

Overview Of Iowa Liquor Sales

segment

▼

All

category_name

▼

All

county

▼

All

Month

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All

168.84M

Total Sales

56.02M

Total Profit

12M

Num of bottles sold

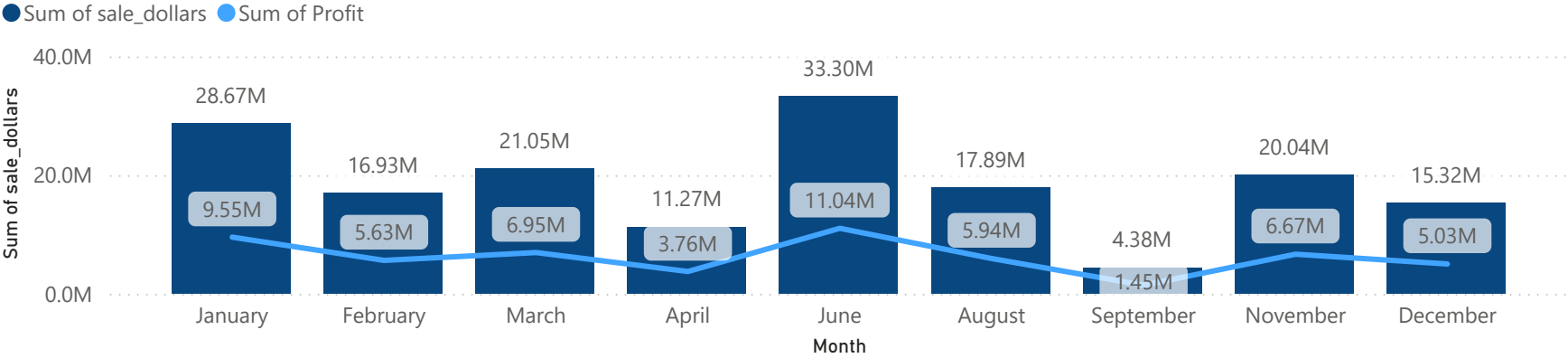
1927

Num of store

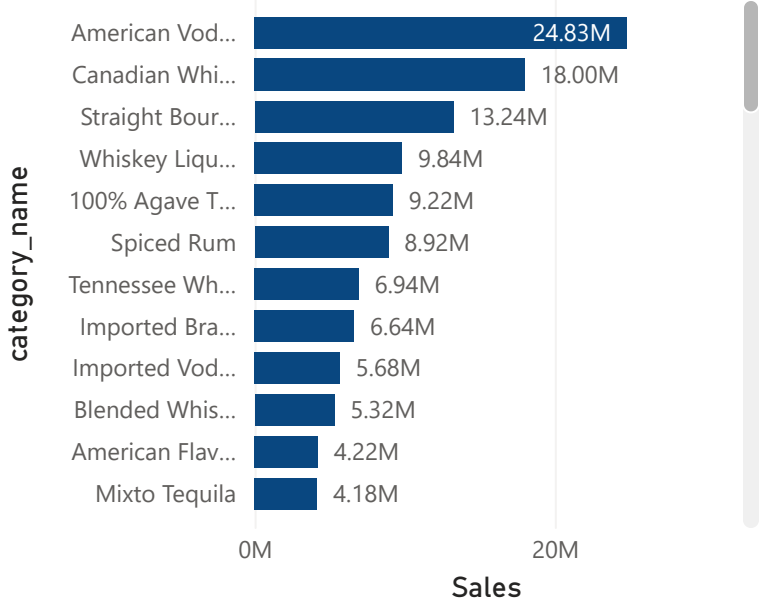
1.05M

Num of invoice

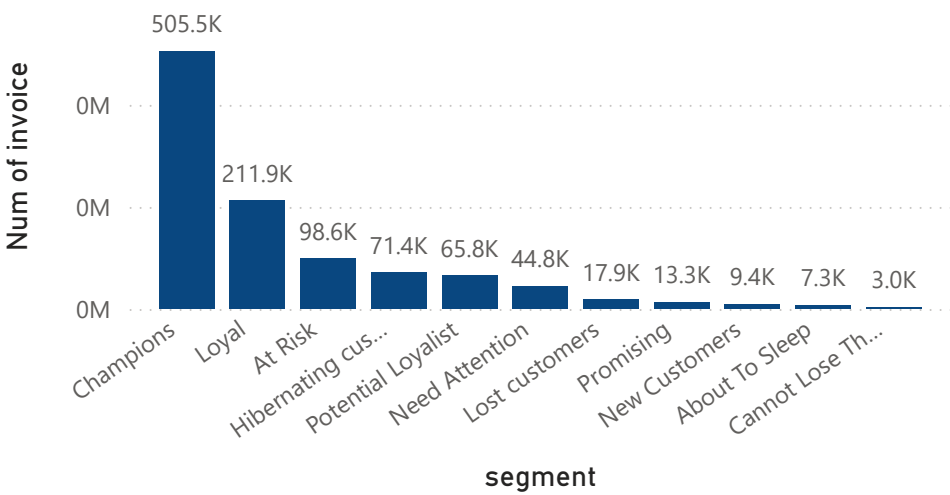
Sum of sale_dollars and Sum of Profit by Month



