	5,574,721
5	Friday	69,046,574.31	5,096,480
0	Sunday	16,262,355.06	1,338,437
6	Saturday	7,258,903.60	580,023

## Weekday vs Weekend

Is Weekend	Total Sales	Total Bottles Sold
False	421,078,866.68	29,335,796
True	23,521,258.66	1,918,460

## Monthly Trends



# EXPLORATORY DATA ANALYSIS - SEASONAL TRENDS

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## Best Products During Holidays

Category	Product Name	Total Sales	Total Bottles Sold	Total Volume Sold (Liters)
AMERICAN VODKAS	TITOS HANDMADE VODKA	315,277.80	17,642	16,925.01
CANADIAN WHISKIES	CROWN ROYAL	154,112.39	5,317	4,862.13
CANADIAN WHISKIES	BLACK VELVET	146,804.27	13,188	14,246.21
TENNESSEE WHISKIES	JACK DANIELS OLD #7 BLACK LABEL	131,595.13	4,384	4,374.50
WHISKEY LIQUEUR	FIREBALL CINNAMON WHISKEY	123,617.50	36,232	7,284.39

## Best Performing Holidays

Holiday Name	Total Sales	Total Bottles Sold
Juneteenth	1,545,394.78	102,776
Independence Day	1,245,840.60	75,638
Veterans' Day	935,372.35	75,188
Columbus Day	351,506.81	27,342
Labor Day	350,864.82	29,221
Martin Luther King Jr. Day	245,262.84	17,522
Presidents' Day	208,569.78	14,494
Thanksgiving Day	117,814.47	8,257
New Year's Day	6,277.65	457

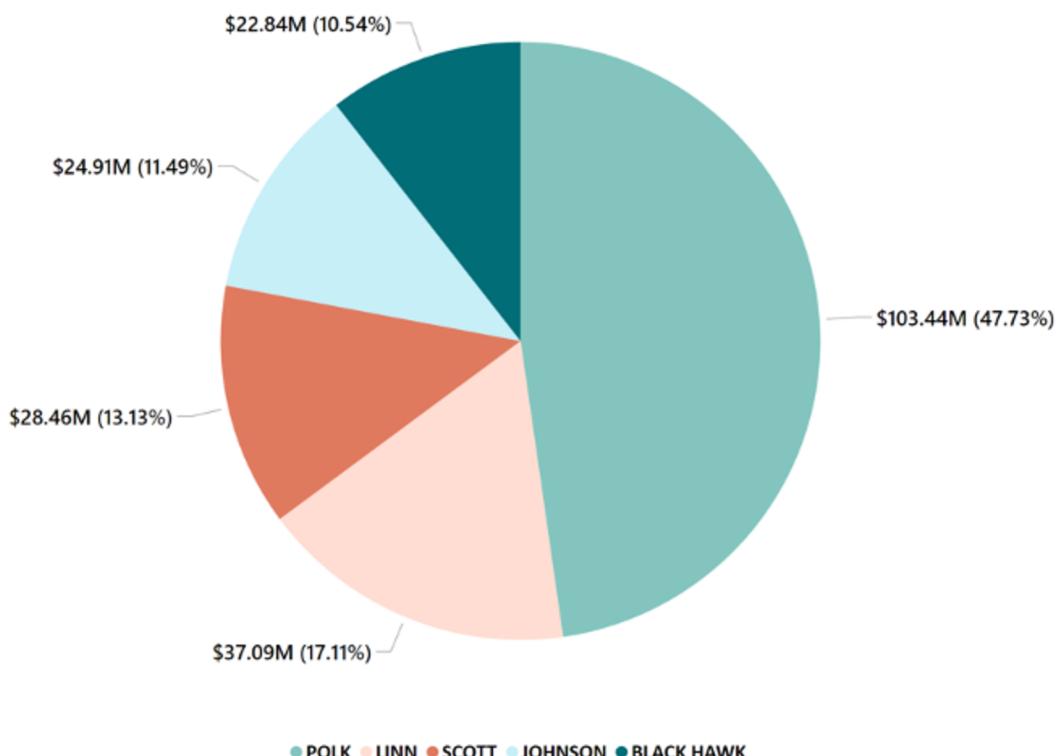
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# EXPLORATORY DATA ANALYSIS - REGIONAL INSIGHTS

