

Barrels & Blends| Vendor Intelligence Dashboard

441.41M

Total Sales

307.34M

Total purchase

134M

Gross Profit

38.75

Profit Margin %

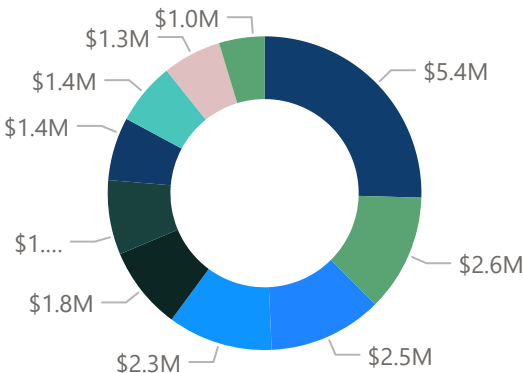
2.71M

Unsold Capital

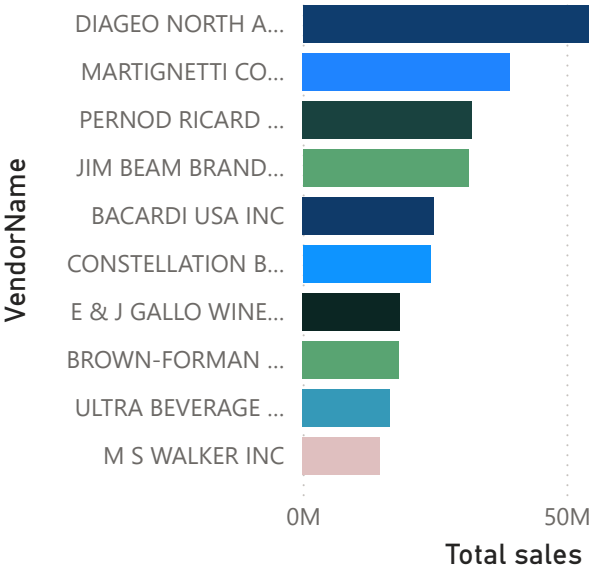
Purchase Contribution

VendorName

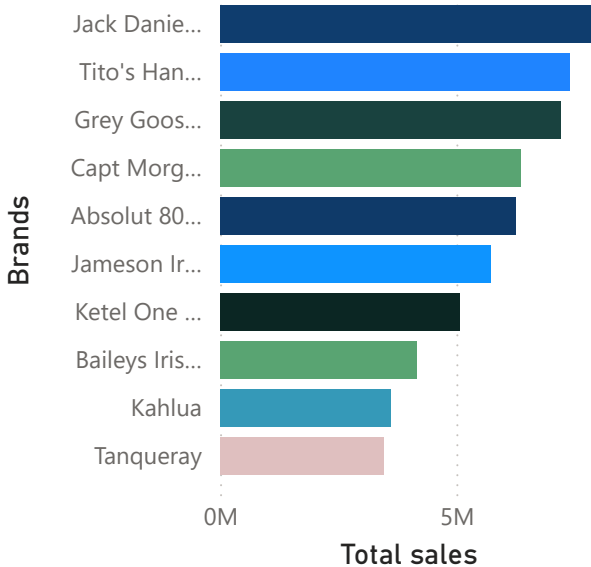
- DIAGEO NOR...
- JIM BEAM BR...
- MARTIGNETT...
- CONSTELLATI...
- E & J GALLO ...
- PERNOD RIC...
- BACARDI US...
- SAZERAC CO ...
- M S WALKER ...
- BROWN-FOR...