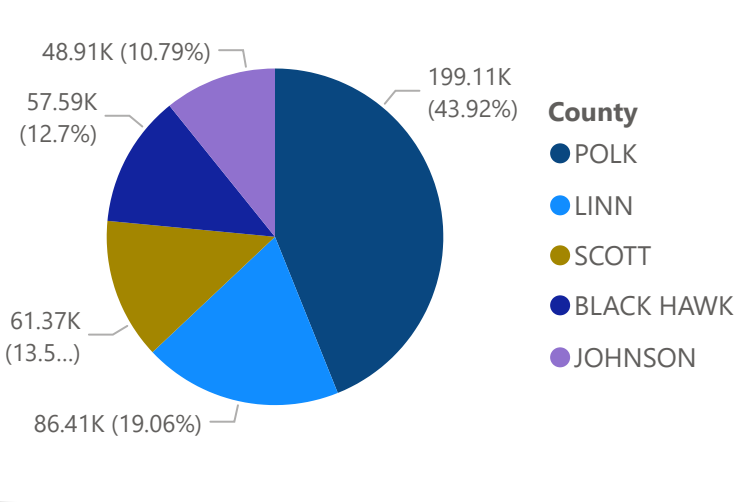
Sales by category_name



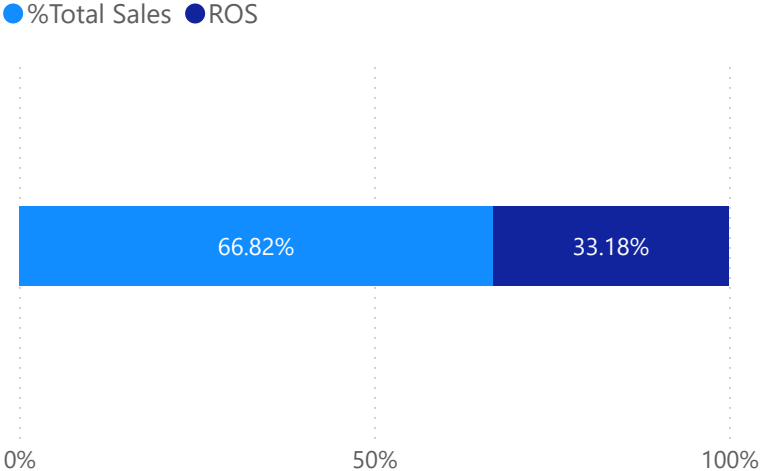
Num of invoice by segment



Num of invoice by Top 5 County



%Total Sales and ROS



RFM OF IOWA LIQUOR SALES

segment

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All▼

