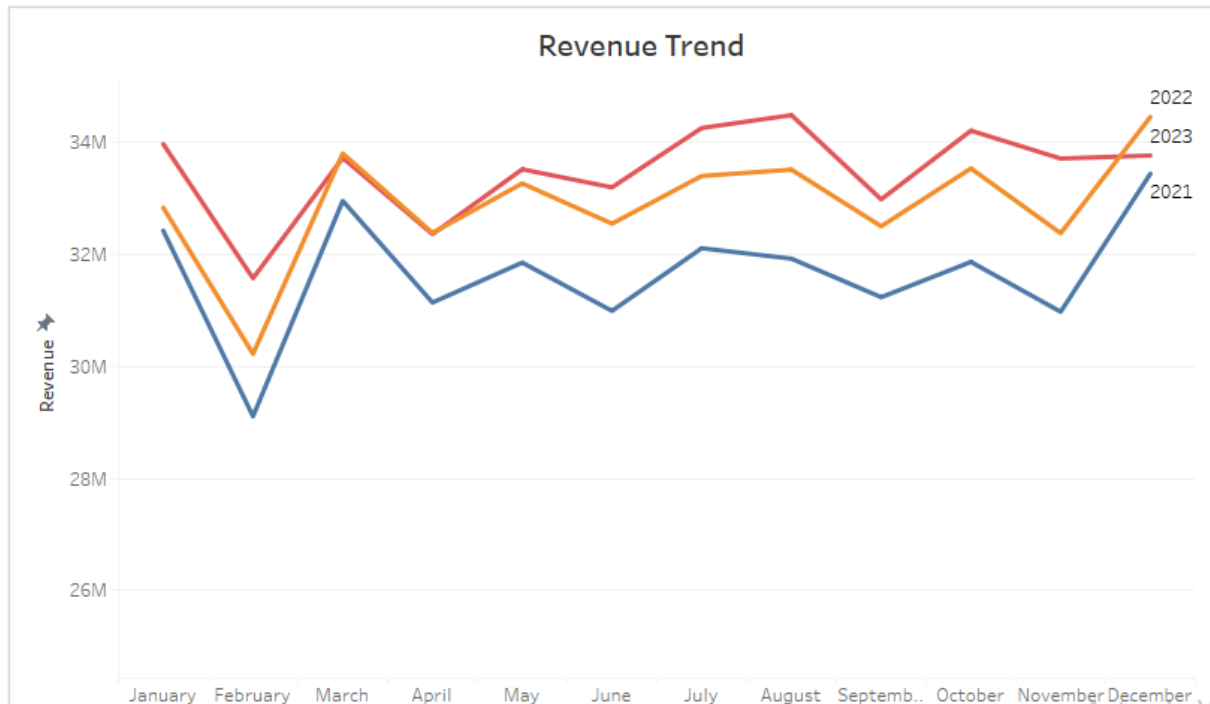


# Beverage Sales Analysis Report

## Introduction

This report presents an analysis of synthetic beverage sales in Germany over the past three years. The primary objectives are to identify sales trends, optimize decision-making, and increase revenue. The analysis focuses on revenue trends, regional performance, product sales, and customer segmentation (B2B vs. B2C).

## 1. Revenue Trends: Understanding Sales Performance



## Monthly Trends

- Revenue peaks during holiday seasons (August, October, and December), driven by events such as Oktoberfest and Christmas.
- Revenue declines in the months following peak seasons (e.g., September and February), with February 2023 showing the sharpest drop of €2.3M.