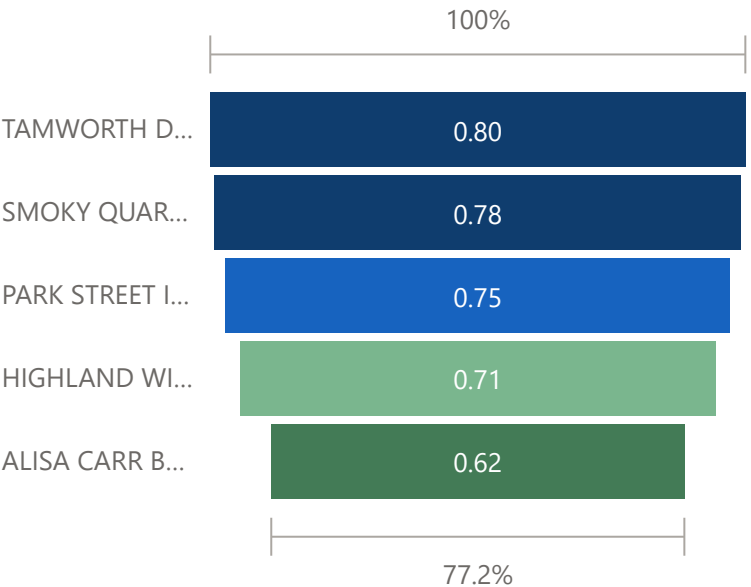
Top Vendors by sales



Top Brands by sales



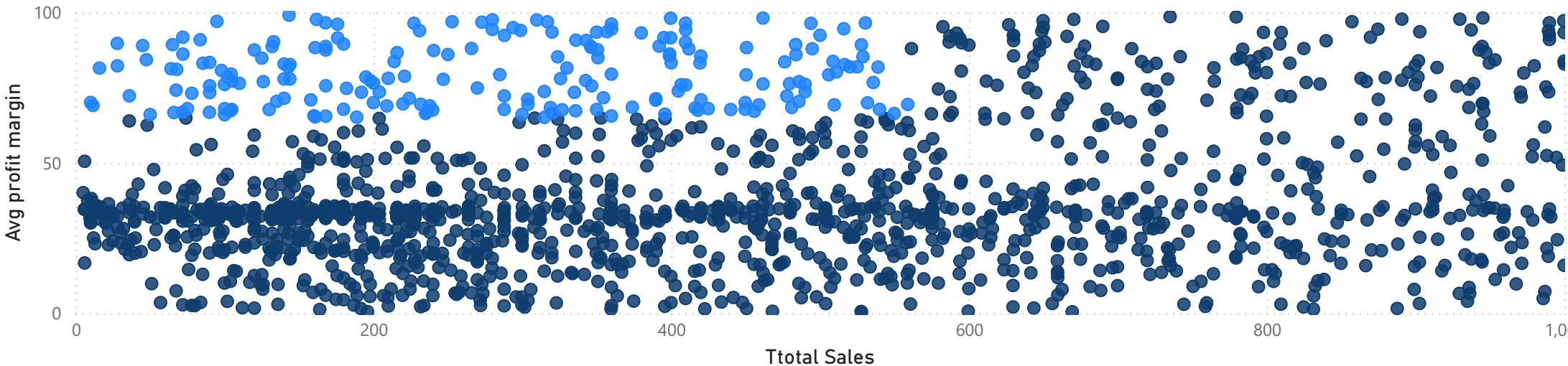
Low performing vendors



VendorName	Total Purchases	Total Sales	Gross profit
ADAMBA IMPORTS INTL INC	446.16	704.53	258
ALISA CARR BEVERAGES	25,698.12	104,470.94	78775
ALTAMAR BRANDS LLC	11,706.20	15,706.81	4001
AMERICAN SPIRITS EXCHANGE	934.08	1,511.16	577
AMERICAN VINTAGE BEVERAGE	104,435.68	139,603.53	35168
ATLANTIC IMPORTING COMPANY	41,116.32	59,272.75	18156
BACARDI USA INC	17,432,020.26	24,854,817.14	7422794
BANFI PRODUCTS CORP	1,608,143.72	2,632,085.13	1023944
BLACK PRINCE DISTILLERY INC	5,854.94	11,601.20	5747
BLACK ROCK SPIRITS LLC	1,152.10	2,049.18	897
BRONCO WINE COMPANY	1,748.26	2,217.10	469
BROWN-FORMAN CORP	13,238,939.18	18,247,230.65	5008289
BULLY BOY DISTILLERS	53,798.64	65,956.73	12157
CALEDONIA SPIRITS INC	221,250.02	245,754.06	24505
Total	307,337,133.87	441,406,764.47	134069585

