

# Diageo Performance Tracker



1.63bn

Total Sales

52.1M

Total Units Sold

62.0M

Total Volume

31.2

Average Price per Unit

26.2

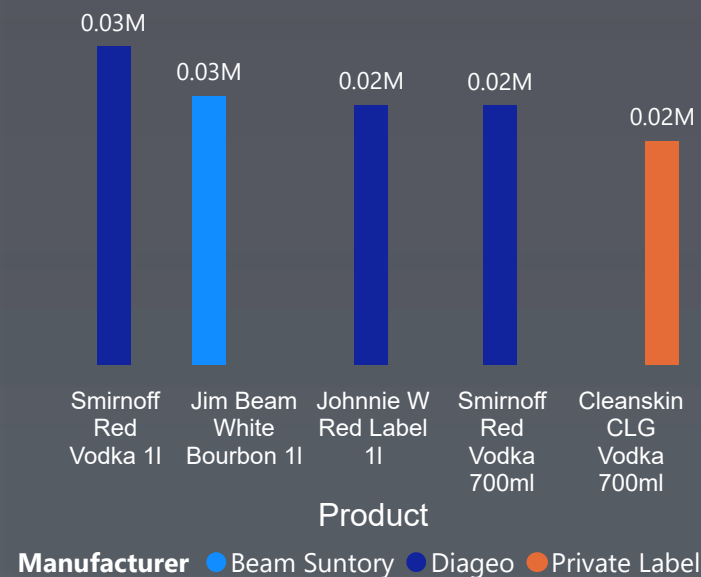
Average Price per Litre

134.5M

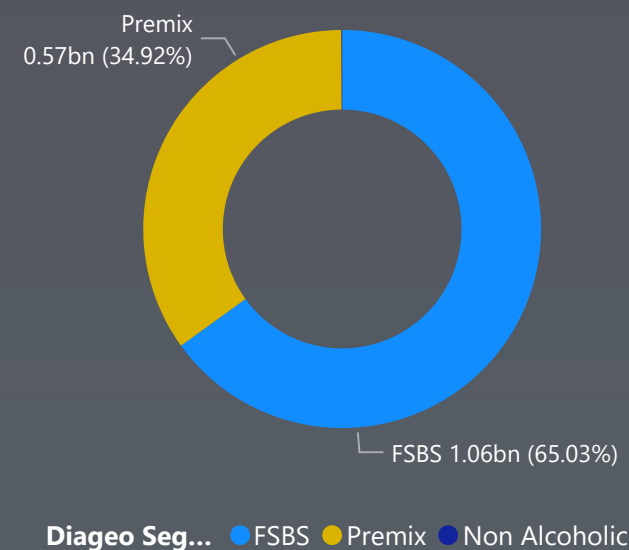
Total Store Count

04.26711014 ▲ 4202995.405912687 Bundaberg 92109914.48676099 ▲ 5028440.683887983 Johnnie Walker 87680026.26146287 ▲ 1820544.7041745097