## Yearly Trends

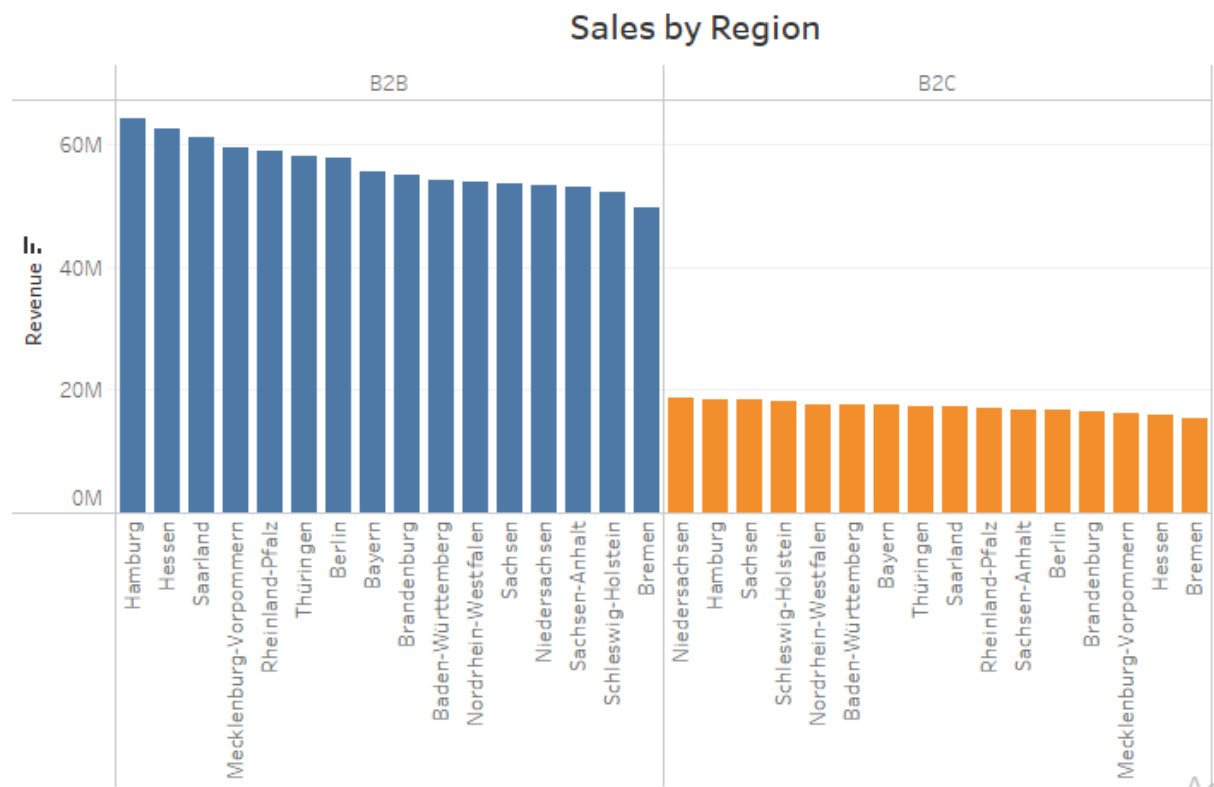
- Over the three-year period (2021-2023), revenue has shown steady growth, despite periodic declines in non-holiday months.

## Recommendations:

- ☐ **Leverage Holiday Sales Peaks:** Increase marketing, stock up on high-demand products, and offer holiday bundles.

- ❑ **Reduce Off-Season Revenue Drops:** Implement off-season promotions, introduce new product lines, and collaborate with local events.
- ❑ **Dynamic Pricing & Targeted Promotions:** Adjust prices based on demand and launch early-bird discounts for peak months.

## 2. Sales by Region: Identifying Top-Performing Locations

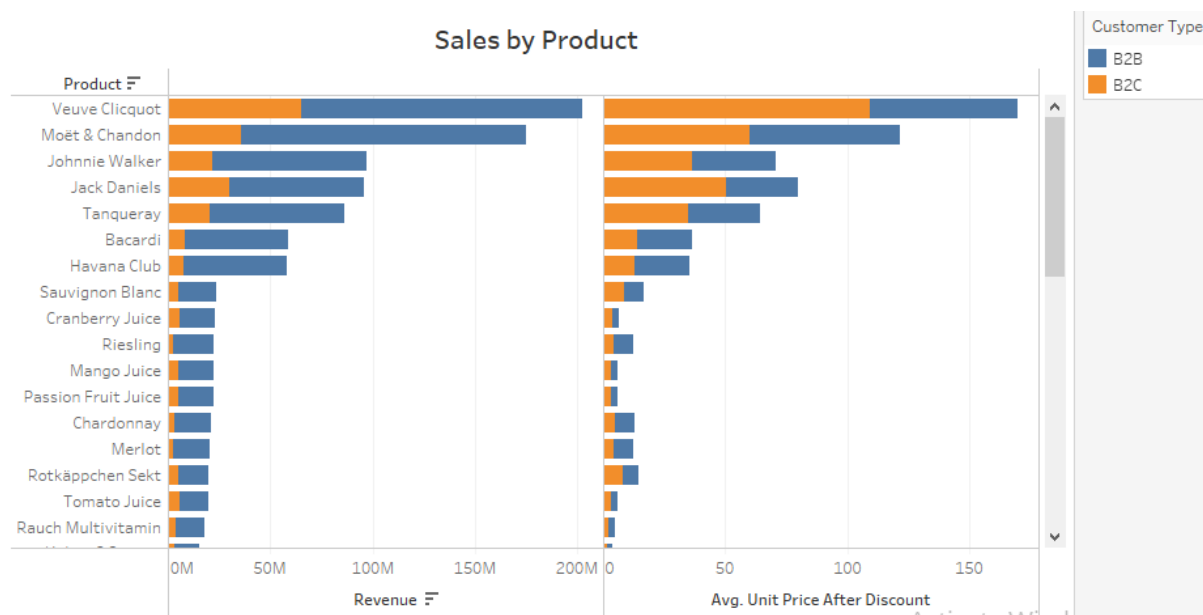


- B2B sales dominate, generating three times more revenue than B2C sales across all regions.
- Hamburg and Hessen lead in sales for both B2B and B2C.

