

Seasonal Trends of Liquor Sales – Dashboard Report

This dashboard provides a comprehensive analysis of liquor sales trends across multiple dimensions, including monthly sales, yearly growth, cost vs. retail pricing, quarterly distribution, and top-performing product categories. The insights reveal seasonal fluctuations, consumer preferences, and key business drivers.

Key Insights

1. Monthly Volume Sold

- Liquor sales peak during the **summer months (May–July)**, with volume exceeding 2 million gallons.
- A sharp dip is observed in **October**, followed by a recovery in **December**, indicating strong holiday season demand.

2. Bottle Cost vs. Retail Price

- Across all months, retail values are consistently higher than state bottle costs, reflecting profit margins.
- June–August** show the highest retail revenue, aligning with increased summer sales.

3. Yearly Sales Trends

- Between **2012 and 2016**, liquor sales steadily increased, surpassing **\$0.25 billion annually**.
- The upward trajectory reflects growing demand and consistent expansion year over year.

4. Quarterly Distribution

- Sales are relatively balanced across quarters, though **Q4 (27.28%)** slightly outperforms, driven by holiday and end-of-year celebrations.
- Q1 and Q3 maintain stable shares around 24–25%, reflecting consistent consumer demand.

5. Top 3 Bottles Sold

- White Rum and Cream-based liquors** dominate the top-selling categories throughout the year.
- October–December** show the highest counts of bottles sold, reinforcing the seasonal holiday effect.

Conclusion

The dashboard highlights strong **seasonal and holiday-driven sales patterns**, with **summer and Q4 (holiday season)** emerging as peak demand periods. White Rum and cream-based liquors are consistently the top performers, making them crucial drivers of revenue. The analysis suggests that businesses should focus on **inventory scaling, targeted promotions, and pricing strategies during peak months** to maximize profitability.