

SQL DATA ANALYSIS PROJECT

LLC BREWERIES

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BUSINESS PROBLEM



LLC Breweries needs to understand sales, revenue and profit trends within its network to aid better decision-making to maximize profit and reduce loss to the lowest minimum.

Top 3 Countries With The Highest profit in 2019

```
-- Countries with the highest profit in 2019
select top 3 countries, Sum(profit) Profit
from dbo.Brew_Data
where years = 2019
group by countries
order by Profit desc
```

	countries	Profit
1	Ghana	7144070
2	Senegal	6687560
3	Togo	6109960

Insights

Ghana, Senegal and Togo are the Top 3 Countries with the highest recorded profit.

Profit Split Over The Years

```
8 ---- What year had the highest profit
9 select · years, · sum(profit) · profit
10 from · dbo.Brew_Data
11 group · by · years
12 order · by · profit · desc
13
```

results Messages

years	profit
2017	38503320
2018	37063850
2019	30020250

Insights

2017 has the highest recorded profit with a value of 38,503,320 Naira and a decline in profit is observed in subsequent years

Recommendation

LLC Brewery needs to gather more data on customer buying behaviour to better understand and improve the decline in subsequent years.

Lowest Profit Recorded

```
14 --- Which month in the 3 years had the least profit
15 select Months,
16 Years,
17 Sum(profit) Profit
18 from dbo.Brew_Data
19 Group by Months, Years
20 order by Profit asc
21
22 --- minimum december 2018 profit: using CTE
23 with cte_2018 as
```

Results Messages

Months	Years	Profit
February	2019	1366880
September	2019	1892600
December	2019	2048780
May	2018	2196950
October	2019	2220870
January	2018	2259610

Insights

The **least amount of monthly profit over the 3 years** in focus was recorded in **February 2019 at 1,366,880 Naira**

Profit Split In Senegal

```
4 --Profit Generated By Brands In Senegal
5 select brands, sum (profit) profit
6 from dbo.Brew_Data
7 where countries = 'Senegal'
8 group by brands
9 order by profit desc
10
11 --Top 2 Consumer Choice In Ghana by Revenue Generated
12 select top 2 brands, sum (cost) Revenue
```

Results Messages

brands	profit
castle lite	7012980
budweiser	6480750
eagle lager	2061680
beta malt	1793750
grand malt	1525680
hero	1331600
trophy	1278750

Insights

- **Castle Lite, Budweiser & Eagle Lager** are the top 3 profit cash cows in the Senegalese market
- **Grand Malt, Hero & Trophy** are the least performing brands for profit generation.

Recommendation

- LLC should consider the COGS for the least-performing profit brands to determine if increasing the quantity produced would further spread COGS and increase profit margins.
- To ensure the performance of the Top 3 brands, LLC should invest more in promotional campaigns and excellent customer service .

Consumer Choice Ghana

--Top 2 Consumer Choice In Ghana by Revenue Generated

```
select top 2 brands, sum (cost) Revenue  
from dbo.Brew_Data  
where countries like 'ghana'  
group by Brands  
order by revenue desc
```

ults Messages

brands	Revenue
budweiser	12209500
castle lite	11612700

Insights

- Budweiser & Castle Lite are the top brands in Ghana

Budweiser Consumption Nigeria

```
78 --2019 Budweiser Consumption Nigeria
79 select countries, region,
80 brands,
81 sum(Quantity) Quantity,
82 sum(profit) Profit
83 from dbo.Brew_Data
84 where countries like 'Nigeria'
85 and Years = 2019
86 and Brands like 'Budweiser'
87 group by countries,region, brands
88 order by Quantity desc
89
```

Results Messages

	countries	region	brands	Quantity	Profit
1	Nigeria	Southeast	budweiser	1821	455250
2	Nigeria	northeast	budweiser	990	247500
3	Nigeria	northwest	budweiser	948	237000
4	Nigeria	west	budweiser	884	221000
5	Nigeria	southsouth	budweiser	847	211750

Insights

- The **South-East region** showed the **highest consumption of Budweiser** in 2019 at **1,821 bottles**
- The **West and South-South** regions show a consumption rate that is **about 50% less than the South-East**

