

# Iowa Liquor Sales



Analyze consumer purchasing data to help vendors increase  
statewide marketing efforts

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# Project Background

## Business Need

Analyze Iowa state liquor data to help vendors to uncover products sales patterns and trends. Therefore make better distribution and inventory decision

## Project Goal

Provide insights & recommendation for whisky sales based on:

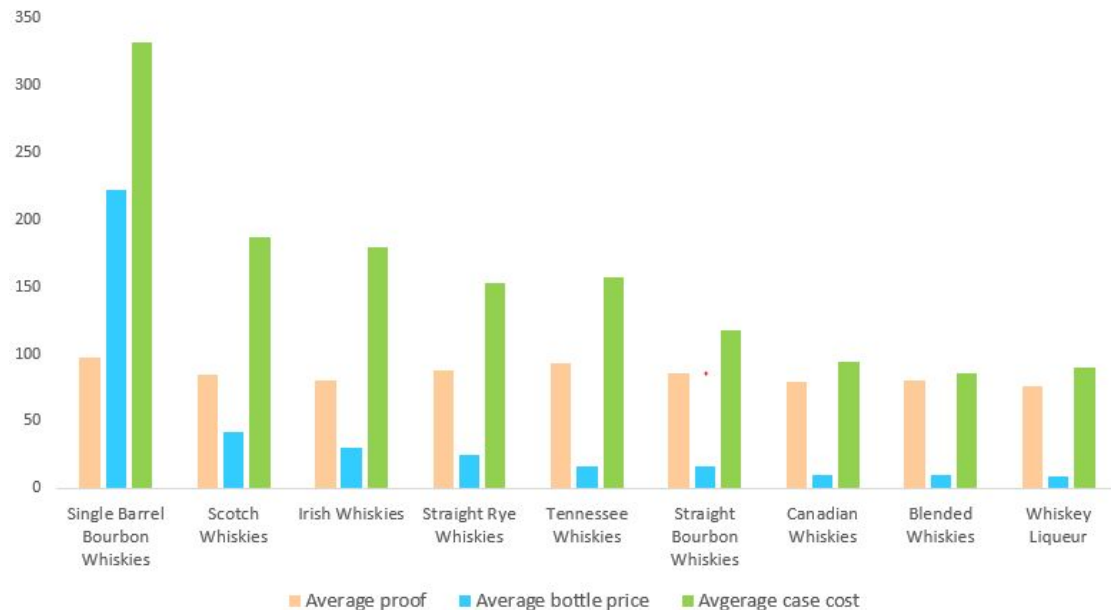
- Vendors
- County size
- Average bottle price
- % sales in different counties

## Data Overview

Consist of the following tables:

- Stores
- Counties
- Sales
- Products

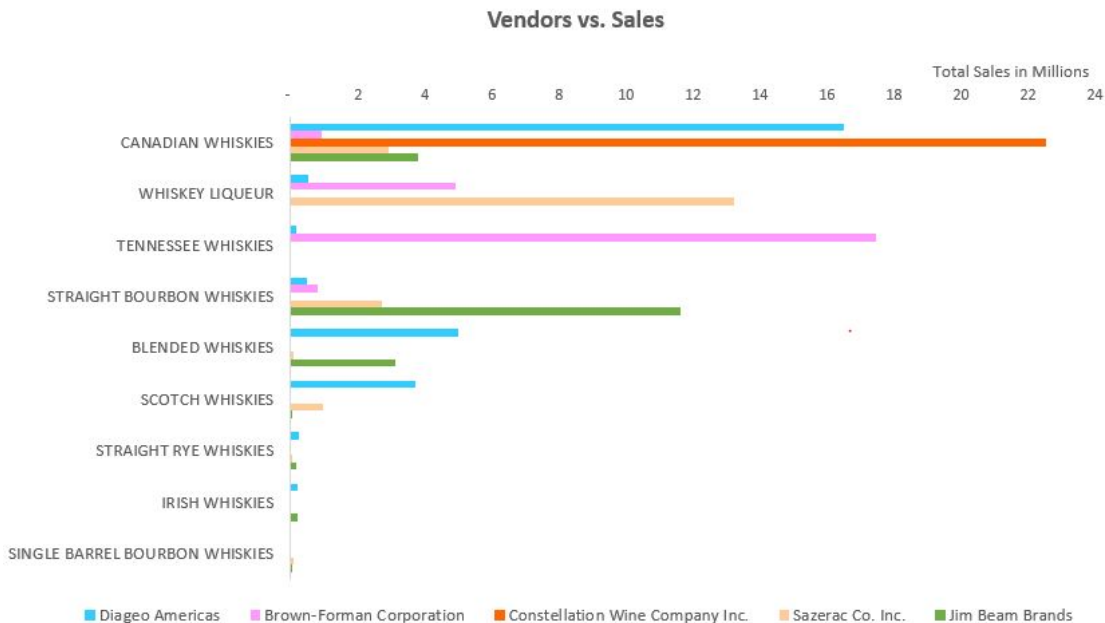
# Products Overview



## Fun Facts:

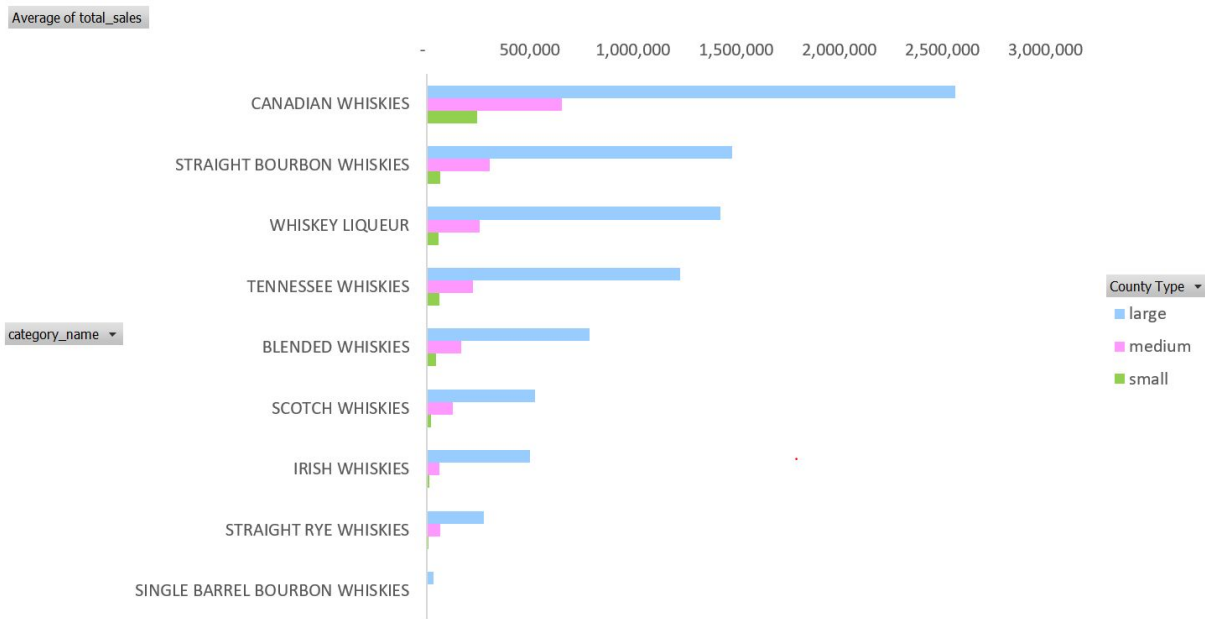
- 9 different types of whisky available in Iowa during January 2014 to February 2015
- Average proof: 76 - 98
- Average bottle price: \$9 - \$222
- Average case cost: \$86 - \$332

# Whisky sales per vendor



- Canadian whiskies generate the most sales in Iowa, the biggest provider is Constellation Wine Company Inc.
- Biggest vendor per whisky type:
  - Canadian Whiskies (Constellation Wine Company Inc.)
  - Whiskey Liqueur (Sazerac Co. Inc.)
  - Tennessee Whiskies (Brown-Forman Corporation)
  - Straight Bourbon Whiskies (Jim Beam Brands)