### Recommendations:

- ❑ **Expand B2B Sales Strategy:** Strengthen bulk discounts, contract-based pricing, and corporate loyalty programs.
- ❑ **Boost B2C Sales:** Enhance digital marketing efforts (social media, influencer collaborations, referral programs).
- ❑ **Optimize Underperforming Regions:** Investigate low-performing areas and tailor marketing strategies accordingly.

### 3. Sales by Product: Best-Sellers & Underperformers

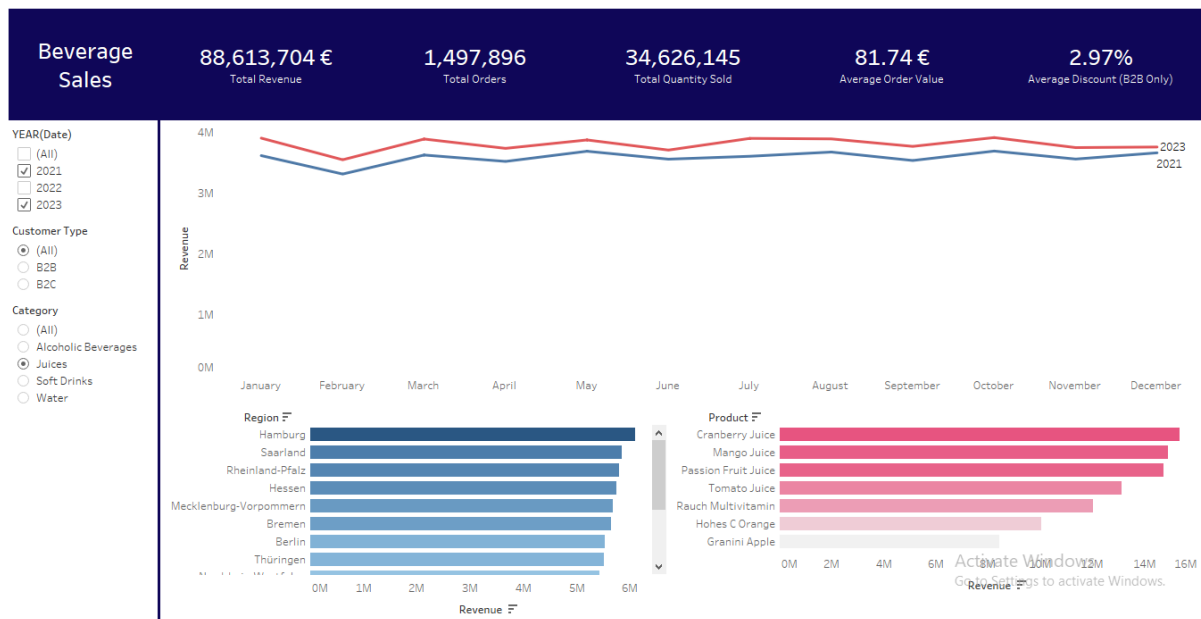


- **Best-Selling Products:**
  - Veuve Clicquot & Moët & Chandon (top performers by a wide margin).
  - Followed by Johnnie Walker, Jack Daniels, Tanqueray, Bacardi, and Havana Club.
- **Underperforming Products:**
  - Low-priced products failed to drive higher sales, even with discounts.
  - B2C customers pay higher unit prices than B2B customers, with no discounts applied.

#### Recommendations:

- ☐ **Maximize Best-Sellers' Growth:** Increase marketing & premium positioning.
- ☐ **Investigate Underperformers:** Improve product visibility, marketing strategies, and pricing models.
- ☐ **Adjust Pricing & Discounts:** Introduce B2C discounts and explore bundling high-selling & underperforming products.

## 4. Sales Dashboard: Monitoring Performance in Real-Time



A custom sales dashboard has been created to track key metrics, including:

### Key Performance Indicators (KPIs):

- Total Revenue
- Total Orders
- Average Order Value (AOV)
- Total Quantity Sold
- Average Discount (B2B Only)

### Interactive Features:

- Filters for date, product category, and customer type.
- Visualizations of revenue trends, sales by region, and sales by product.

### Access the Sales Dashboard Here:

[https://public.tableau.com/app/profile/molo.munyansanga/viz/BeverageSalesDashboard\\_17428856043060/BeverageSalesDashboard](https://public.tableau.com/app/profile/molo.munyansanga/viz/BeverageSalesDashboard_17428856043060/BeverageSalesDashboard)

## Conclusion

This analysis highlights key trends driving beverage sales, pinpointing opportunities for growth, pricing optimization, and customer segmentation strategies. By implementing the recommendations, the business can capitalize on peak sales periods, reduce off-season losses, and enhance market penetration.