category_name

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All▼

county

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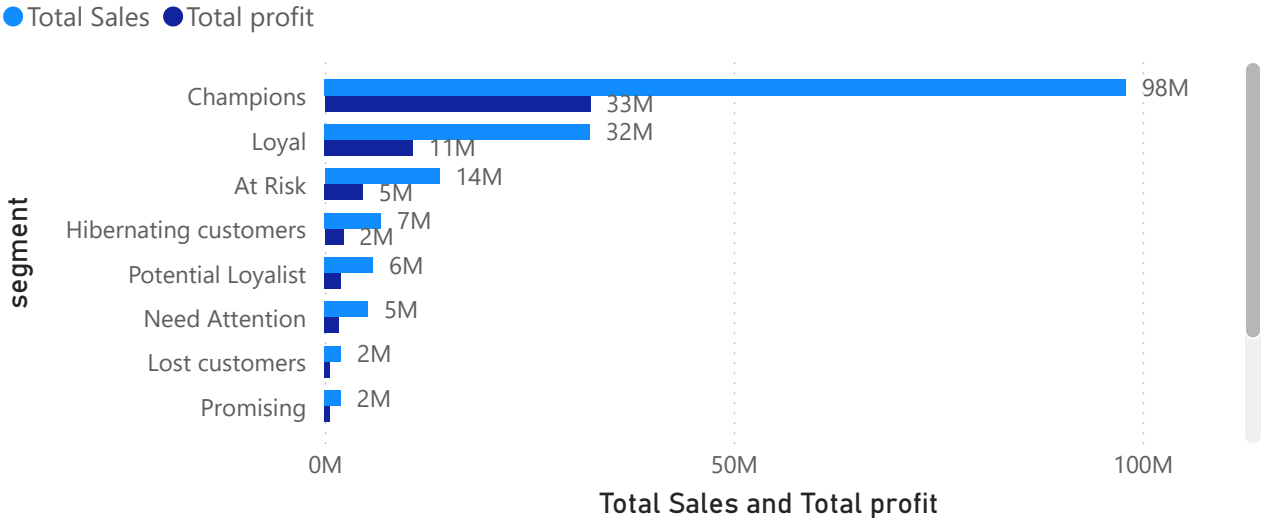
All▼

Month

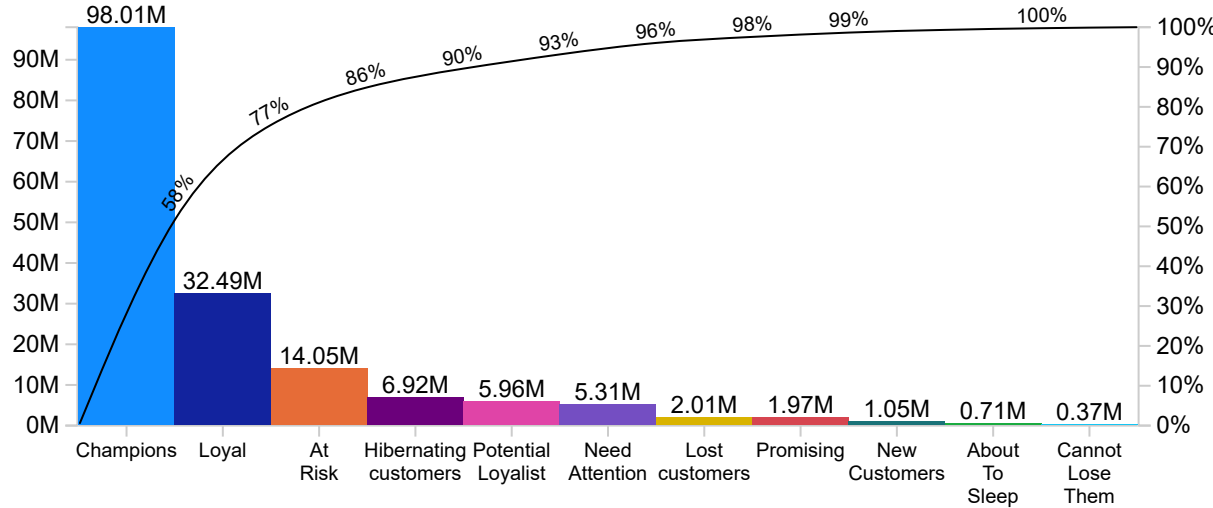
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All▼