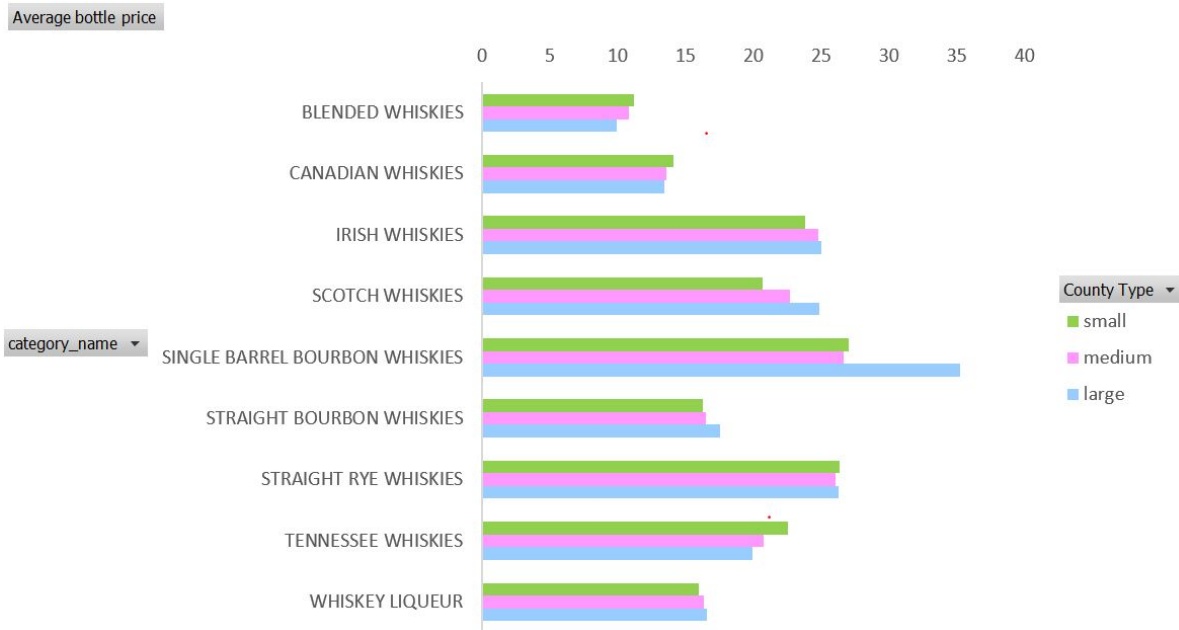
# Average sales per whisky per county size



With no surprises, whisky sales are driven by larger county, some of the popular purchases across counties are:

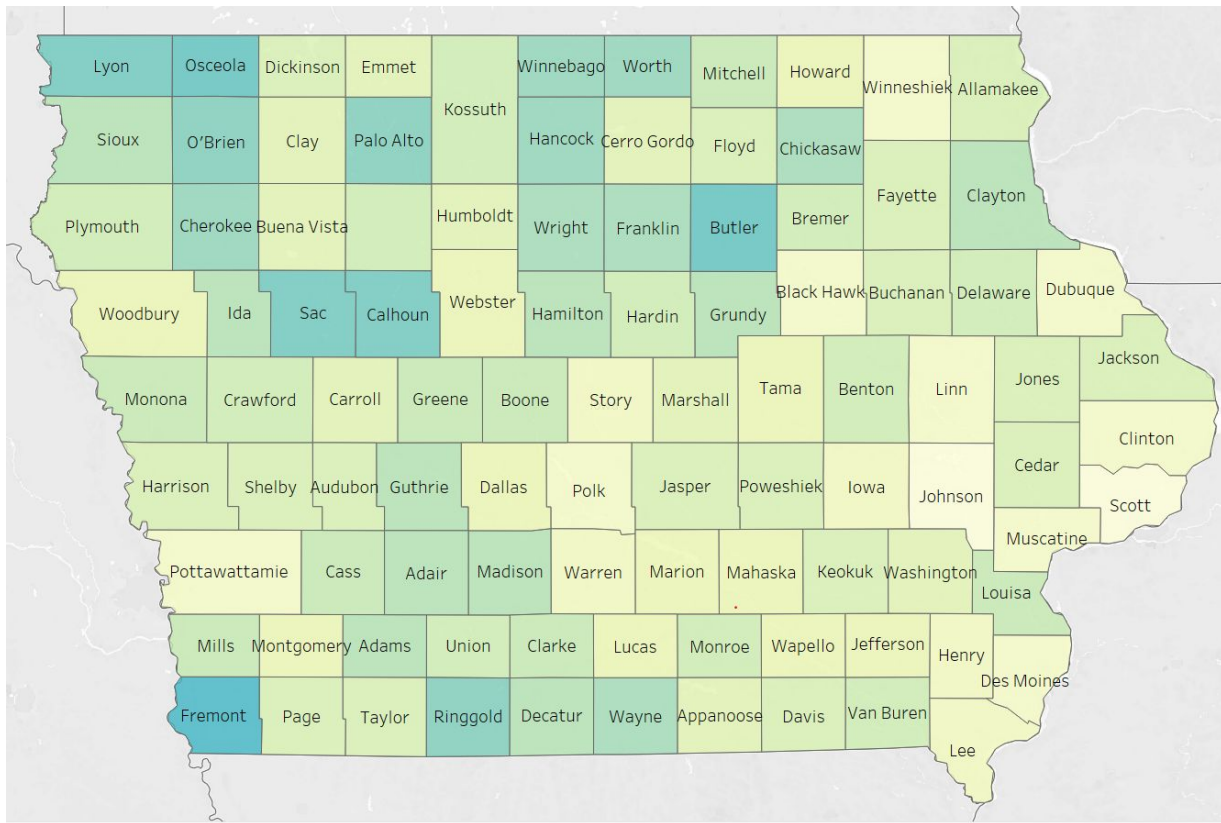
- Canadian whiskies
- Straight bourbon
- Whiskey liqueur

