

Club-Mate Market and Sales Analysis (Simulated Project)



This project represents a simulated case study in which a comprehensive dataset was constructed, processed, and subsequently utilized to generate visual insights comparing Club-Mate, Coca-Cola, and Pepsi. The objective of this endeavor is to showcase proficiency in data cleaning, visualization, forecasting, and dashboard creation.

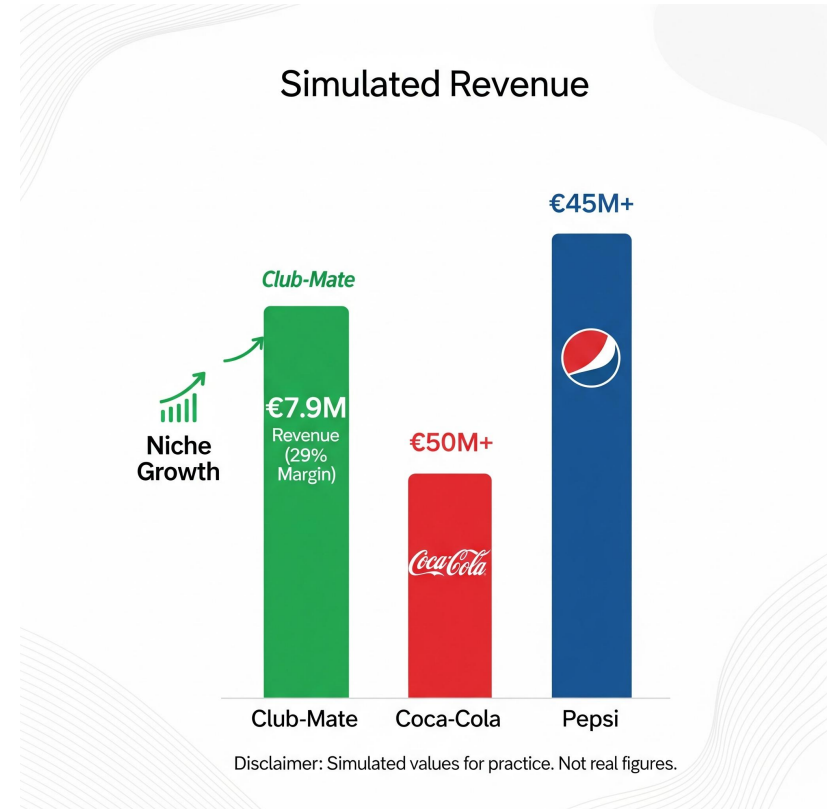
Agenda

- Executive Summary
- Data Overview
- KPI Highlights
- Market Trends (Time Series)
- Market Share vs Competitors
- Regional & Channel Performance
- Cost Insights
- Forecast & Future Outlook
- Recommendations

Our analysis adopts a structured methodology: data collection and cleansing, KPI calculation, time-series trend analysis, competitor comparison, and finally, the formulation of insights and recommendations.