Total Sales and Total profit by segment



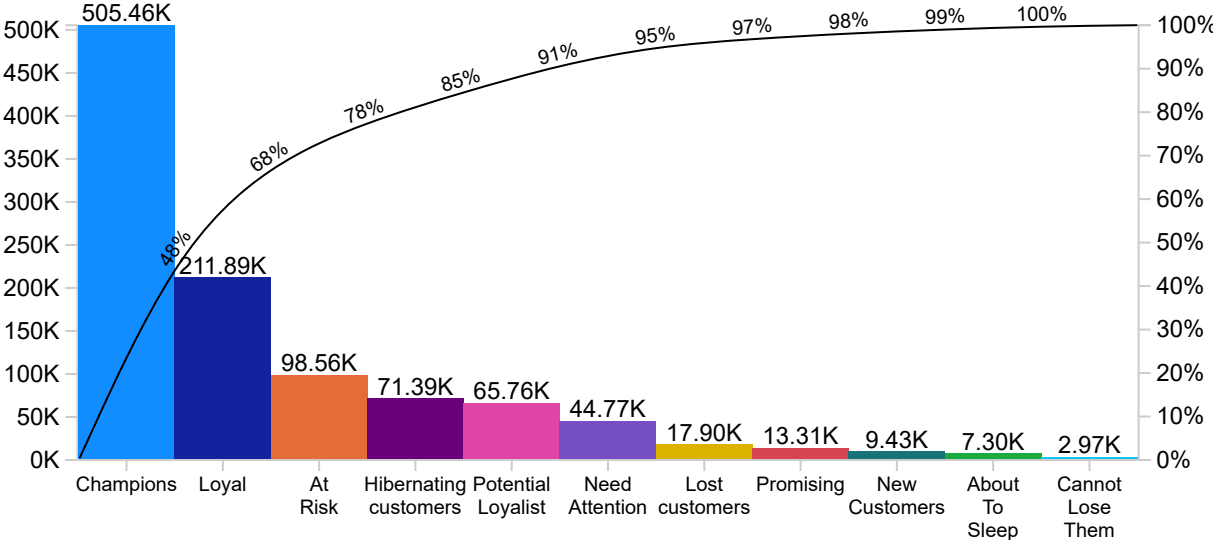
Doanh thu theo từng Segment



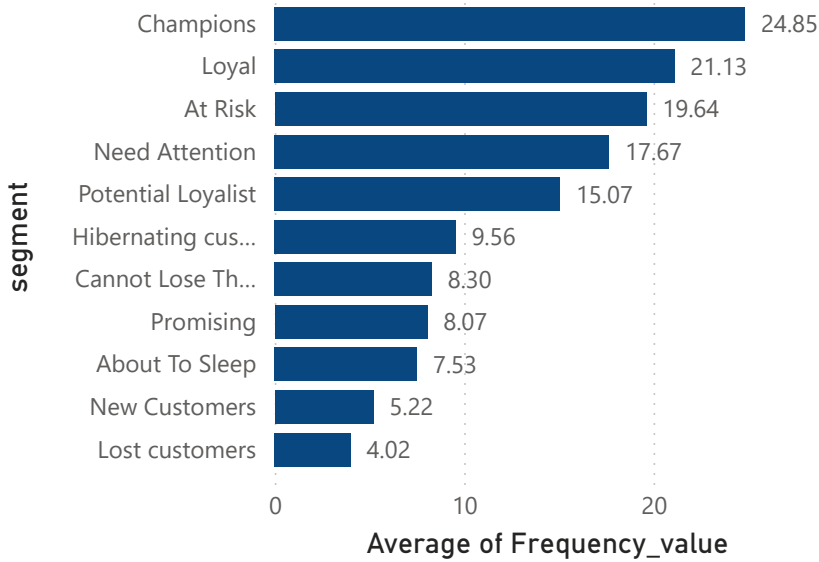
Top 5 sản phẩm có doanh số cao nhất theo từng Segment