# Average bottle price per whisky per county size



- In a nutshell, bigger county have slightly higher average bottle price than smaller county, except for blended whisky and canadian whisky.
- Bottle price is fairly charged across county:
  - Canadian whisky: \$13.4 - \$14.1
  - Scotch whisky: \$20.7 - 24.9

# % of Canadian Whisky sales in Iowa



% Canadian Whisky Sales



Five counties with highest Canadian Whisky sales:

- Fremont: 22%
- Osceola: 20%
- Butler: 20%
- Calhoun: 19%
- Lyon: 19%

Five counties with lowest Canadian Whisky sales:

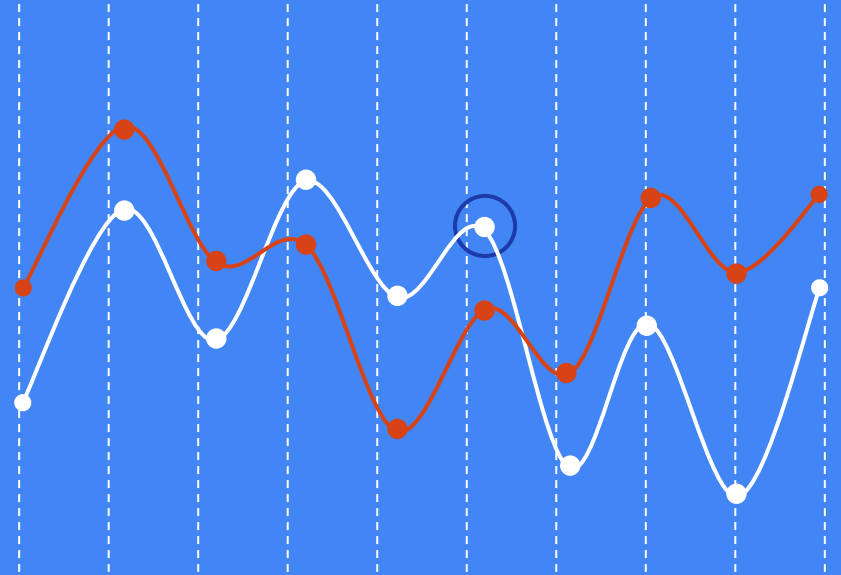
- Clinton: 8%
- Linn: 8%
- Dubuque: 8%
- Johnson: 6%
- Scott: 6%

# Insights & Recommendations:

- There are 9 different types of whisky available in Iowa. Canadian Whisky account for most sales, the biggest vendor for Canadian Whisky is Constellation Wine Company Inc., follow by Diageo.
- Canadian whiskies, straight bourbon, Whiskey liqueur are the biggest seller across different county sizes.
- Bigger county charges slightly higher price per bottle. However, they are still fairly priced.
- With canadian whisky as the biggest seller in Iowa, the top 5 counties are: Fremont, Osceola, Butler, Calhoun, Lyon. As next steps:
  - Continue to supply for these counties
  - Bring in additional varieties of Canadian Whiskies and find products that are similar to it
  - Bundle Canadian Whisky with new products to introduce new products to market
- Counties that have lowest Canadian Whisky sales are: Clinton, Linn, Dubuque, Johnson, Scott. As next steps:
  - Strengthen advertisement targeting and increase marketing budget to increase product awareness
  - OR replace Canadian Whisky to other better selling liquors in those counties



**Thank You!**



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