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## Sales by County

County	Total Sales	Total Bottles Sold
POLK	103,418,191.57	7,134,745
LINN	37,086,577.04	2,723,532
SCOTT	28,457,272.52	2,185,260
JOHNSON	24,912,006.76	1,589,582
BLACK HAWK	22,836,380.40	1,740,049

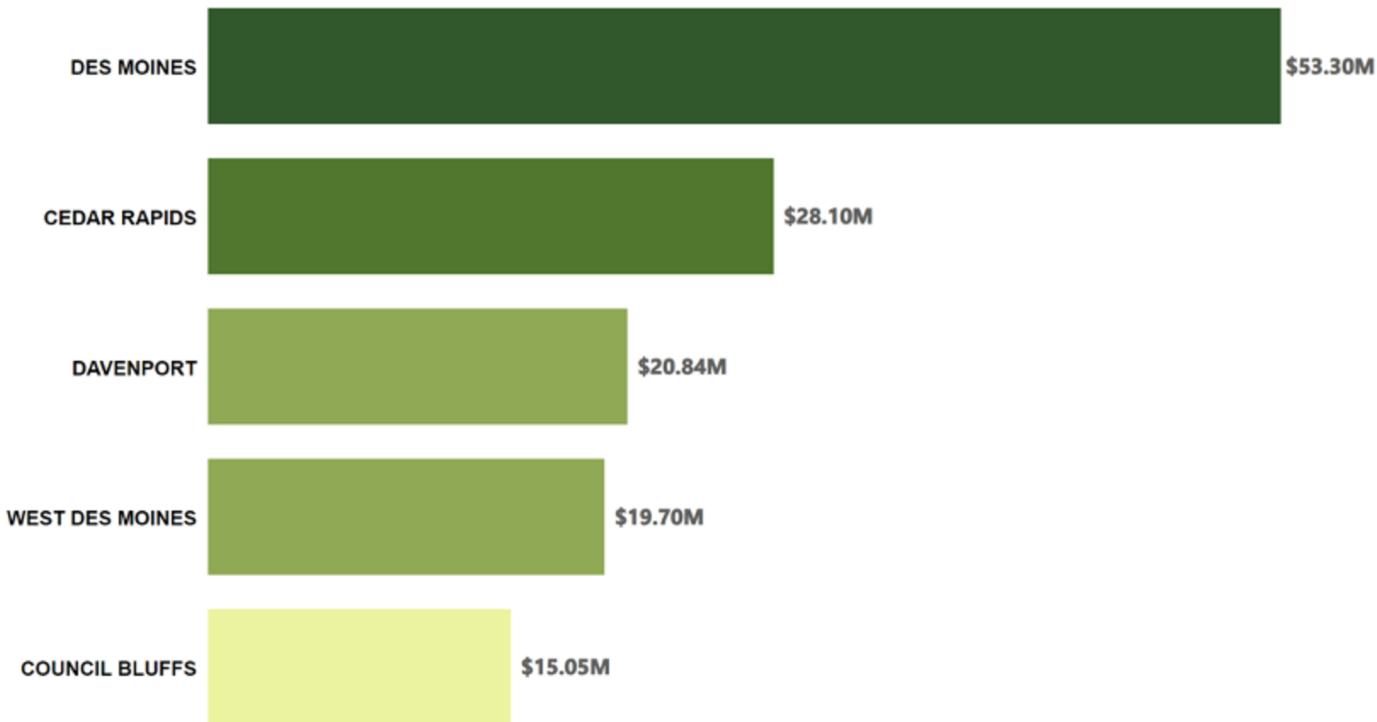


# EXPLORATORY DATA ANALYSIS - REGIONAL INSIGHTS

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## Sales by City

City	Total Sales	Total Bottles Sold	Total Volume Sold (Liters)
DES MOINES	53,298,576.47	3,861,060	2,530,772.96
CEDAR RAPIDS	28,103,343.32	2,044,834	1,457,720.12
DAVENPORT	20,838,876.00	1,675,345	1,097,946.07
WEST DES MOINES	19,695,392.93	1,093,041	913,961.11
COUNCIL BLUFFS	15,046,564.15	1,121,653	748,939.22



## EXPLORATORY DATA ANALYSIS - REGIONAL INSIGHTS

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### County Heatmap