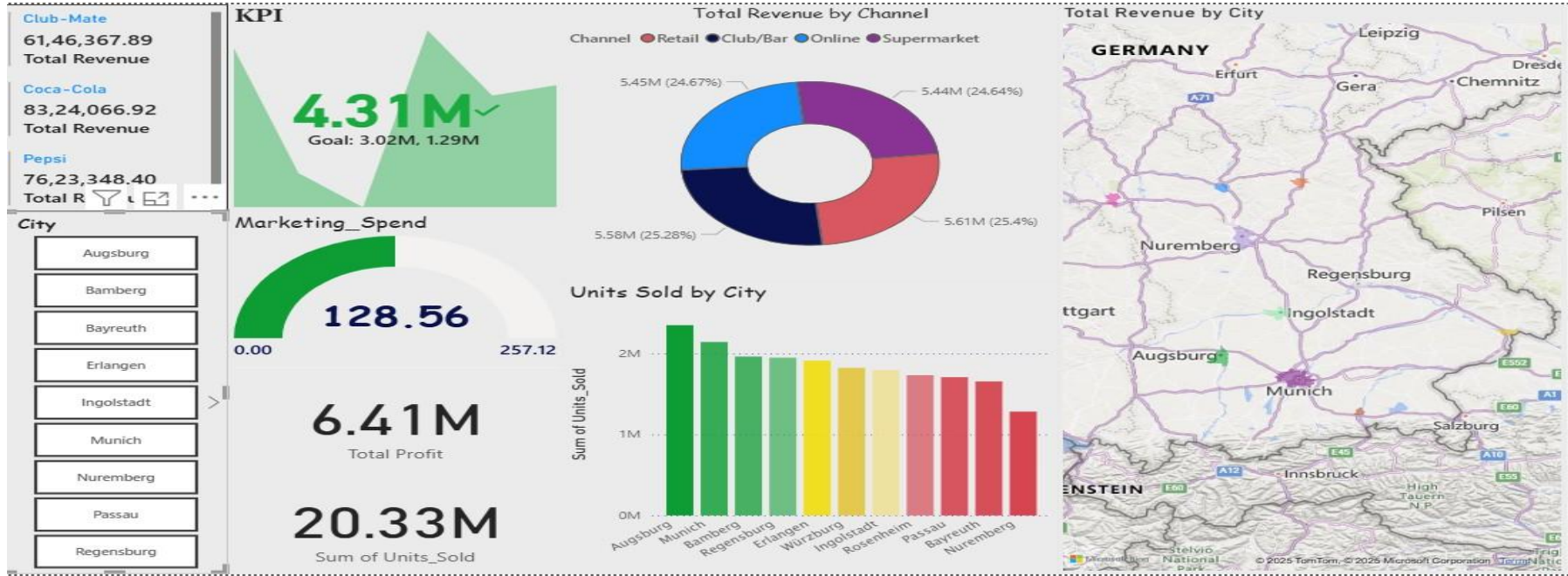
Executive Summary

This project simulated Club-Mate achieving revenues of approximately €7.9M, with a 29% margin. While Coca-Cola and Pepsi maintain larger market shares, Club-Mate demonstrates growth within its niche. Please note that these figures are hypothetical and generated for illustrative purposes only.



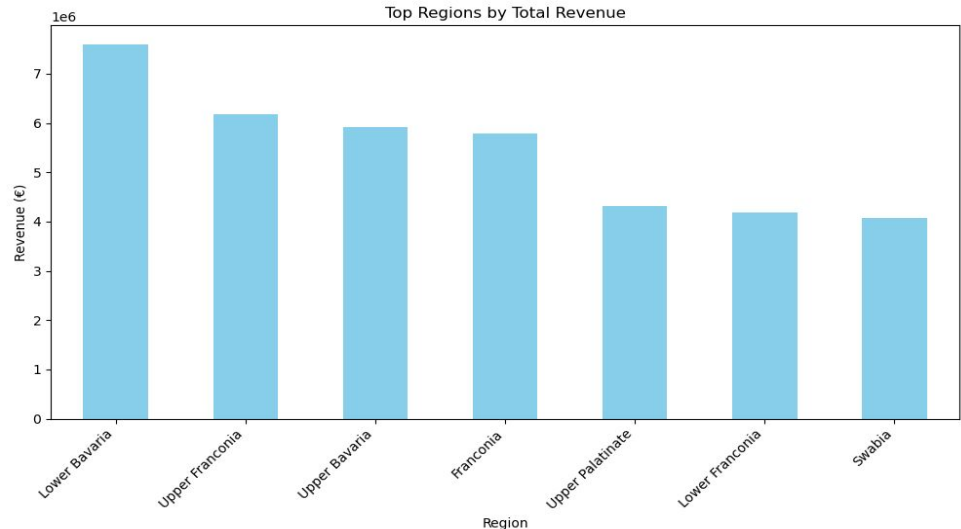
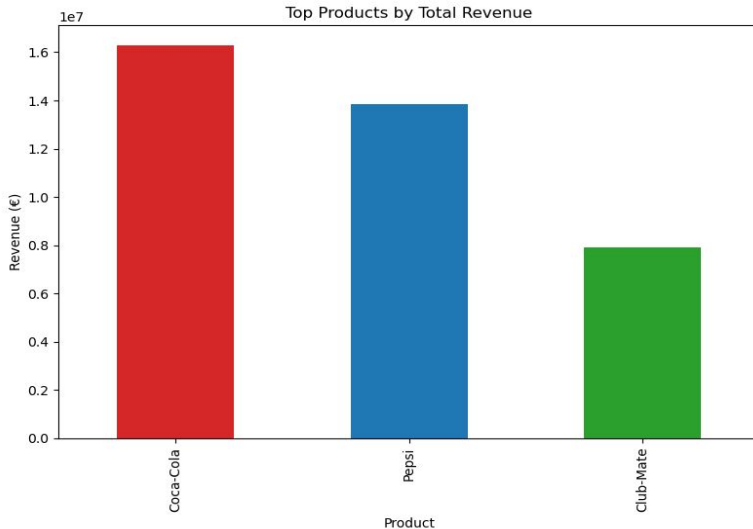
Data Overview

