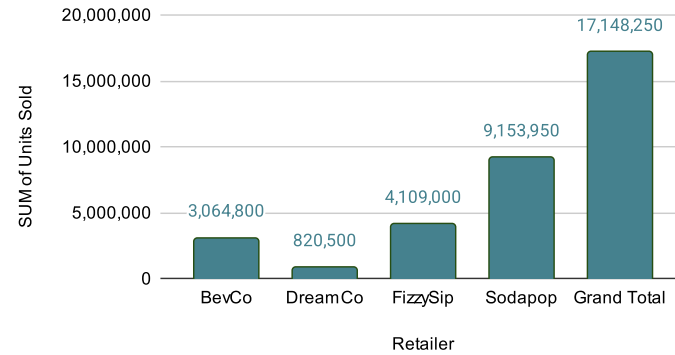


Beverage Sales Analysis

| 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 |

SUM of Units Sold vs. Retailer



Analysis:

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

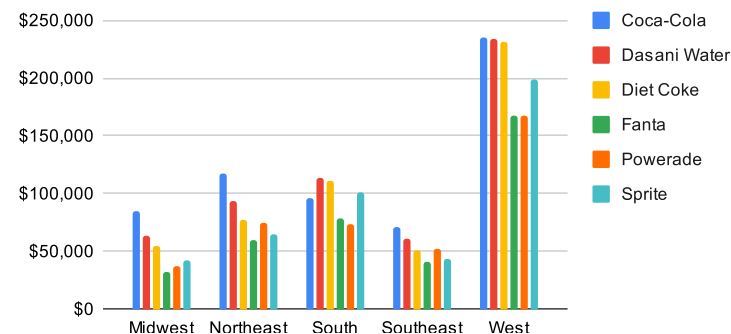
| SUM of Total Sales Region | Beverage Brand | | | | | |
|------------------------------|----------------|--------------|-----------|-----------|-----------|-----------|
| | Coca-Cola | Dasani Water | Diet Coke | Fanta | Powerade | Sprite |
| Midwest | \$84,713 | \$63,800 | \$54,163 | \$31,888 | \$37,613 | \$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

Sum of Total Sales for Beverage Brands per Region

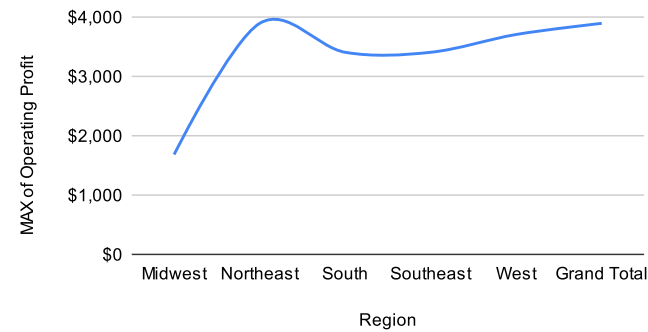


Midwest Northeast South Southeast West

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

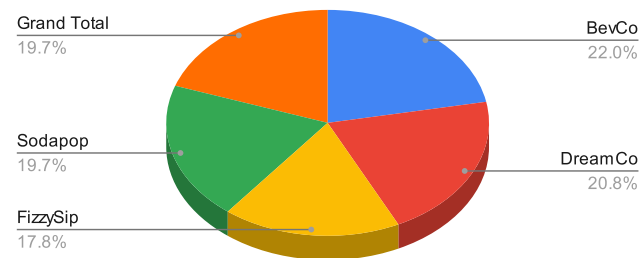


Analysis

North east has the maximum operating profit per region

| Retailer | AVERAGE of Operating M |
|--------------------|------------------------|
| BevCo | 41% |
| DreamCo | 38% |
| FizzySip | 33% |
| Sodapop | 36% |
| Grand Total | 36% |

Operating Margin of Retailers

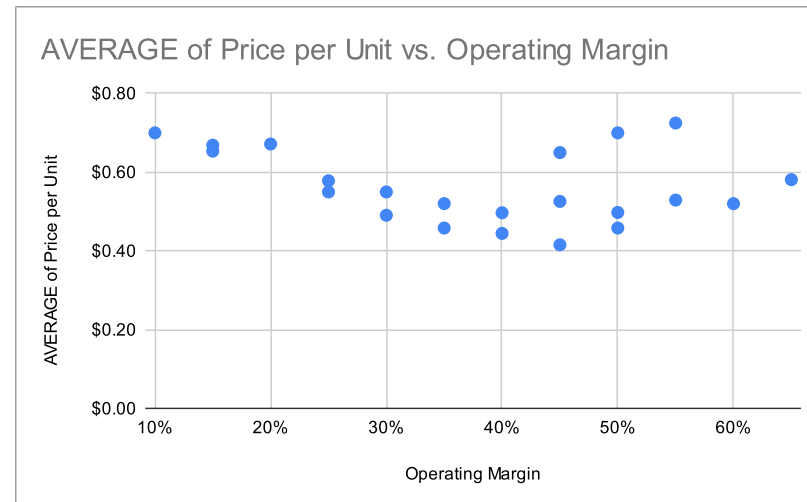


Analysis:

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

| Operating Margin | 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 |