Low Performing Brands

target brand ● No ● Yes



\$2.71M
Unsold Capital

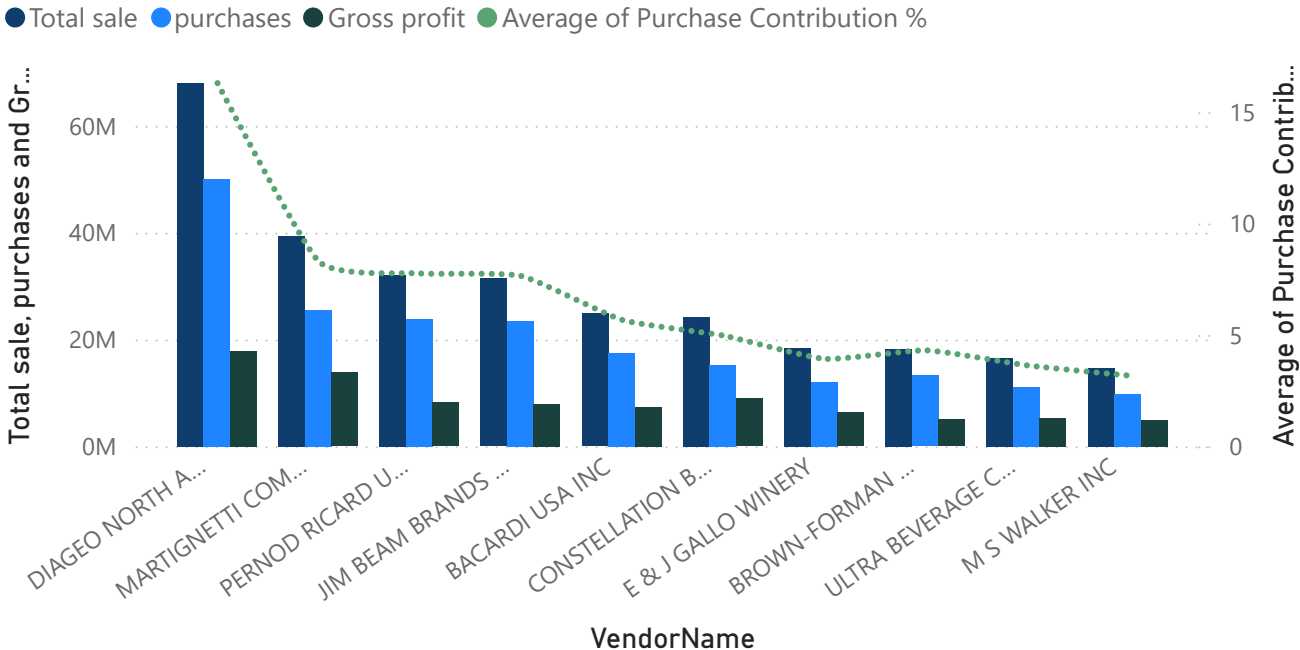
\$307.34M
Total Purchase

\$441.41M
Total Sale

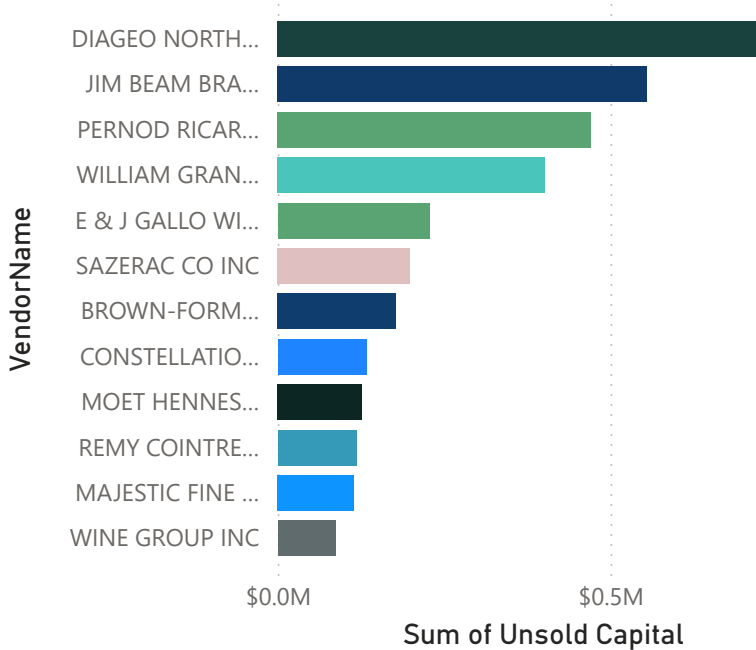
Top Venors

Bottom vendors

Purchase Contribution and Profitability Breakdown



Vendors by Unsold capital



VendorName	Total Purchases	Total Sales	Gross profit	Purchase contribution %
DIAGEO NORTH AMERICA INC	\$50,097,226.16	\$67,990,099.42	\$17,892,873	16.30
MARTIGNETTI COMPANIES	\$25,501,952.19	\$39,330,215.60	\$13,828,255	8.30
PERNOD RICARD USA	\$23,851,164.17	\$32,063,196.19	\$8,212,034	7.76
JIM BEAM BRANDS COMPANY	\$23,494,304.32	\$31,423,020.46	\$7,928,715	7.64
BACARDI USA INC	\$17,432,020.26	\$24,854,817.14	\$7,422,794	5.67
CONSTELLATION BRANDS INC	\$15,273,708.08	\$24,218,745.65	\$8,945,035	4.97
BROWN-FORMAN CORP	\$13,238,939.18	\$18,247,230.65	\$5,008,289	4.31
E & J GALLO WINERY	\$12,067,963.70	\$18,399,323.82	\$6,331,358	3.93
ULTRA BEVERAGE COMPANY LLP	\$11,167,081.61	\$16,502,544.31	\$5,335,462	3.63