Our dataset comprised approximately 3,500 transactions, distributed across 20 distinct columns. This data underwent a meticulous cleaning and processing phase, resulting in its transformation into structured CSV files. The adopted workflow progressed sequentially: from raw data to processed data, followed by analysis, and culminating in visualization.



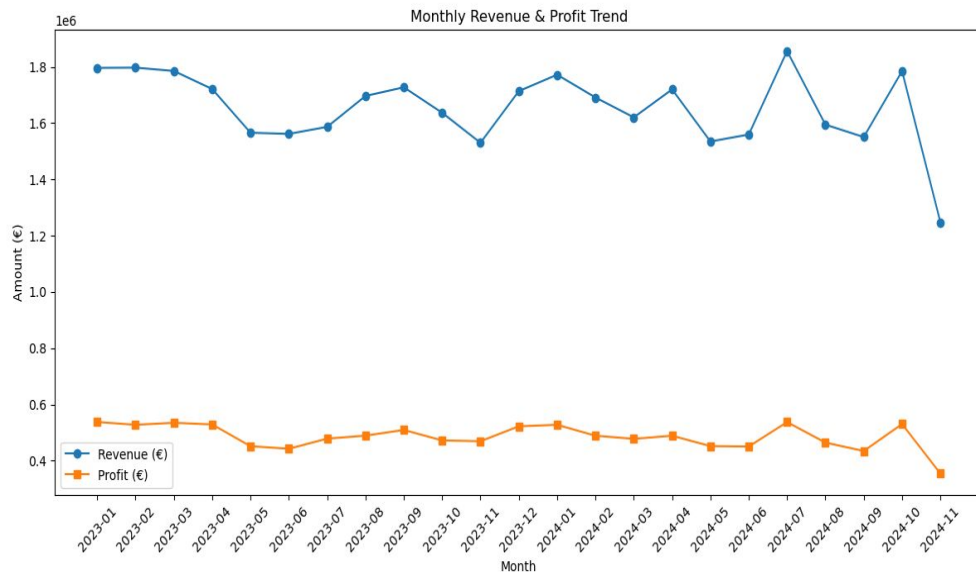
KPI Analysis

The simulated Key Performance Indicators (KPIs) indicate Coca-Cola as the market leader in sales, with Pepsi and Club-Mate following in subsequent positions. A regional analysis further reveals Bavaria and Franconia as areas of significant performance. This exercise effectively illustrates the utility of KPIs in identifying both strengths and deficiencies within a given framework.



