**International Breweries Report**

**AIM**

To analyse a dataset spanning three years (2017–2019) to support informed decision-making aimed at maximizing profit and minimizing losses.

**INTRODUCTION**

The success of any business hinges on its ability to make informed, data-driven decisions. This report focuses on the analysis of sales and profit data generated over a three-year period (2017–2019) to provide actionable insights that can help maximize profit and minimize losses. By evaluating trends, identifying high- and low-performing products, and examining regional and seasonal variations, this analysis aims to uncover opportunities for growth and address inefficiencies.

The findings presented here will serve as a foundation for strategic decision-making, enabling the company to enhance its market presence, optimize resource allocation, and drive sustainable profitability. The report also includes tailored recommendations to ensure better performance across all markets, with a focus on improving underperforming regions and products.

**Methodology**

**Data Importation**

* The original data was extracted from Excel files and imported into SQL using PostgreSQL via pgAdmin. During the import process, data validation checks were conducted to ensure consistency and accuracy.

**Data Cleaning and Preparation**

* Columns were standardized for consistent formatting and data types were defined appropriately.
* Each column's data type was checked to confirm compatibility with the PostgreSQL schema (e.g., numeric fields remained numeric, dates adhered to standard formats)

**Exploratory Data Analysis (EDA):**

* The dataset was imported to PostgreSQL by creating a database and restoring the data
* Queries were written to aggregate, filter, and analyse the data based on key metrics such as total profit, number of brands, total quantity sold, number of sales representatives, sales trends, brand performance, and regional variations.
* Calculations were performed to determine annual profit percentages, seasonal performance, and comparative analysis between regions and brands.

**Visualization**

* The dataset was imported into Power BI for visualization. Patterns, trends, and key insights were identified and documented to support data-driven decision-making.

**Insights**

* The total profit generated by the breweries over the last three years amounted to N105,587,420.00.
* Francophone countries generated 19.70% more profit than Anglophone countries during this period.
* The highest profit was recorded in 2017 (36.47%), which decreased to 35.10% in 2018 and further dropped to 28.43% in 2019.
* The top three brands generating the highest profits are Castle Lite, Budweiser, and Eagle Lager, all of which are beer brands.
* The least-selling brands, which also generated the lowest profits, are Trophy, Hero, and Grand Malt.
* In 2019, while Hero and Grand Malt were among the highest-selling brands, the previously top-selling brands (Castle Lite and Budweiser) recorded the lowest quantities sold. This discrepancy may have contributed to the observed profit decline.
* Sales increase significantly during the dry season (December–March), leading to higher profits, while they decrease during the rainy season (April–October).
* Senegal generated the highest profit at N21 million (20.35%), followed closely by Nigeria (20.25%), Ghana (19.9%), and Benin (19.85%). Togo (19.65%) recorded the lowest profit, which may be due to Grand Malt, its highest-selling brand, being among the least popular brands overall.
* Sales vary across regions based on consumption and demand for specific brands in each country. The top-performing regions are South-South, West, and North-Central, while the least-performing regions are North-East, South-East, and North-West.

**Recommendations**

* Invest in Top-Selling Brands: Focus on increasing production, marketing, and distribution for the most profitable brands.
* Market Awareness in Benin and Togo: Benin and Togo are the least-performing countries in sales. The company should create targeted campaigns to increase awareness and demand for popular products in these markets.
* Promote Malt Sales in High-Performing Countries: In Senegal, Nigeria, and Ghana—the top-performing countries in sales—the company should actively promote malt-based products to further capitalize on existing market strengths.
* Increase Brand Awareness Through Sponsorships: Consider sponsoring regional events or festivals, particularly during the rainy season, to maintain visibility and engagement with the target audience when sales tend to decrease.
* Enhance Production of High-Profit Brands: Since beer brands such as Castle Lite, Budweiser, and Eagle Lager generated the highest profits, it is recommended to prioritize their production and distribution. Additionally, the low sales quantities of these brands in 2019, despite their profitability, may have been influenced by factors such as high pricing or limited availability. Addressing these factors could help improve sales and maximize profits.
* Strengthen Regional Marketing: For Northeast, Southeast, and Northwest regions: Develop a regional-specific marketing strategy that addresses the unique preferences and purchasing behaviour in these areas.
* For Benin and Togo, both countries underperform primarily because the least-selling brands are currently the most popular or highest-selling in these markets. To address this, it is crucial to tailor advertising campaigns that resonate with local preferences and consumer behaviour. Additionally, introducing sampling campaigns can help boost awareness and encourage trials of more popular brands, driving both interest and sales.