M S WALKER INC	\$9,764,192.72	\$14,706,338.59	\$4,942,136	3.18
SAZERAC CO INC	\$9,714,369.07	\$13,099,400.93	\$3,385,031	3.16
MOET HENNESSY USA INC	\$9,250,580.36	\$13,356,453.68	\$4,105,871	3.01
PROXIMO SPIRITS INC.	\$7,331,096.34	\$10,291,474.70	\$2,960,378	2.39
WILLIAM GRANT & SONS INC	\$5,876,528.26	\$7,560,876.20	\$1,684,347.94	1.81
Total	\$307,337,133.87	\$441,406,764.47	\$134,069,585	0.84

Key Insights

At 67,990,099.42, DIAGEO NORTH AMERICA INC had the highest Total sale and was 38,425,411.15% higher than UNCORKED, which had the lowest Total sale at 176.94.

Total sale and total purchases are positively correlated with each other.

DIAGEO NORTH AMERICA INC accounted for 15.40% of Total sale.

Across all 119 VendorName, Total sale ranged from 176.94 to 67,990,099.42, purchases ranged from 17 to 50,097,226.16, and Gross profit ranged from 58 to 17892873.

DIAGEO NORTH AMERICA INC in VendorName DIAGEO NORTH AMERICA INC made up 21.66% of Sum of Unsold Capital.