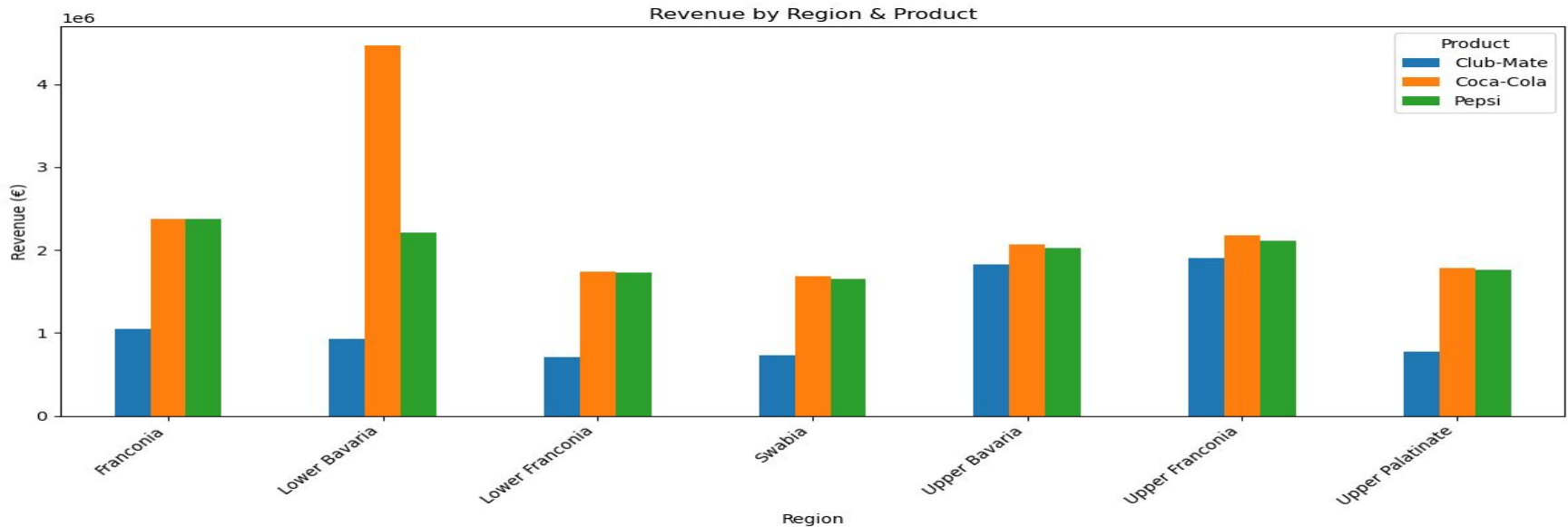
Time-Series Trends

Sales and profits exhibit a seasonal trend, reaching their zenith during the summer months. This indicates that the demand for Club-Mate is correlated with warm-weather consumption patterns.



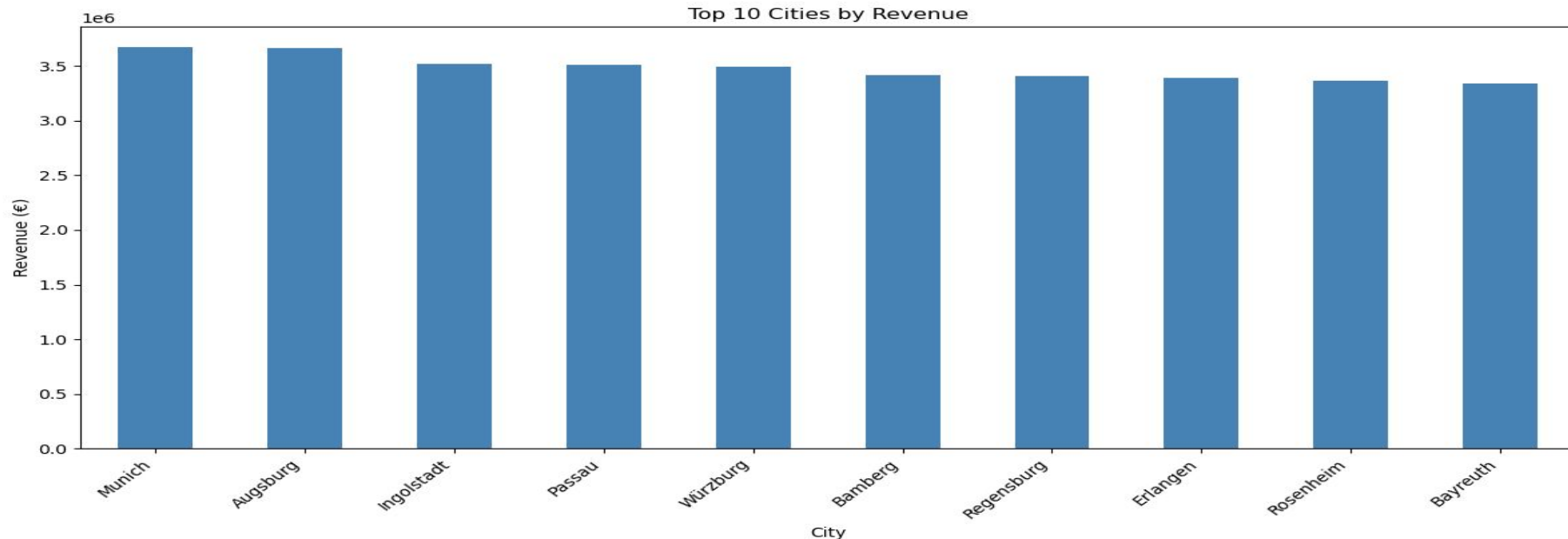
Market Share Analysis

Club-Mate has expanded its market share by approximately X%, yet Coca-Cola maintains its dominant position. Regionally, Club-Mate exhibits stronger performance in urban areas, where specialized beverages garner greater popularity.



