

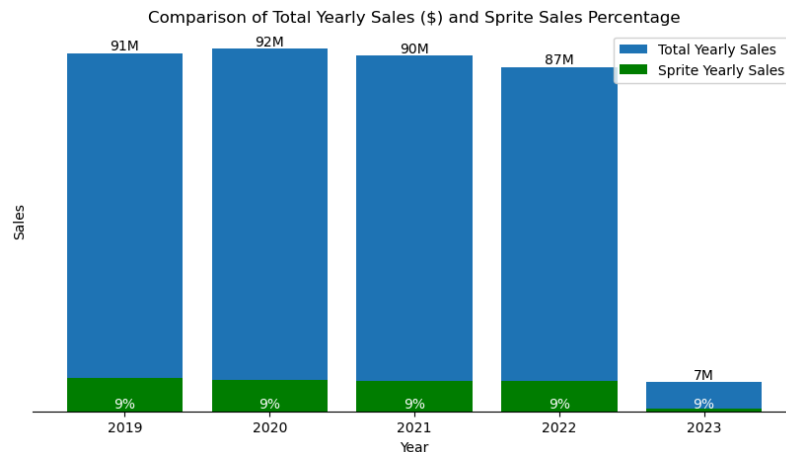
Sprite Sales Analysis

Sprite is undeniably a quality product, yet it has yet to fully realize its potential and secure a significant portion of the beverage market. Therefore, this analysis aims to uncover the barriers hindering its market penetration and develop strategies to enhance its market share.

This report will cover the following topics:

- Sprite yearly sales (VS) Total yearly sales of Beverages
- Top 10 countries by sales and Sprite's share
- Sales Channel Effectiveness
- Total Sales vs. Average Cost per Unit
- Sales Performance of Top 10 Brands by Packaging Type

Sprite yearly sales (VS) Total yearly sales of Beverages

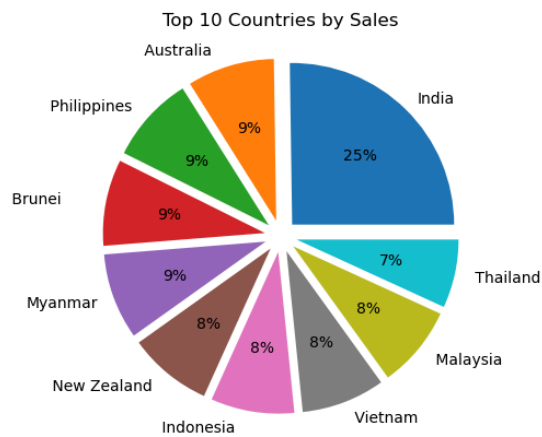


Insight

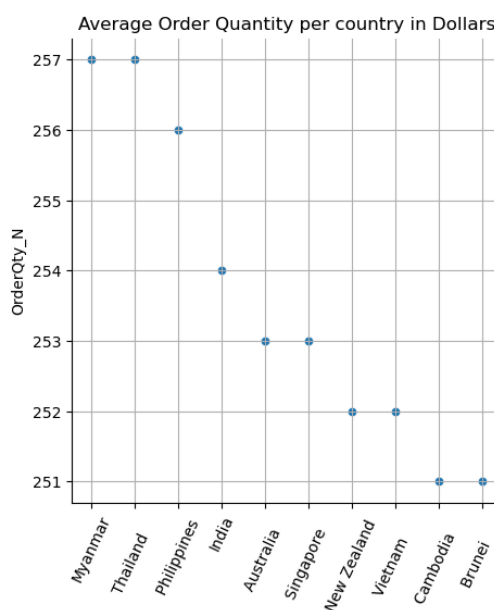
In 2023, the beverage market experienced a decline. Despite robust sales in preceding years, Sprite's portion of the market remained consistent at 8 to 9 percent, indicating stagnation without signs of growth.

Top 10 countries by sales and Sprite's share

Let's explore new markets for our product and assess its performance on a country-by-country basis. This analysis will guide us in determining where to focus our marketing campaigns effectively.