8537
Number of Brands

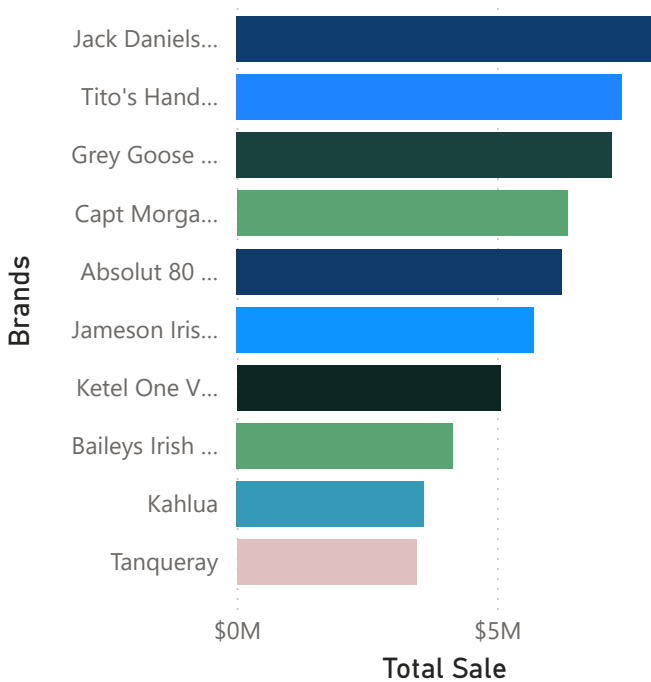
38.75
Profit margin %

\$441.41M
Total sales

Top Brands

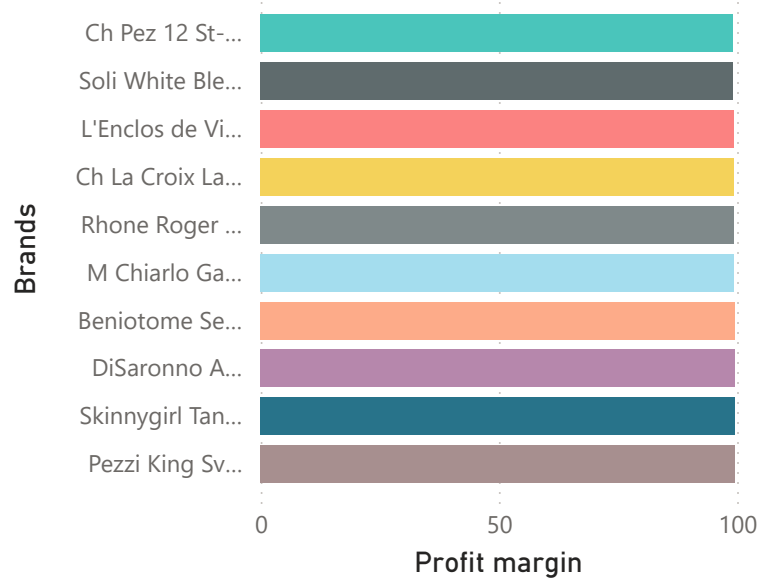
Bottom Brands

Brands performance by sales

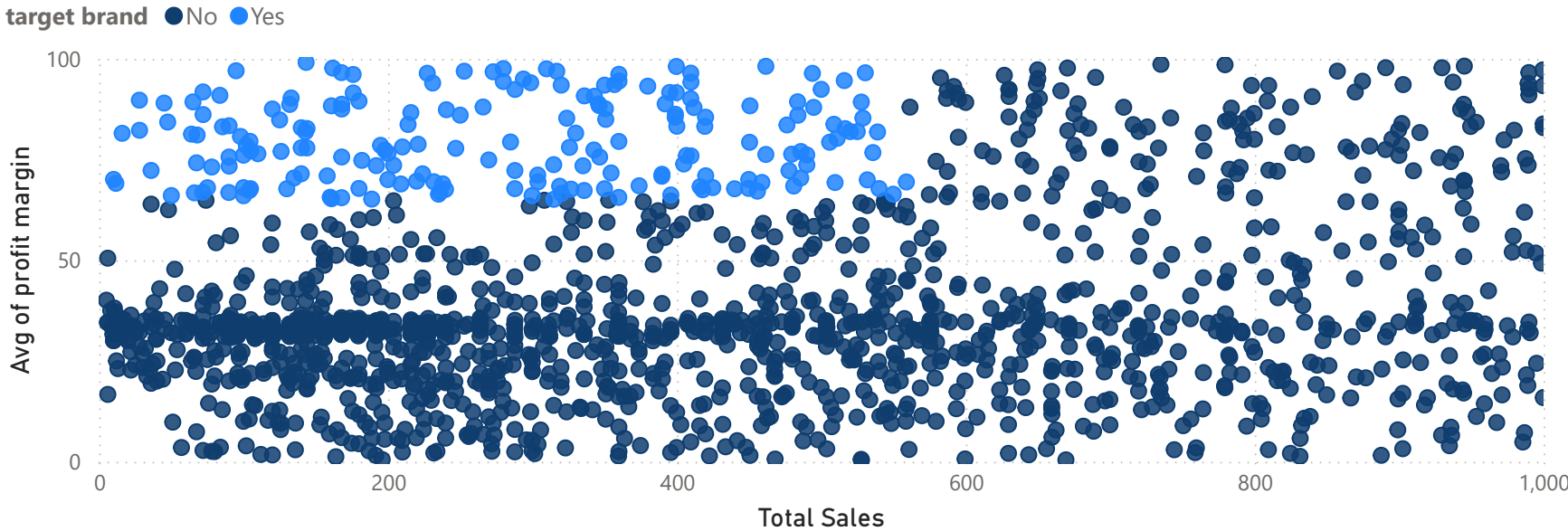


Brands	Purchase dollar	Total Sale	Purchase quantity	Sale Quantity	profit margin %
Jack Daniels No 7 Black	\$5,824,785	\$7,964,747	339740	334,824	26.53
Tito's Handmade Vodka	\$5,618,629	\$7,399,658	363487	358,288	28.95
Grey Goose Vodka	\$5,263,605	\$7,209,608	275250	274,794	25.41
Capt Morgan Spiced Rum	\$4,622,935	\$6,356,321	384897	385,838	27.26
Absolut 80 Proof	\$4,645,700	\$6,244,752	344840	341,297	27.05
Jameson Irish Whiskey	\$4,309,364	\$5,715,760	241326	235,981	25.18
Ketel One Vodka	\$3,673,962	\$5,070,084	194641	189,684	24.26
Baileys Irish Cream	\$2,930,331	\$4,150,122	236841	237,743	27.78
Kahlua	\$2,716,094	\$3,604,859	214465	212,434	25.18
Tanqueray	\$2,486,277	\$3,456,698	153948	152,510	27.17
Jim Beam	\$2,463,544	\$3,387,951	264891	264,054	37.30
Bacardi Superior Rum	\$2,161,009	\$3,164,376	270277	275,874	36.22
Crown Royal	\$2,270,489	\$3,050,261	102822	102,744	23.42
Patron Silver Tequila	\$2,113,697	\$2,841,673	81984	79,094	20.17
Dewars White Label	\$1,867,172	\$2,715,618	116522	117,037	24.19
Bombay Sapphire Gin	\$1,888,538	\$2,668,756	118518	117,858	26.86
Total	\$307,337,134	\$441,406,764	32303339	32,106,192	38.75

