



# Club-Mate Project – Detailed Report (simulated dataset).

## Executive Summary

Purpose: Demonstrate sales, cost, and market performance of Club-Mate vs competitors (Coca-Cola & Pepsi).

Data: Based on 2023 sales, cost, and inventory records (simulated dataset).

Key Insights:

Club-Mate generated €7.9M revenue, behind Coca-Cola (€16.3M) and Pepsi (€13.8M).

Overall profit margin: 29.36%.

Lower Bavaria and Upper Franconia are leading regions.

Market share analysis shows Club-Mate has growth potential in urban regions and online channels.

## Data Overview

Source: sales\_data.xlsx (4 sheets: Sales, Costing, Inventory, Annual Summary).

Processing:

Extracted into /data/raw CSV files.

Cleaned & merged into club\_mate\_clean.csv (20 columns, 3,456 rows).

Columns: Transaction details, product, region, channel, units, revenue, cost, profit, stock.

## KPI Analysis

Total Revenue: €38.05M

Total Cost: €26.88M

Total Profit: €11.17M

Profit Margin: 29.36%

Top Products: Coca-Cola (€16.3M), Pepsi (€13.8M), Club-Mate (€7.9M).

Top Regions: Lower Bavaria, Upper Franconia, Upper Bavaria.

(Supported by visuals in /visuals/KPI/)

## Time-Series Analysis

Monthly revenue & profit trends show seasonal peaks in summer months.

Coca-Cola & Pepsi dominate early months, but Club-Mate shows gradual revenue growth.

Market share (%): Club-Mate ranges between 15–25%, showing potential in specific regions.

(Supported by visuals in /visuals/Time\_Series/)

## Channel Performance

Retail & Supermarkets remain the strongest channels (70%+ combined revenue).

Online sales are small but fastest growing channel.

Clubs/Bars show high profitability for Club-Mate due to niche positioning.

(Supported by visuals in /visuals/Channel\_Performance/)

## Regional Performance

Lower Bavaria and Upper Franconia are Club-Mate's strongholds.

Urban cities like Munich and Nuremberg generate high revenues.

Opportunity: Expand distribution in Upper Palatinate and Franconia to increase market share.

(Supported by visuals in /visuals/Regional\_Performance/)

# Cost Breakdown

Unit cost: €0.90 for Club-Mate vs €0.60 for Coca-Cola.

Packaging & distribution cost = 15% of total costs.

Marketing spend is low for Club-Mate compared to Coca-Cola & Pepsi → suggests growth potential with higher campaigns.

(Supported by /visuals/Cost\_Breakdown/)

# Forecasting

Using Prophet model, forecast shows:

Club-Mate projected to reach €9–10M revenue next year.

Coca-Cola and Pepsi remain higher but with slower growth rates.

Opportunity: If Club-Mate invests in marketing + online channels, it can close the gap.

(Supported by /visuals/Forecasting/)

# Recommendations

Increase Marketing Spend: Club-Mate lags behind competitors in brand awareness.

Focus on Online & Club/Bar Channels: High growth + higher profit margin.

Expand in Strong Regions: Double down in Bavaria, then scale nationwide.

Improve Cost Efficiency: Packaging/distribution optimization can raise margins.

# Conclusion

This analysis shows Club-Mate is a strong niche brand with growing potential. With strategic investments in marketing and distribution, it can capture a larger market share from Coca-Cola & Pepsi in Germany.