Now, we should analyze which country has highest average order quantity that would tell us about their buying capacity so that we could target those countries.

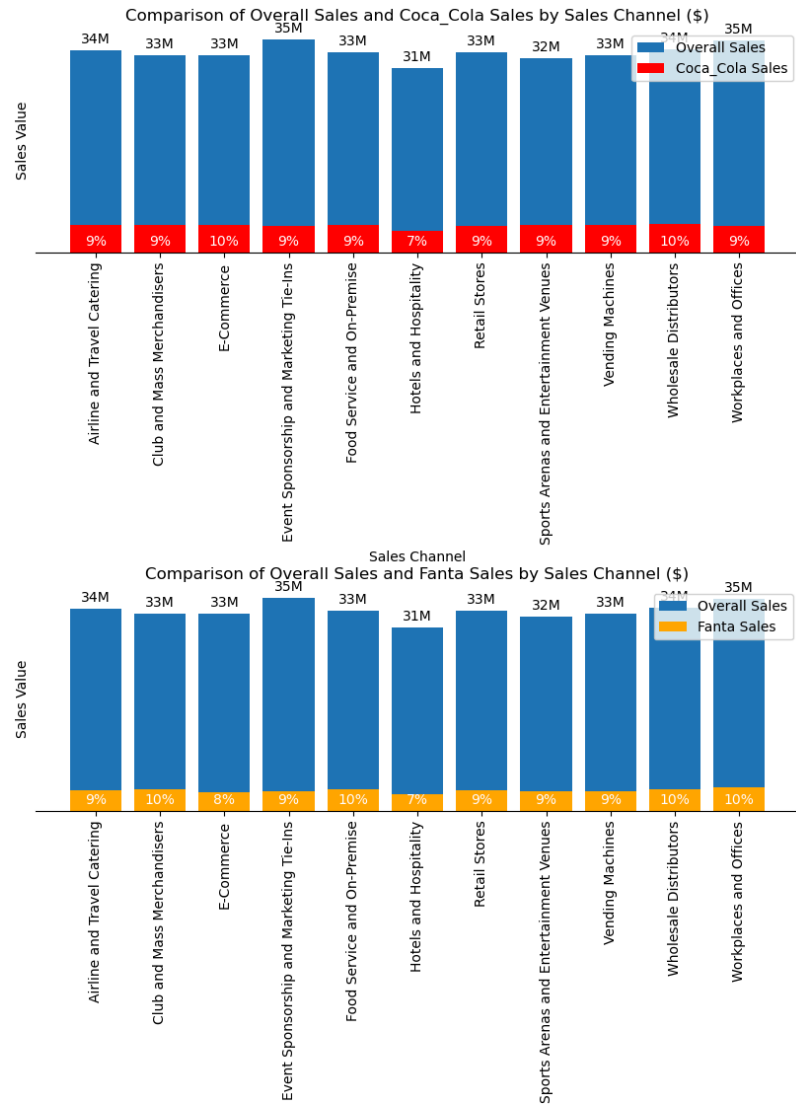


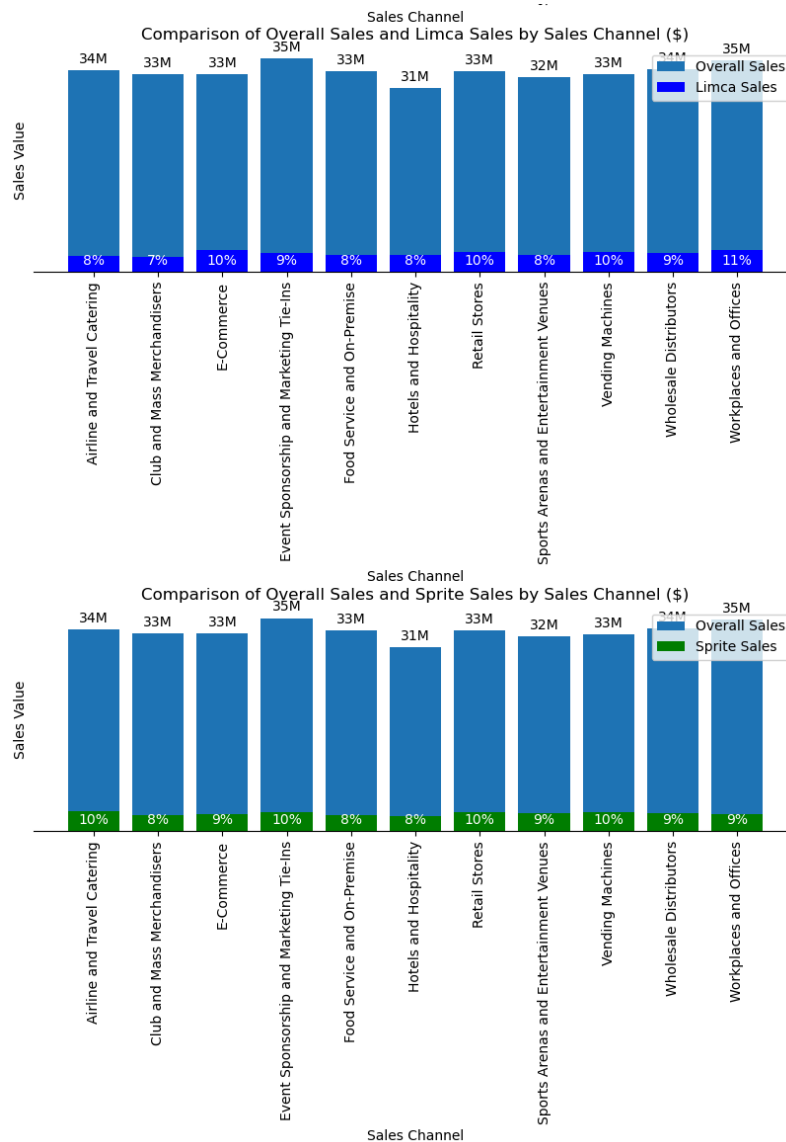
Insights

Sprite is already performing quite well in India, but to explore new markets with high buying capacity, marketing campaigns should target countries like Myanmar, Thailand, and the Philippines.