## Top 5 Product



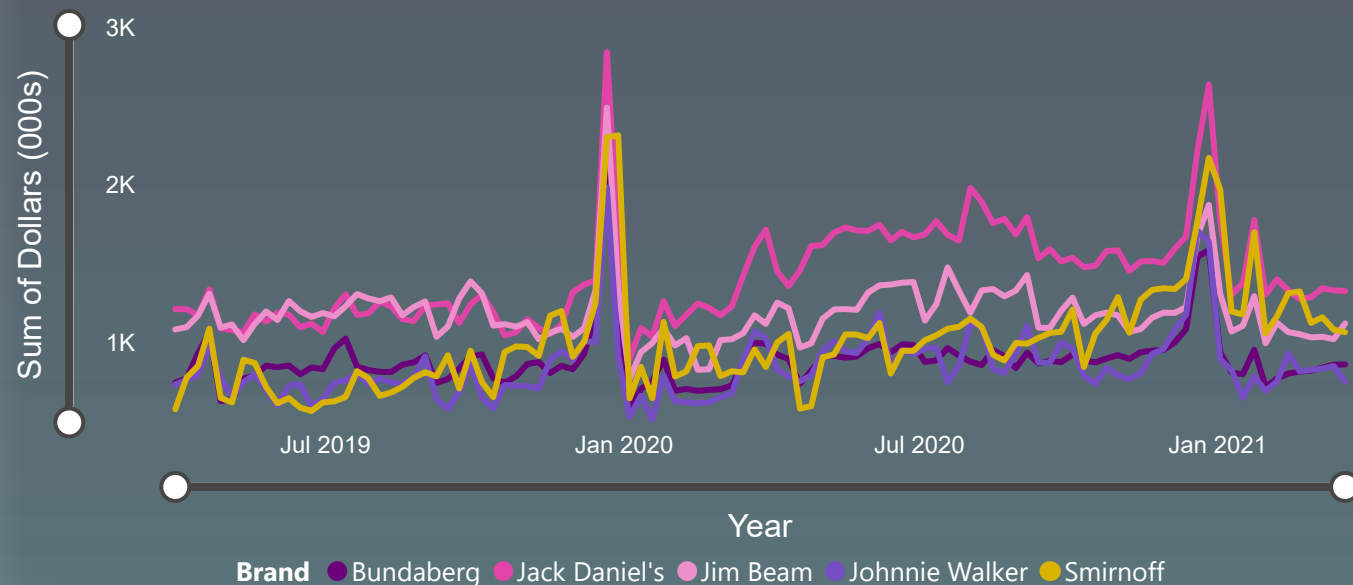
## Sales and Volume By Segment



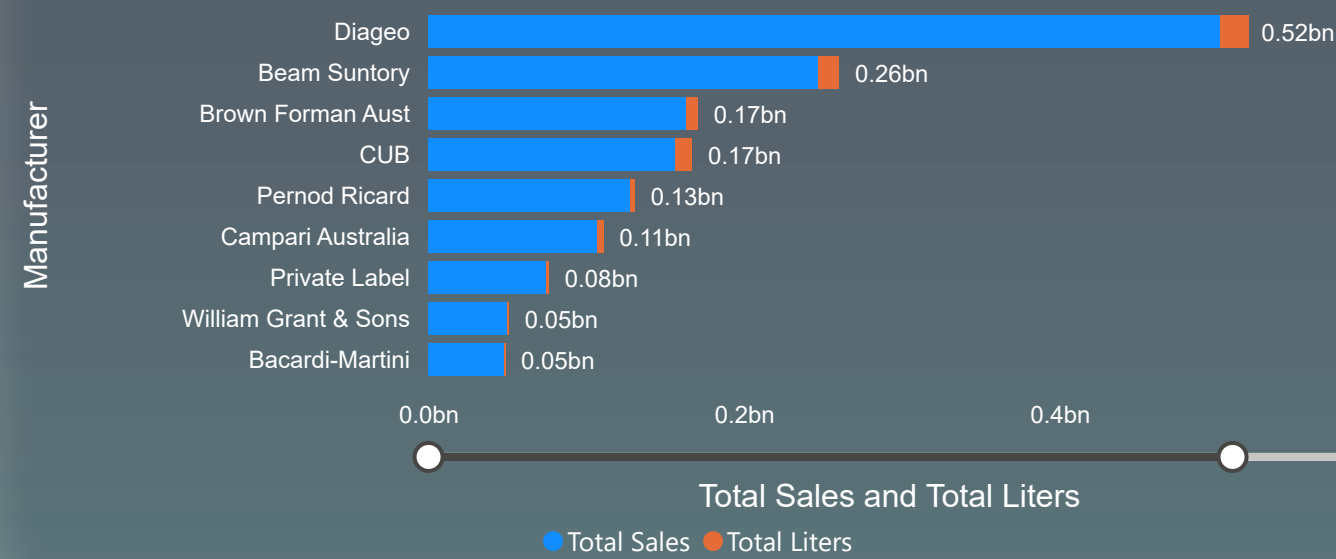
## Total volume by Date



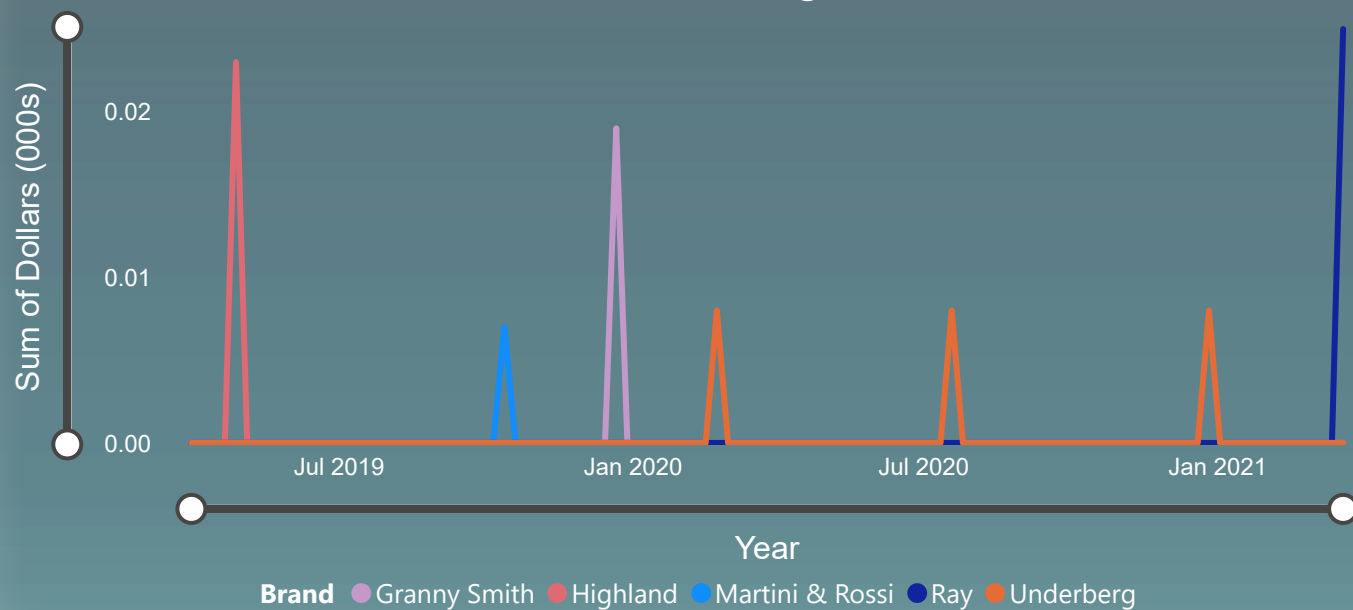
## Top 5 Performing Brands



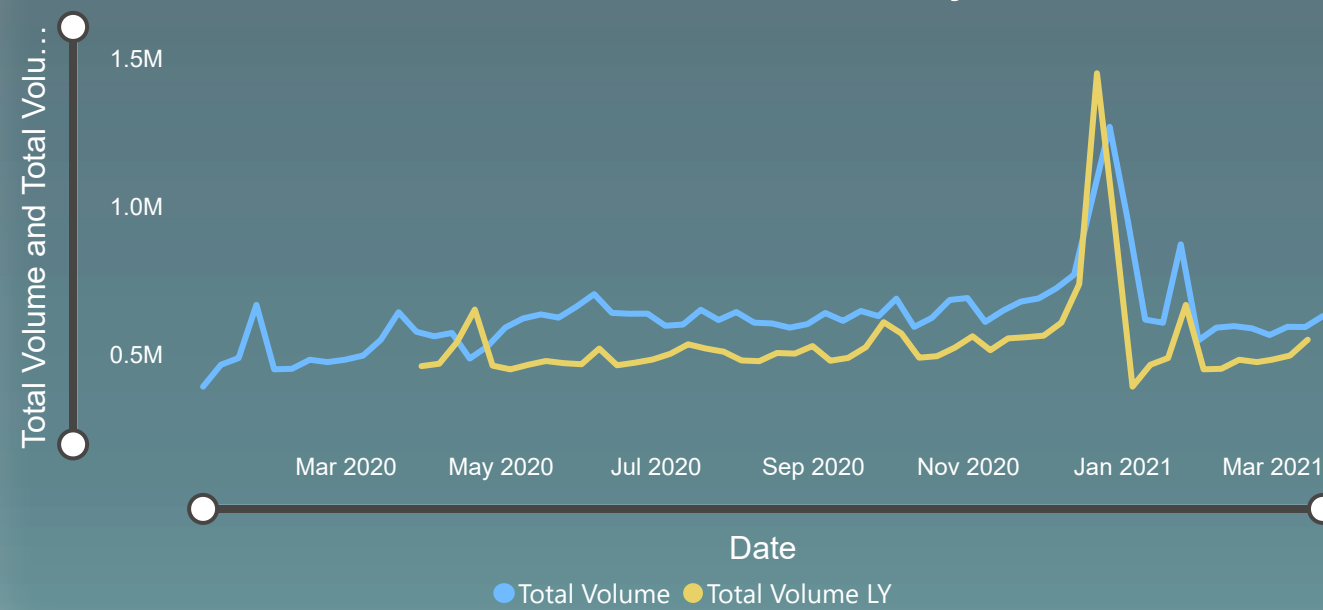
## Manufacturer Performance



## Bottom 5 Performing Brands



## Total Volume vs. Total Volume LY by Date



## Filter Pane

Manufacturer  
All

Segment  
All

Liquor Type  
All

Brand  
All

Year  
Select all, 2020, (Blank), 2021, 2019

Month  
Select all, Dec, (Blank), Feb, Apr, Jan, Aug, Jul

QTR  
Select all, Q2, (Blank), Q3, Q1, Q4

# Analyze Diageo's performance in the Vodka Premix category and compare it to competitors



48.87

Diageo Market Share(%)