Recommendations

LLC Brewery needs to carry out **further market research** to understand the stark difference in consumption within these regions, this would help to identify risks and opportunities that can be leveraged. **Factors such as religion, ethnicity, seasonal cultural celebrations, gender and wealth distribution** should be taken into account

Quantity of Beer Consumed In Country

```
110 --Country Beer Consumption
111 select Countries,
112 sum(quantity) as 'BottlesConsumed'
113 from dbo.Brew_data
114 group by countries
115 order by BottlesConsumed desc
116
117
```

Results Messages

Countries	BottlesConsumed
Senegal	180928
Nigeria	179307
Ghana	178255
Benin	176324
Togo	175908

Insights

- Senegal shows the highest consumption rate at 180,928 units.

Recommendations

LLC Brewery needs to carry out further market research to understand the stark difference in consumption within these Countries, this would help to identify risks and opportunities that can be leveraged. Factors such as religion, ethnicity, seasonal cultural celebrations, gender and wealth distribution should be taken into account

Revenue Generated By Sales Representatives (Top 10)

```
101 --Revenue generated by each sales rep per year (top 10)
102
103 select top 10 Sales_Rep, years, sum(cost) revenue
104 from dbo.Brew_Data
105 where countries like 'senegal'
106 and brands like 'budweiser'
107 group by sales_rep, years
108 order by sales_rep asc, years asc
```

Results Messages

Sales_Rep	years	revenue
Andrews	2017	359000
Andrews	2018	441000
Andrews	2019	868000
Gill	2017	483000
Howard	2017	476000
Jardine	2018	783500
Jardine	2019	470000
Jones	2017	1733500
Jones	2018	836000
Jones	2019	389000

Insights

- Eagle Lager & Castle Lite are the top 2 revenue makers in Ghana

Revenue Generated By Sales Representatives (Top 10)

```
101 --Revenue generated by each sales rep per year (top 10)
102
103 select top 10 Sales_Rep, years, sum(cost) revenue
104 from dbo.Brew_Data
105 where countries like 'senegal'
106 and brands like 'budweiser'
107 group by sales_rep, years
108 order by sales_rep asc, years asc
```

Results Messages

Sales_Rep	years	revenue
Andrews	2017	359000
Andrews	2018	441000
Andrews	2019	868000
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Jardine	2018	783500
Jardine	2019	470000
Jones	2017	1733500
Jones	2018	836000
Jones	2019	389000

Insights

- Andrews, Jardine and Jones have generated high revenue over the 3 year period being analysed.

Recommendations

To boost employee morale, LLC should ensure competitive compensation packages to high performance personnel and foster career development within their workforce by providing tools and resources that support upskilling.

2019 Monthly Revenue

```
4 --Beer Sales Performance in 2019
5 select months,
6 (select avg(cost) from dbo.Brew_Data where years=2019 ) AvgRevenue2019,
7 sum(cost) Revenue,
8 case
9     when sum(cost) <=2500000 Then 'Low'
0     when sum(cost) between 2500000 and 4000000 Then 'Good'
1     when sum(cost) between 4000000 and 6000000 Then 'Target'
2     when sum(cost) >6000000 Then 'Above Target'
3     End as SalesPerformance
4 from dbo.Brew_Data
5 where years = 2019
6 group by Months
7 order by 3 desc
```

Results Messages

months	AvgRevenue2019	Revenue	SalesPerformance
January	224681	7649200	Above Target
June	224681	6715650	Above Target
November	224681	6476500	Above Target
August	224681	6457600	Above Target
July	224681	6395700	Above Target
April	224681	6227650	Above Target
May	224681	5932250	Target
March	224681	5924300	Target
October	224681	5133950	Target
September	224681	4948100	Target
December	224681	4908000	Target
February	224681	3556450	Good

Insights

- Peak revenue was made in January 2019 7,649,200 Naira
- In February, the lowest revenue was generated for 2019 but it was still above the average sale target of 2.5M Naira
-

Recommendations

LLC Brewery needs to analyse seasonal factors that might be contributing to monthly sales pattern such as raw materials, weather, road infrastructure and religious holidays.

A photograph of two hands holding cold, condensation-covered beer bottles against a warm, golden sunset sky. The hands are positioned in the foreground, with one bottle held vertically and another tilted at an angle. The light from the setting sun creates a bright glow around the bottles and their holders.

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