Sales Channel Effectiveness

Now, that we have analyzed geographic market share. Let's find out other metrics to enhance sales such as sales channel effectiveness.



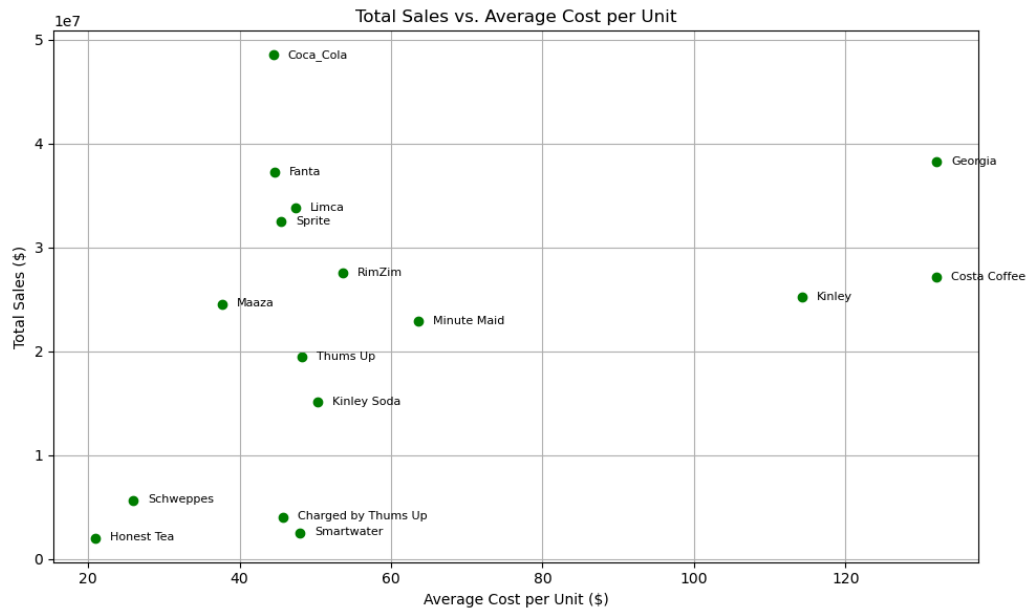


Insights

The analysis of sales channels for both Overall Sales and Sprite Sales, alongside its competitor, indicates that Sprite is leveraging its sales channels as effectively as other brands. Which is a good for enhancing Sprite's market presence.