0.44

Units Sold per Store

Selection

MTD

YTD

QTD

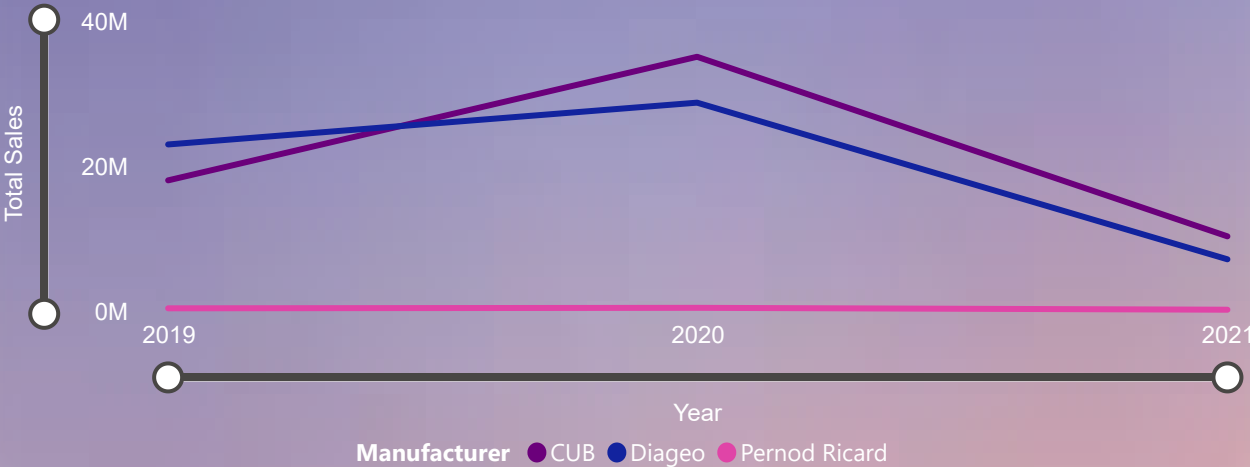
Year

2019

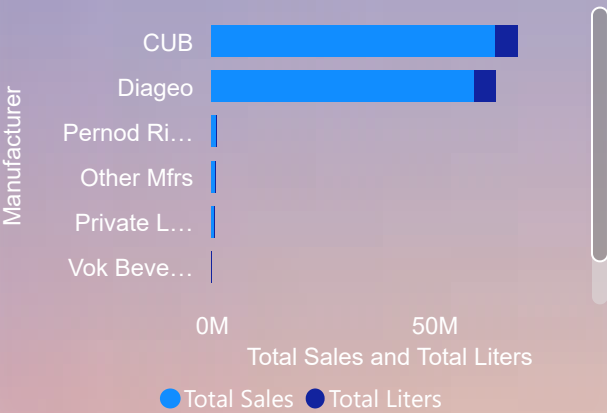
2021

2020

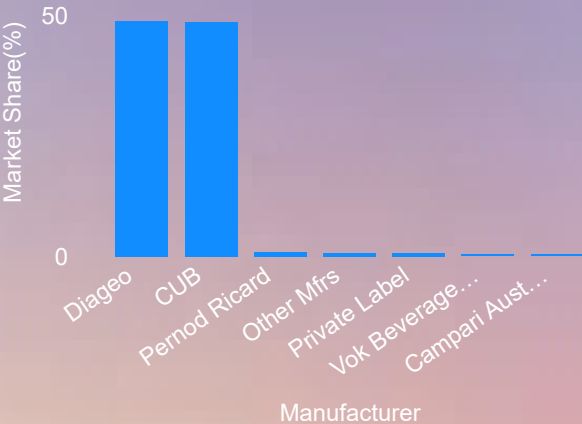
### Sales Performance with competitors



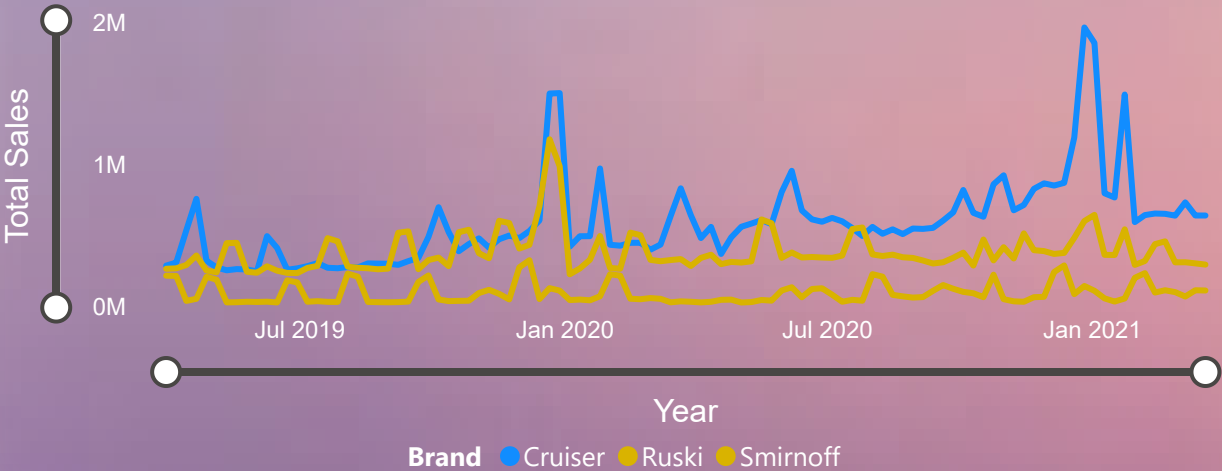
### Total Sales and Total Volume by Manufacturer



