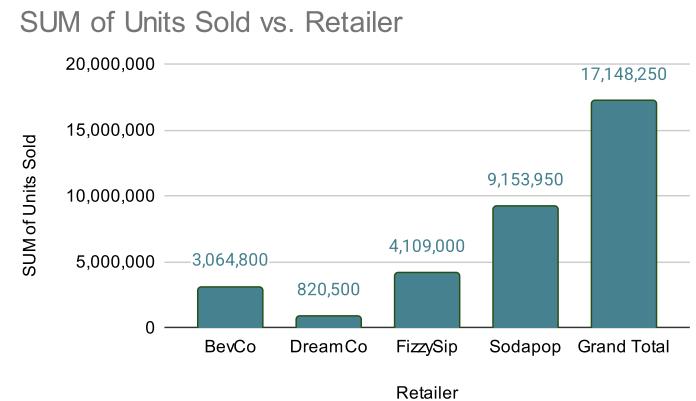


Beverage Sales Analysis

Retailer	SUM of Units Sold
BevCo	3,064,800
DreamCo	820,500
FizzySip	4,109,000
Sodapop	9,153,950
Grand Total	17,148,250



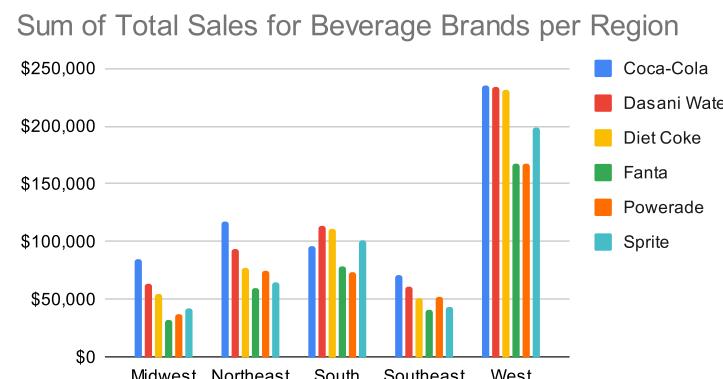
Analysis:

- Sodapop retailer has the maximum units sold
- DreamCo has the minimum units sold

Region	Beverage Brand					
	Coca-Cola	Dasani Water	Diet Coke	Fanta	Powerade	Sprite
Midwest	\$84,713	\$63,800	\$54,163	\$31,888	\$37,613	\$42,780
Northeast	\$117,128	\$93,863	\$76,925	\$59,713	\$75,138	\$64,693
South	\$95,925	\$113,975	\$110,600	\$78,750	\$74,125	\$100,575
Southeast	\$70,838	\$61,338	\$50,625	\$40,625	\$52,488	\$43,113
West	\$234,875	\$234,500	\$231,613	\$167,375	\$167,738	\$199,100

Analysis:

- West leads the total sales per region for all brands
- Midwest and Southeast trail for total sales
- Coca-Cola, Dasani Water, Diet Coke lead amongst other beverage brands

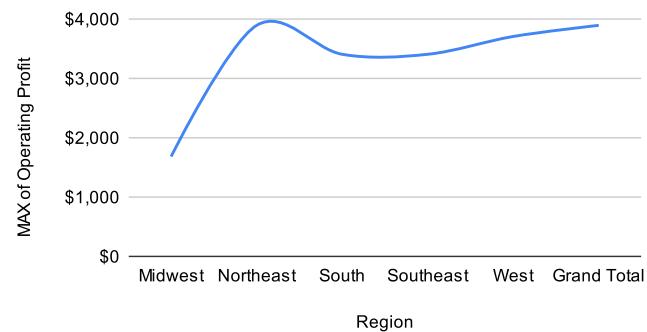


Midwest Northeast South Southeast West

Region

Region	MAX of Operating Profit
Midwest	\$1,690
Northeast	\$3,900
South	\$3,413
Southeast	\$3,413
West	\$3,713
Grand Total	\$3,900

MAX of Operating Profit per Region

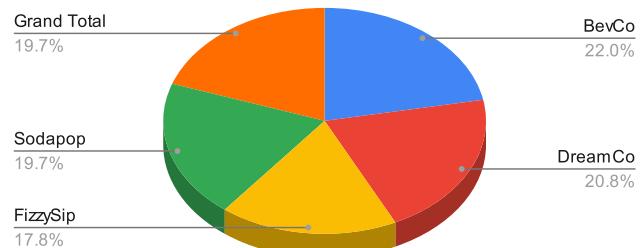


Analysis

North east has the maximum operating profit per region

Retailer	AVERAGE of Operating Margin
BevCo	41%
DreamCo	38%
FizzySip	33%
Sodapop	36%
Grand Total	36%

Operating Margin of Retailers

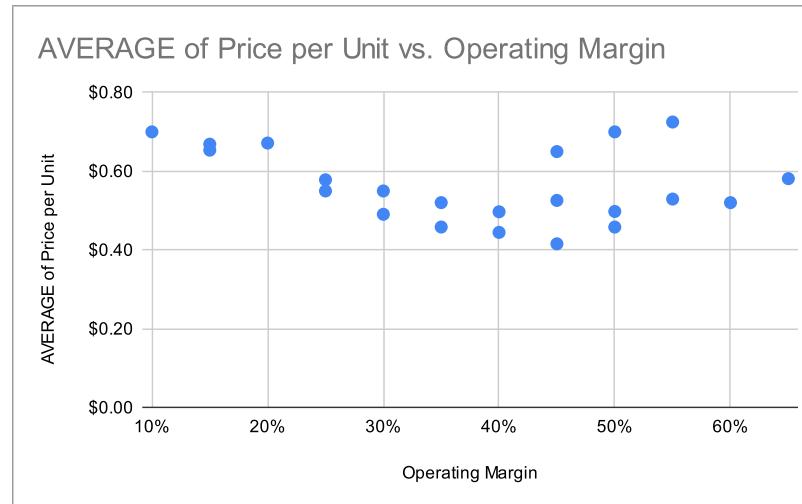


Analysis:

Operating Margin reflects profit after covering capital expenses.

- BevCo has maintained highest average operating profit which is 41% i.e 0.41\$ profit per 1\$ overall expense

<i>Operating Margin</i>	AVERAGE of Price per Unit
10%	\$0.70
15%	\$0.65
15%	\$0.67
20%	\$0.67
25%	\$0.58
25%	\$0.55
30%	\$0.49
30%	\$0.55
35%	\$0.46
35%	\$0.52
40%	\$0.44
40%	\$0.50
45%	\$0.53
45%	\$0.65
45%	\$0.42
50%	\$0.50
50%	\$0.70
50%	\$0.46
55%	\$0.53
55%	\$0.73
60%	\$0.52
65%	\$0.58
Grand Total	\$0.49



Analysis:

Retailers have 30-50% operating profit when they are keeping the price range between 0.40\$ to 0.60\$

Analysis: Sodapop has the maximum profit generated through its sales compared to other brands

SUM of Operatin Region						
Retailer	Midwest	Northeast	South	Southeast	West	Grand Total
BevCo			\$542,046			\$542,046
DreamCo		\$60,635			\$87,255	\$147,890
FizzySip					\$835,759	\$835,759
Sodapop	\$376,837	\$629,546		\$641,554		\$1,647,936
Grand Total	\$437,472	\$629,546	\$542,046	\$641,554	\$923,014	\$3,173,632

Sum of operating profit vs Beverage Brands