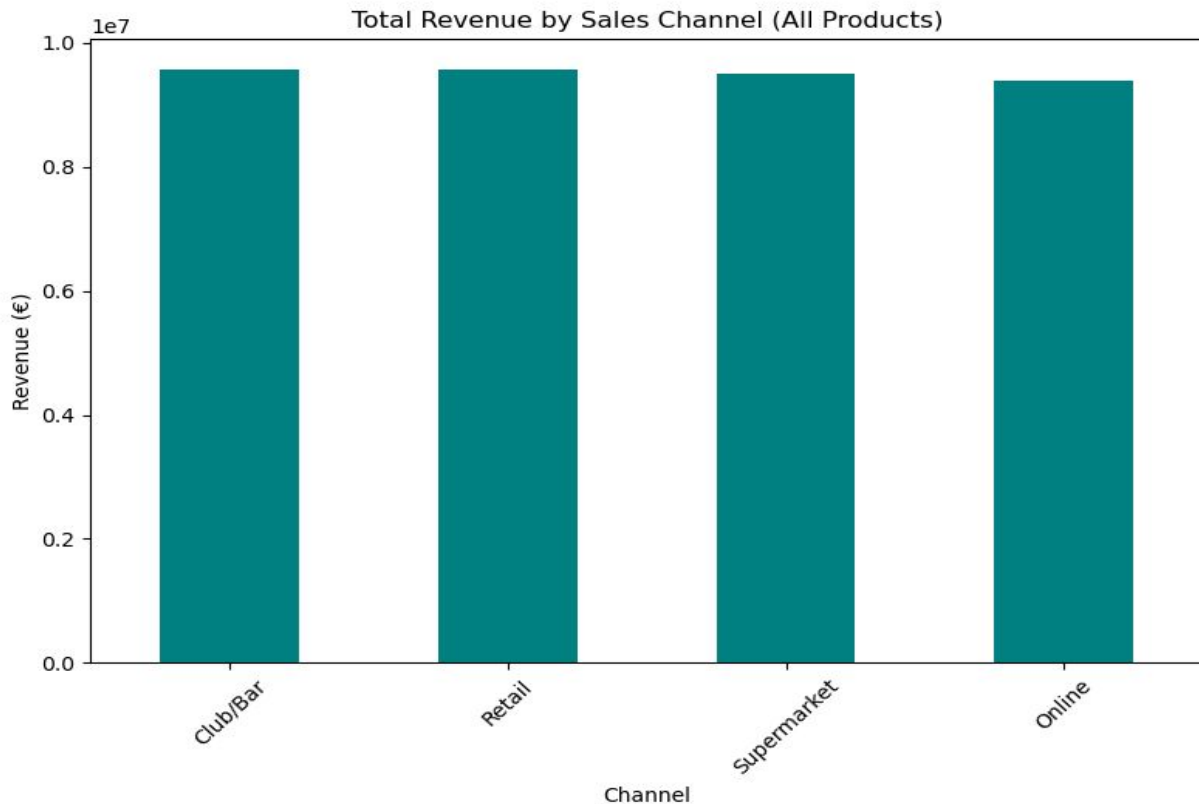
Regional Insights

In regional markets, Club-Mate demonstrates significant presence in Southern Germany, whereas Coca-Cola maintains a dominant position nationwide. Major cities such as Munich, Berlin, and Hamburg are the primary contributors to revenue.