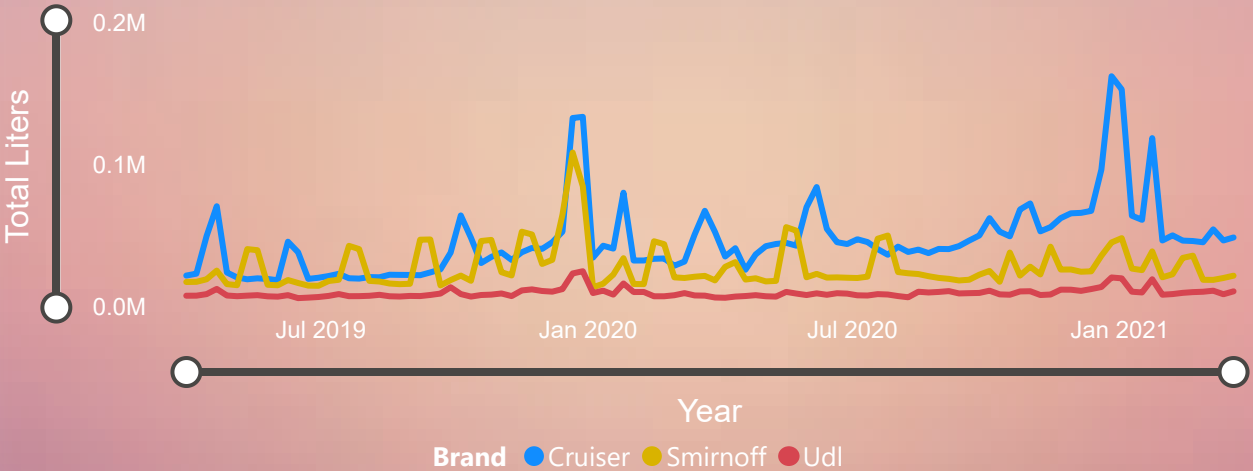
### Market Share(%) by Manufacturer



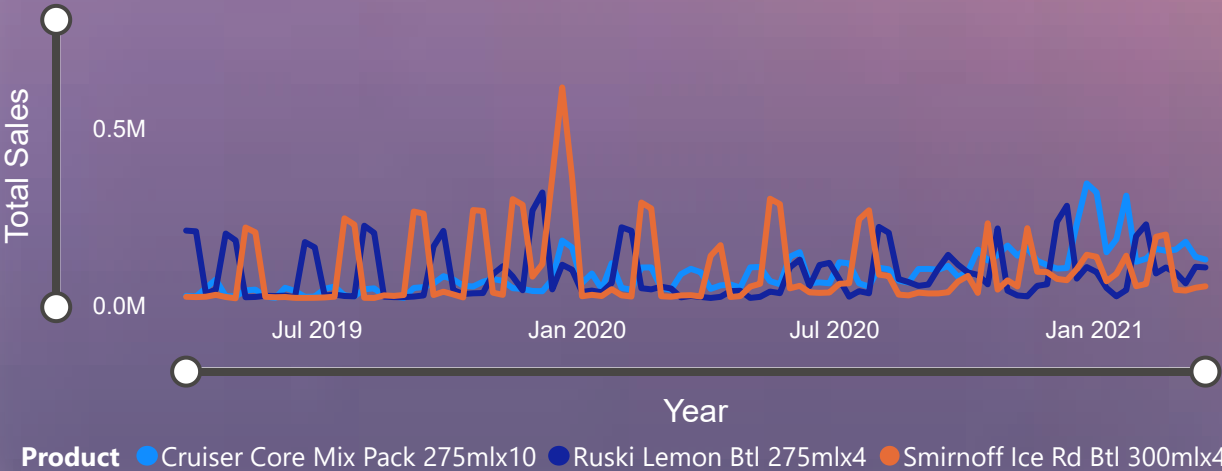
### Brand Performance with competitors (Sales)