segment	American Flavored Vodka	American Vodka	Canadian Whiskies	Straight Bourbon
About To Sleep	212	1664	1159	
At Risk	4141	14597	9267	
Cannot Lose Them	108	422	268	
Champions	25655	58447	39367	
Hibernating customers	2100	16360	10773	
Lost customers	525	4002	2624	
Loyal	9147	30250	20598	
Need Attention	1951	8850	5301	
New Customers	306	2028	1230	
Potential Loyalist	2319	14662	9175	
Promising	524	2629	1496	
Total	46987	153887	101217	

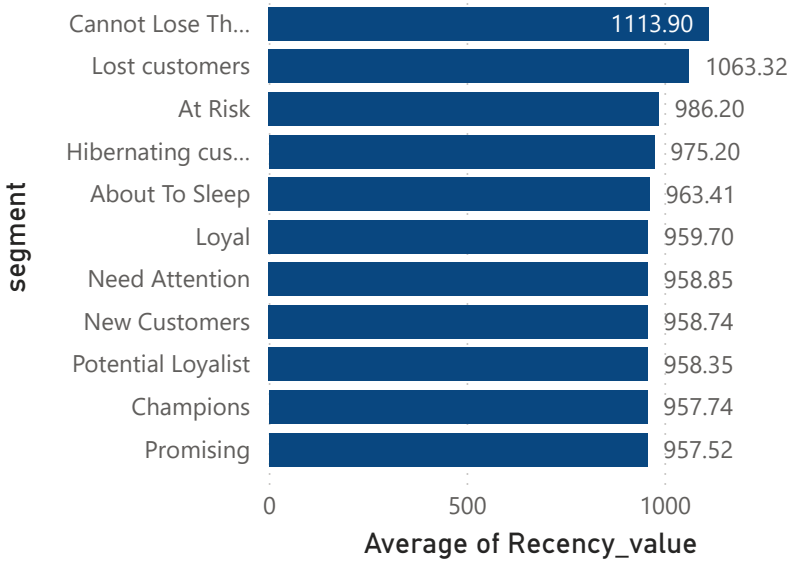
Số lượng đơn đặt hàng theo từng Segment



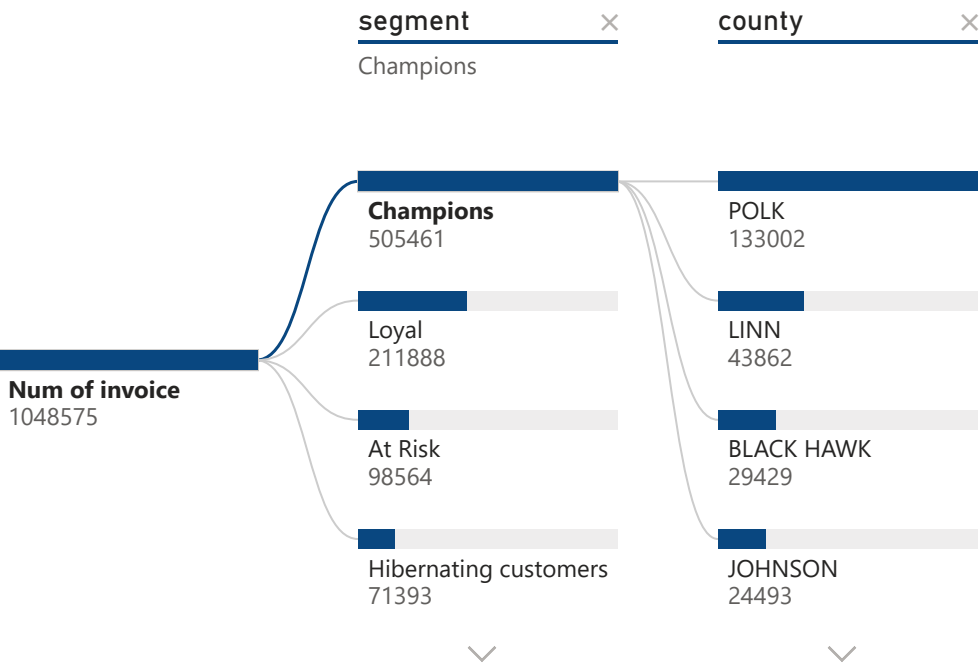
Average of Frequency_value by segment



Average of Recency_value by segment



Average of Monetary_value by segment



RFM OF IOWA LIQUOR SALES

segment

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All▼

category_name

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All▼

county

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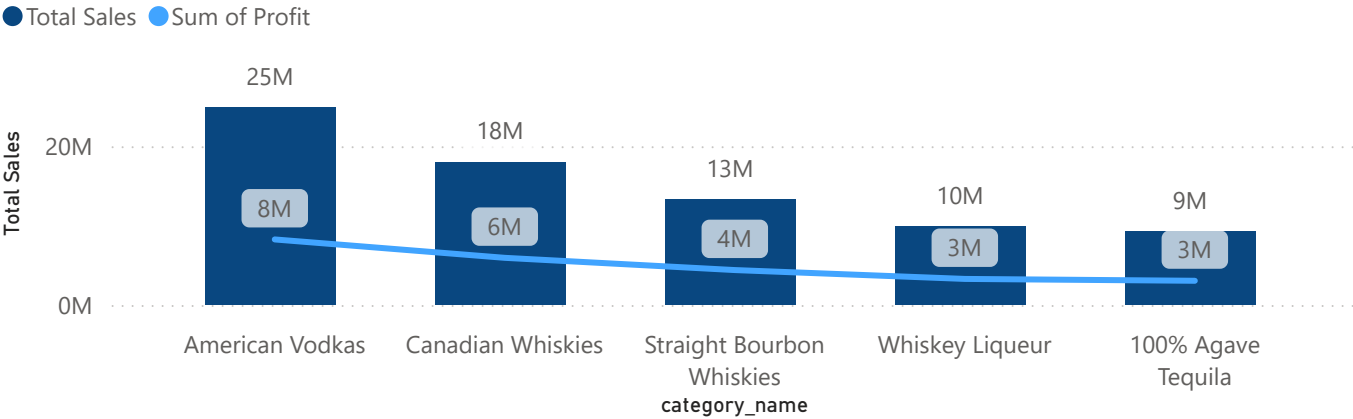
All▼

Month

▼

All▼

Total Sales by top 5 category name



Số lượng order của từng loại rượu theo tháng

Category name	1	2	3	4	6	8	9	11
100% Agave Tequila	6168	3537	4643	2416	6796	3319	667	4263
Aged Dark Rum	696	395	406	226	658	333	95	434
American Brandies	6016	3245	3313	1800	4923	2399	552	3584
American Cordials & Liqueur	5076	2530	3353	1824	4953	2381	559	3144
American Cordials & Liqueurs	42	36	29	21	51			
American Distilled Spirit Specialty	684	352	485	291	999	416	98	514
American Distilled Spirits Specialty	3	2	1		4	1		3
American Dry Gins	3190	1673	1924	1315	3131	1650	555	1813
American Flavored Vodka	8938	4503	5854	3308	9623	4930	1237	4965
American Schnapps	6845	3701	4196	2309	6547	2958	866	3892
American Sloe Gins	80	41	54	27	71	26	11	38
American Vodka	21	6	10	5	16	3	1	
American Vodkas	28647	15708	18872	10742	30596	15512	4046	17664
Blended Whiskies	9043	4831	5585	3180	8847	4266	1097	5379
Total	196467	109109	131918	72843	206683	100872	25599	121116

