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COCA-COLA SALES ANALYTICS AND PERFORMANCE

Presented by Emmanuel Akinbote



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Sales overview

Key metrics

Scenarios

Conclusion

AGENDA



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SALES SUCCESS OUTLOOK



OUR SALES POSITION GLOBALLY

Our company continues to experience significant growth via strategic marketing planning which leads to our fanstanstic sales every season across All 10 countries over the world.



KPIS DRIVING SUCCESS

Profit margins

As a result of our sustained operational efficiency, we have sustained a 12.81% profitability rate.

By focusing on profit margins, we have been able to remain profitable while also driving growth.

Percentage of profit margin	
Row Labels	Sum of Profit_Margin_Pct
2018	12.40%
2019	12.30%
2020	12.39%
2021	12.63%
2022	12.26%
2023	12.77%
2024	12.43%
2025	12.81%
Grand Total	100.00%

Growth rate

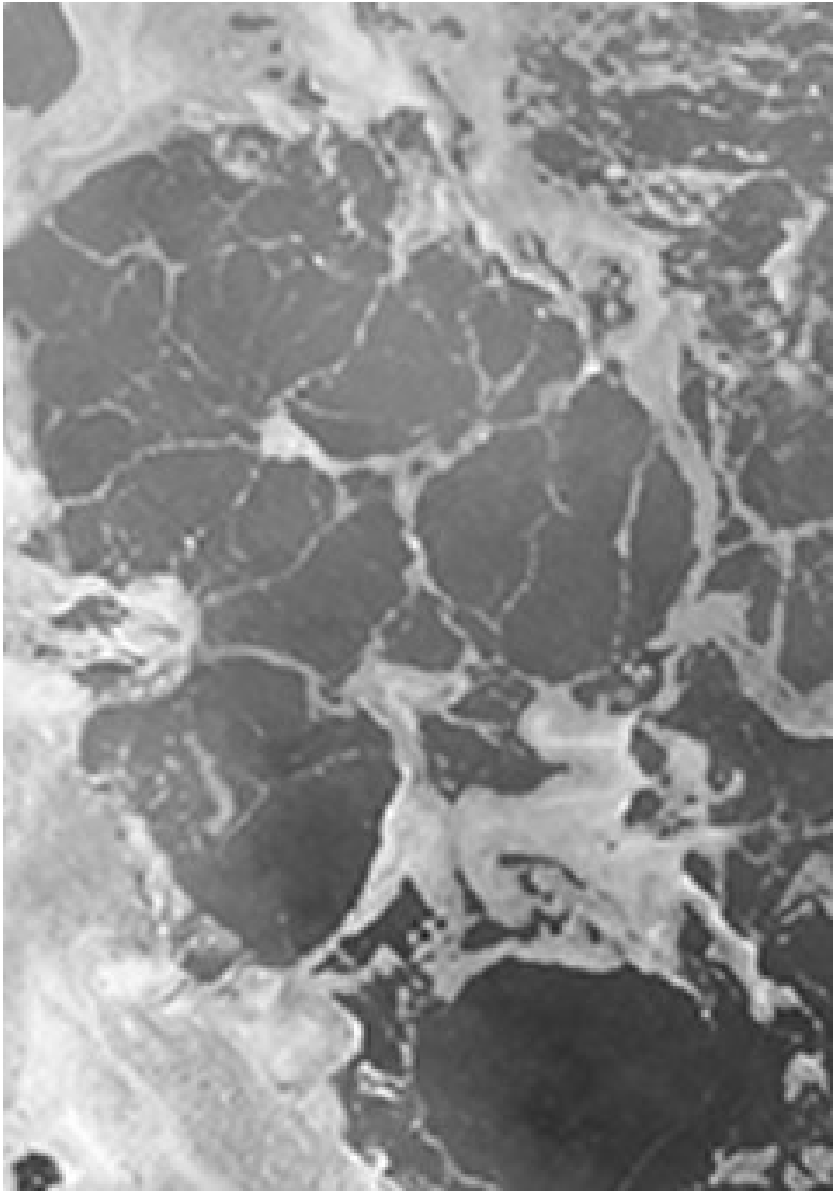
We've achieved a 13.96% revenue increase over the past fiscal year, exceeding projections.

This growth has exceeded our projections and is a testament to our effective strategies and marketing efficiency.

Percentage of sales	
Row Labels	Sum of Gross Revenue
2018	11.15%
2019	11.49%
2020	11.95%
2021	12.41%
2022	12.35%
2023	13.30%
2024	13.36%
2025	13.96%
Grand Total	100.00%

BEST PRODUCTS CATEGORIES FOR THE SEASONS

Top product by categories	
Row Labels	Sum of Net_Revenue
Carbonated	£7,561,870.74
Energy	£2,785,856.23
Sports Drink	£1,781,559.19
Grand Total	£12,129,286.16