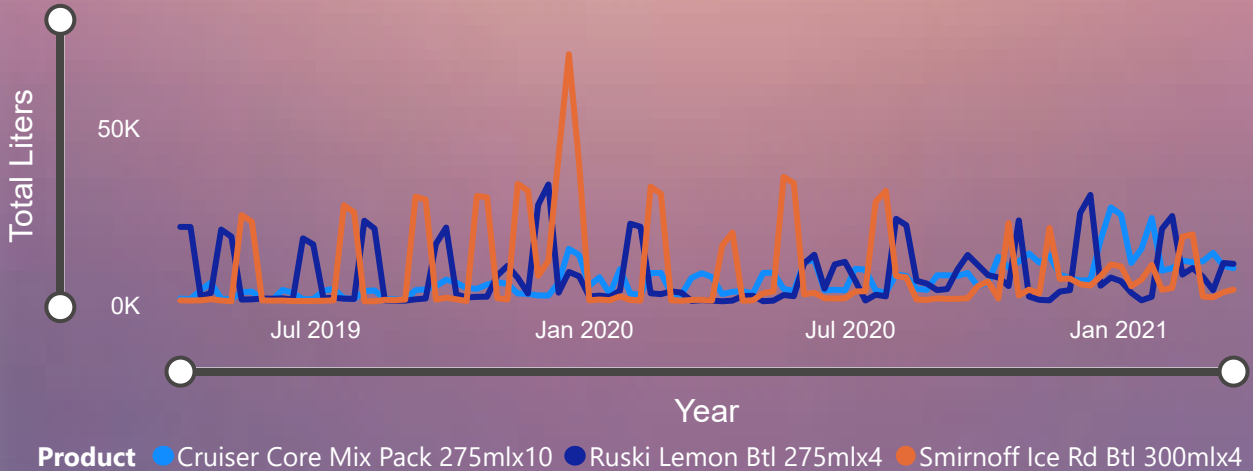
### Brand Performance with competitors (Volume)



### Top 3 Product Performance with competitors (Sales)



### Top 3 Product Performance with competitors (Volume)



| Year  | Month | Day | Sales Quantity MTD | Sales Quantity QTD | Sales Quantity YTD |
|-------|-------|-----|--------------------|--------------------|--------------------|
| 2019  | March | 31  | 35,477.00          | 35,477.00          | 35,477.00          |
| 2019  | April | 1   |                    |                    | 35,477.00          |
| 2019  | April | 2   |                    |                    | 35,477.00          |
| 2019  | April | 3   |                    |                    | 35,477.00          |
| 2019  | April | 4   |                    |                    | 35,477.00          |
| 2019  | April | 5   |                    |                    | 35,477.00          |
| 2019  | April | 6   |                    |                    | 35,477.00          |
| 2019  | April | 7   | 35,783.00          | 35,783.00          | 71,260.00          |
| 2019  | April | 8   | 35,783.00          | 35,783.00          | 71,260.00          |
| 2019  | April | 9   | 35,783.00          | 35,783.00          | 71,260.00          |
| 2019  | April | 10  | 35,783.00          | 35,783.00          | 71,260.00          |
| 2019  | April | 11  | 35,783.00          | 35,783.00          | 71,260.00          |
| 2019  | April | 12  | 35,783.00          | 35,783.00          | 71,260.00          |
| 2019  | April | 13  | 35,783.00          | 35,783.00          | 71,260.00          |
| 2019  | April | 14  | 56,049.00          | 56,049.00          | 91,526.00          |
| 2019  | April | 15  | 56,049.00          | 56,049.00          | 91,526.00          |
| 2019  | April | 16  | 56,049.00          | 56,049.00          | 91,526.00          |
| 2019  | April | 17  | 56,049.00          | 56,049.00          | 91,526.00          |
| 2019  | April | 18  | 56,049.00          | 56,049.00          | 91,526.00          |
| 2019  | April | 19  | 56,049.00          | 56,049.00          | 91,526.00          |
| 2019  | April | 20  | 56,049.00          | 56,049.00          | 91,526.00          |
| 2019  | April | 21  | 80,637.00          | 80,637.00          | 1,16,114.00        |
| 2019  | April | 22  | 80,637.00          | 80,637.00          | 1,16,114.00        |
| 2019  | April | 23  | 80,637.00          | 80,637.00          | 1,16,114.00        |
| 2019  | April | 24  | 80,637.00          | 80,637.00          | 1,16,114.00        |
| Total |       |     | 79,106.00          | 3,89,039.00        | 3,89,039.00        |

Total Sales and Total Liters by Year, Quarter, Month and Day



Sales Forecast (95% Confidence Interval)

