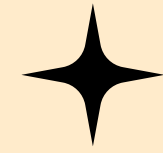




# Coca Cola Retailer Dashboard

By SHAKIL AHAMMED





# Objective

- The objective of this data analysis project is to analyse sales data for beverage brands within Coca-Cola USA and provide insights into sales performance by retailer.
- Specifically, the project aims to examine sales trends by beverage brand and retailer, as well as to assess sales and operating profit margin by quarter across all regions for the years 2022 and 2023.



# Dashboard



Coca-Cola

Region

Midwest

Northeast

South

Southeast

West

Years (Invoice Date)

2022

2023

Last Updated August  
2024

## Coca - Cola USA Retailer Dashboard

Figures in USD



Total Sales  
12,016,665

Units Sold  
24,788,61

Average Price  
\$0.45

Total Operating Profit  
4,722,497

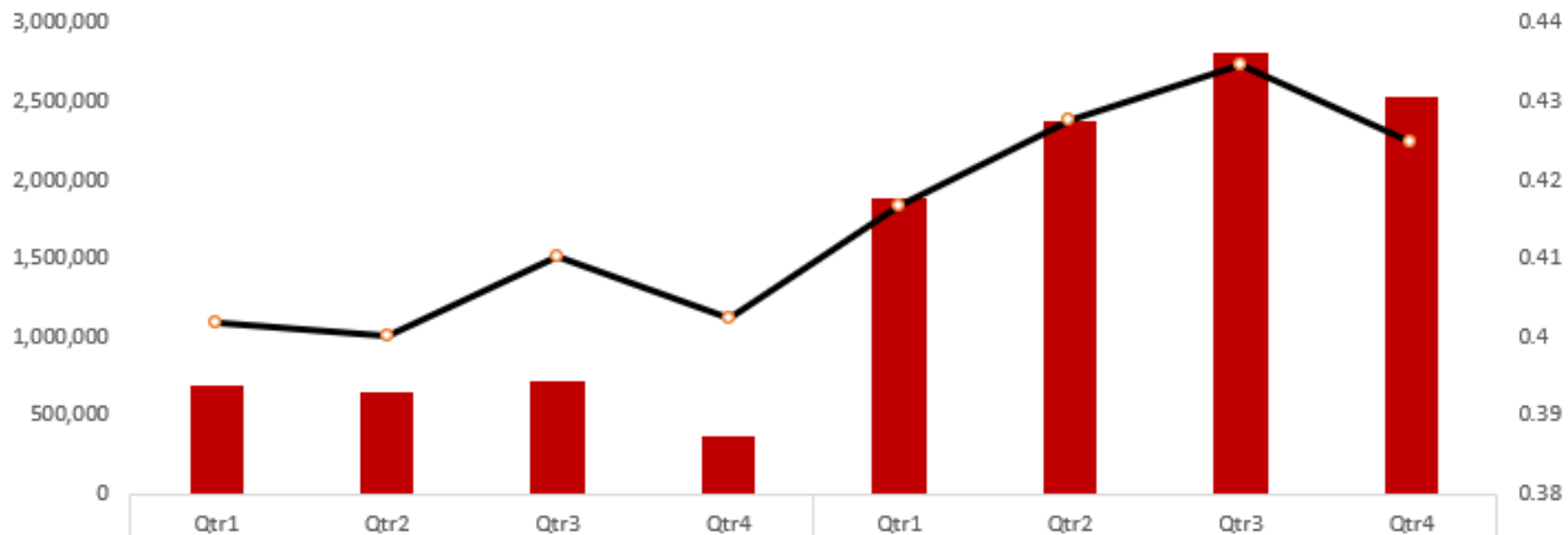
### Sales by Beverage Brand

Brand	Sales 2022	Sales 2023	Variance
Coca-Cola	499102	2268974.9	1769872.9
Dasani Water	469270.7	1917827.8	1448557.1
Diet Coke	423758.7	1633959.3	1210200.6
Fanta	315489.2	1116062.9	800573.7
Powerade	349533.9	1302529.3	952995.4
Sprite	366578	1353578.3	987000.3
Total	2,423,733	9,592,933	12,016,665

### Sales By Retailer

Brand	Sales 2022	Sales 2023	Variance
Amazon	276,210	1,009,699	733,489
BevCo	466,788	2,327,607	1,860,819
FizzyCo	161,210	2,262,827	2,101,617
Target	9,250	1,341,995	1,332,745
Walmart	339,913	580,211	240,299
West Soda	1,170,362	2,070,594	900,233
Total	2,423,733	9,592,933	7,169,200

### Sales & Operating Profit Margin by Quarter



# Dashboard Highlights & KPI's

## Dashboard Highlights

### 1. Sales by Beverage Brands (2022 vs 2023):

- Detailed comparison of sales across different Coca Cola beverage brands.
- Insightful variance analysis to identify growth trends and performance shifts.

### 2. Sales by Retailers:

- Breakdown of sales performance across various retail partners.
- Highlighting top-performing retailers and potential areas for improvement.

### 3. Quarterly Sales and Operating Profit Margin:

- Interactive chart showcasing quarterly sales figures.
- Visualization of operating profit margins to understand profitability trends.



## KPI's

- Total Sales
- Units Sold
- Average Price
- Total Operating Profit



# Insights



- Quarter 3 of 2023 demonstrates exceptional performance for Coca-Cola USA, marked by high sales and operating profit margin.
- Total sales in Quarter 3 reached \$2,700,000, indicating robust market demand and effective sales strategies during this period.
- Coca-Cola brand products significantly contributed to sales, with \$2,268,975 in revenue, showcasing the brand's strong market presence and consumer preference.
- FizzyCo retailer emerged as a significant contributor, generating sales of \$2,101,617, highlighting effective partnerships and distribution channels.

# ✦ Insights

- The average price per unit of \$0.45 suggests a balanced pricing strategy, potentially contributing to strong sales figures.
- Total units sold in 2022 and 2023 amounted to 24,788,610, indicating sustained consumer demand for Coca-Cola USA products. Total sales of \$12,016,665 and total profit of \$4,722,497 underscore healthy financial performance and effective cost management.
- Sales were particularly high in the Midwest, Northeast, South, Southeast, and West regions during Quarter 3, emphasizing geographical diversity and market penetration.



# Thank you



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