Total Sales vs. Average Cost per Unit

Another vital metric to consider is the cost per unit. Therefore, it's essential to examine whether the average cost per unit is low and if Sprite is achieving high sales. This analysis allows for a competitive pricing assessment, potentially leading to higher profit margins and increased price flexibility for Sprite.

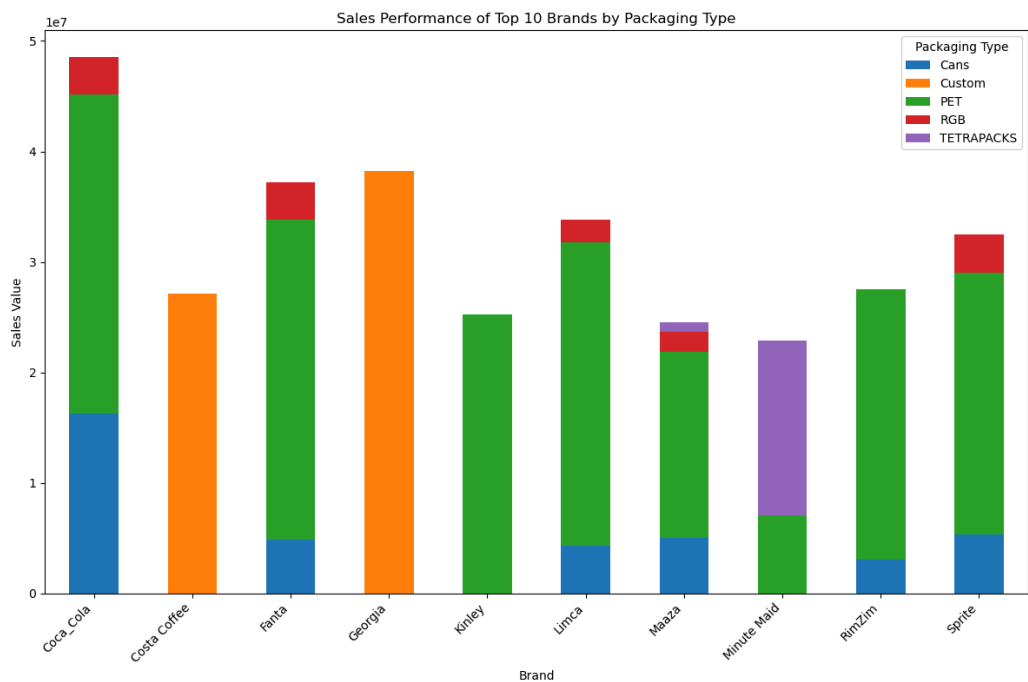


Insights

Sprite's sales volume is reasonably high, with an average cost per unit that's relatively low, which is a positive sign.

Sales Performance of Top 10 Brands by Packaging Type

Analyzing the impact of packaging types on beverage sales is essential, as it directly influences consumer choices. By comparing with other brands, we can gain insights into how various packaging options affect market share.



Insights

Upon analyzing various packaging types, it was observed that Coca-Cola stands out as it also generate a significant portion of its sales share from cans.

CONCLUSION

- Sprite should focus on expanding into emerging markets with strong buying potential, such as Myanmar, Thailand, and the Philippines.
- To increase sales, Sprite should create marketing campaigns that match the cultural and consumer preferences of each market.
- Even though Sprite already offers cans, focusing on people who prefer canned drinks could boost sales.
- Emphasizing the convenience, portability, and freshness of canned Sprite might appeal to consumers who like this packaging.
- By being proactive in marketing and packaging, Sprite can take advantage of new opportunities and strengthen its position as a top beverage brand in these regions.