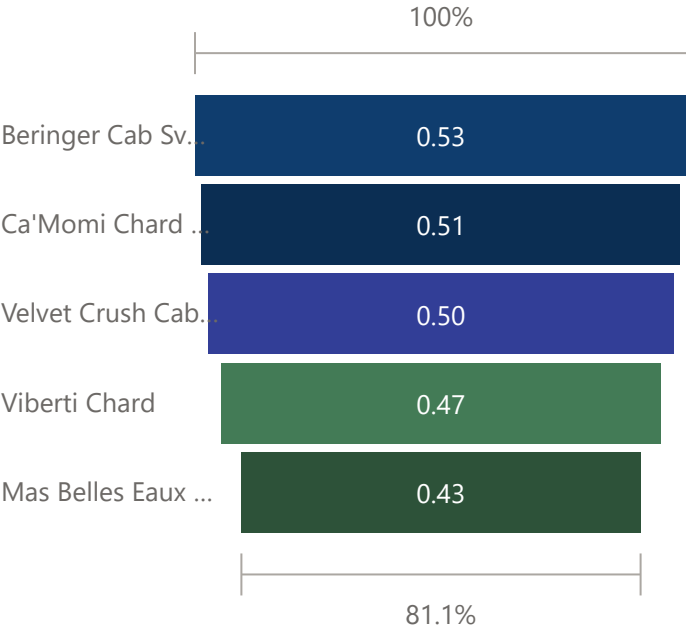
Brand performance by profit margin



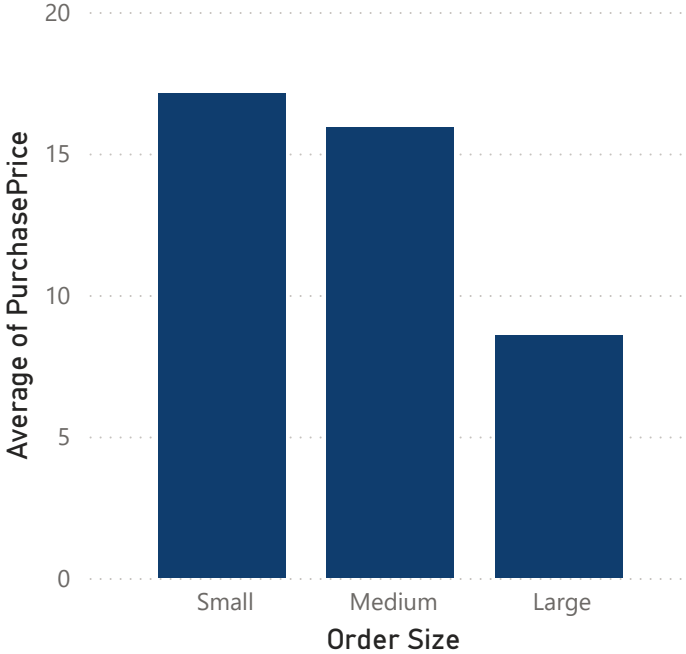
Low performing brands



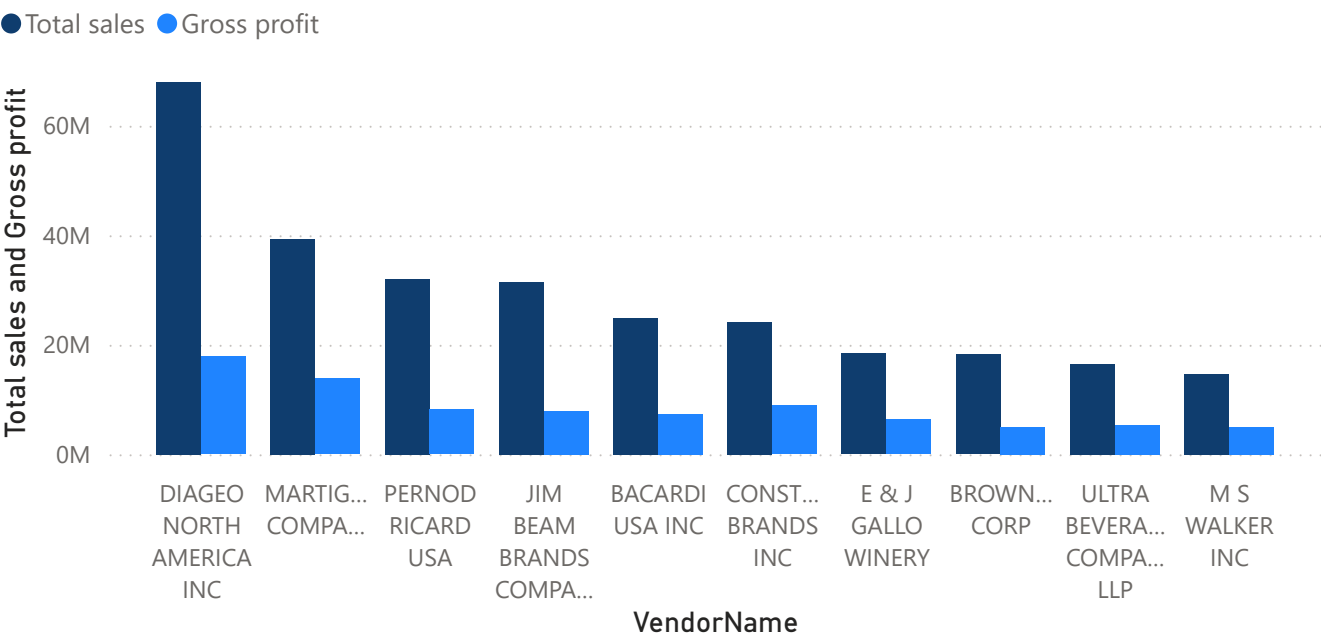
Low performing vendors



Average purchase price by Order Size



Sales and Gross Profit Comparison



307.34M
Total Sales

134M
Gross profit

38.75
Profit margin %

Expand to focus mode to analyze gross profit