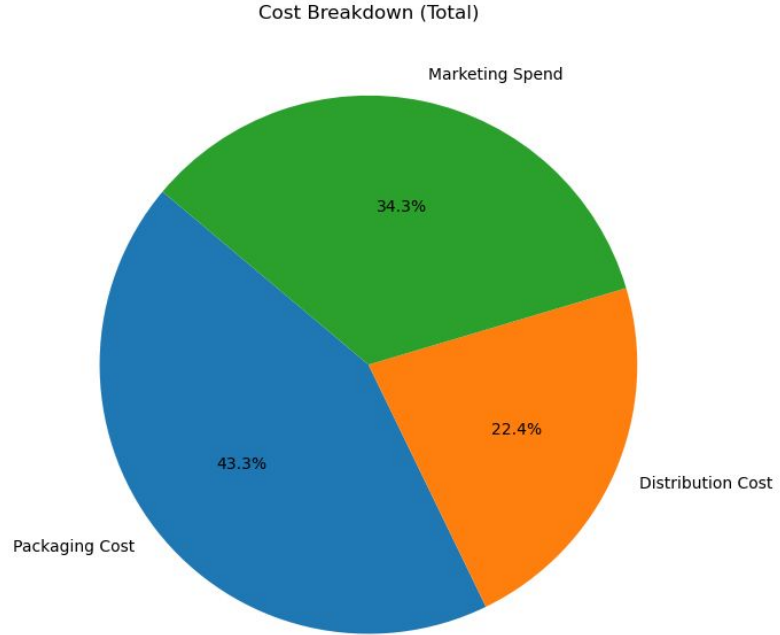
Channel Insights

Sales channels indicate that supermarkets and bars are the primary revenue drivers. Online sales are experiencing growth, yet they remain a relatively minor contributor. Expanding our digital and retail presence could serve as a significant growth lever.



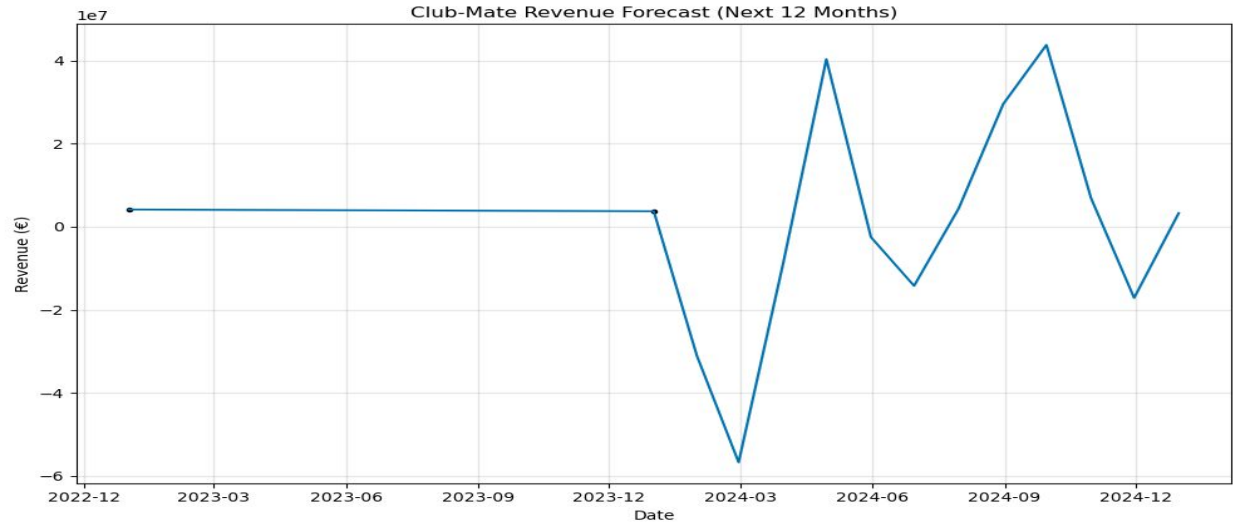
Cost Breakdown

Cost analysis reveals that the most significant expenditures are concentrated in distribution and marketing, while unit costs have maintained stability. This underscores the imperative to optimize logistics and implement more strategic promotional spending.



Forecasting

Projections for the upcoming 12-month period indicate a continued upward trend in Club-Mate's revenue, anticipated to reach approximately €9–10 million. Nevertheless, the expected expansion of Coca-Cola and Pepsi suggests that competitive pressures will persist at a significant level.



Conclusion

This project demonstrates the end-to-end construction of a data pipeline and Business Intelligence (BI) analysis, commencing with raw data and culminating in Key Performance Indicators (KPIs), dashboards, and forecasting. While the insights presented do not derive from real-world data, the methodology employed mirrors that utilized in genuine business analysis.