Under performing Region across all countries



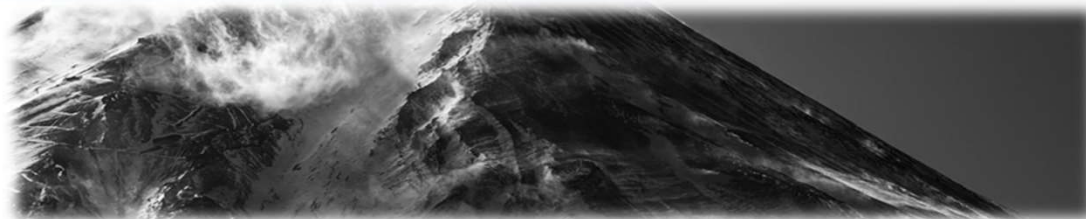
Problem : We had a low brand visibility in the north and latin America due to the stronger local competitors and cultural misalignment

Solution: Localized Marketing campaigns by creating culturally aligned content with the regional influencers & partnership

Under performing region	
Row Labels	Sum of Gross Revenue
North America	£3,680,394.96
Latin America	£3,682,572.97
Grand Total	£7,362,967.93



UNDER PERFORMING YEARS



After strong growth in 2017, the world economy **slowed sharply in the second half of 2018**. This decline was driven by:

- **Rising trade tensions between the US and China**, which weakened global business confidence
- **Tighter financial conditions** for emerging markets
- **Weakening demand** across Europe and Asia
- **Regulatory tightening in China**, reducing domestic growth

Under performing years	
Row Labels	Sum of Net_Revenue
2018	£1,602,220.66
2019	£1,650,722.80
2020	£1,714,906.09
Grand Total	£4,967,849.55



FINANCIAL GROWTH & OBJECTIVES

Short-term goals

Our immediate focus is on cost control and operational efficiency to maximize cash flow.

Long-term growth

For our long-term growth, we are committed to expanding into new markets while maintaining financial stability.

Risk mitigation

To safeguard our business against potential risks, we will develop strategies to hedge against economic downturns and market volatility.

STRATEGIES FOR SUSTAINABLE GROWTH

High-return opportunities

Targeted investments support long-term expansion. By focusing on high-return opportunities, we can maximize our growth potential and achieve sustainable success.

Technology integration

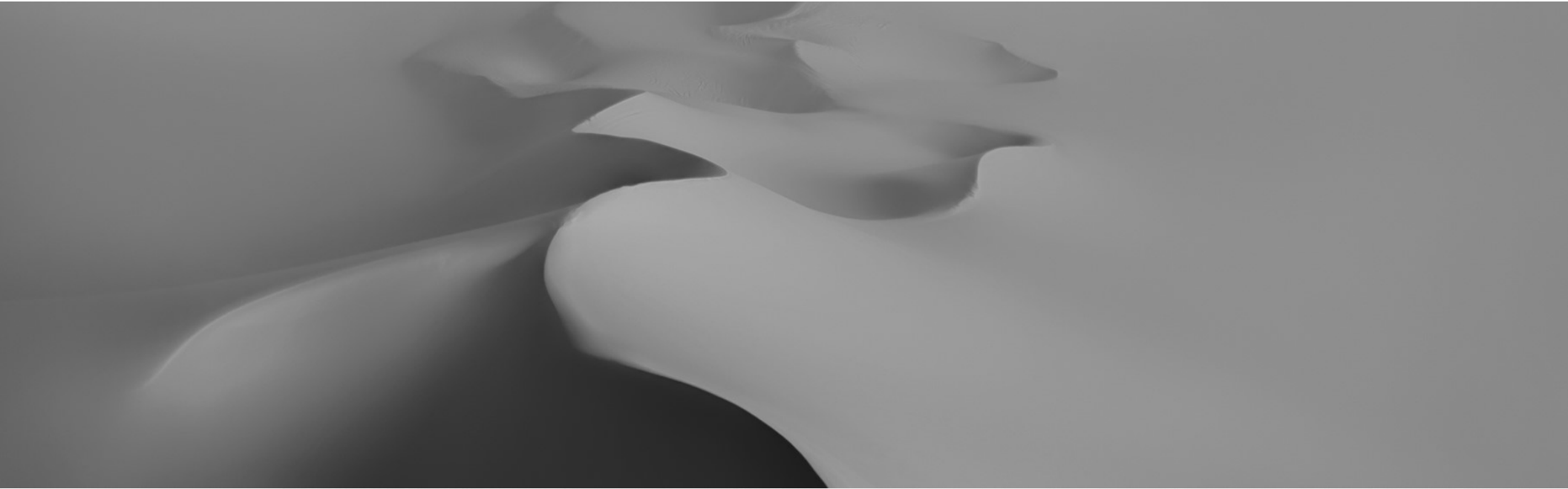
Leveraging AI and automation to drive financial efficiency. By integrating advanced technologies into our operations, we can streamline processes, reduce costs, and enhance productivity.

Market expansion

Entering new territories to maximize profitability. Expanding into new markets allows us to diversify our revenue streams and reduce our reliance on existing markets.

Risk management

We implement strategies to hedge against financial uncertainties. By proactively managing risks, we can safeguard our business against potential threats and ensure long-term stability.



THANK YOU

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NB: this is just for practicing purpose