

Brand

☐ Coca-Cola

☐ Dasani Water

☐ Diet Coke

☐ Fanta

☐ Powerade

☐ Sprite

Date Range

1/2/2022

12/25/2022



Retailer

☐ Costco

☐ CVS

☐ Target

☐ Walmart

16.48M

Total Units Sold

\$8.22M

Total Sales

37

Average Days to Delivery

\$3.04M

Total Profit

Beverage Industry Overview

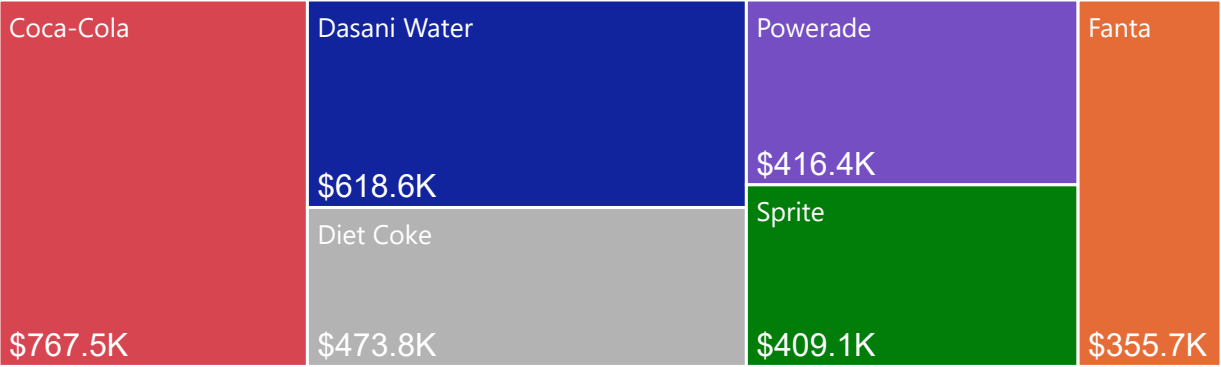
Region

All

State

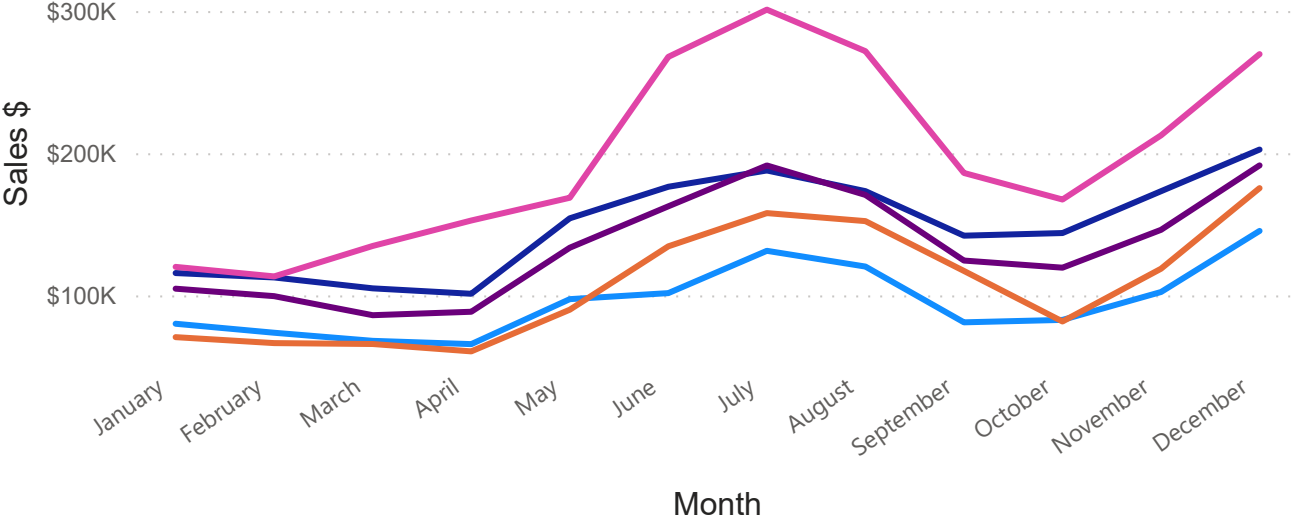
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Profit by Brand



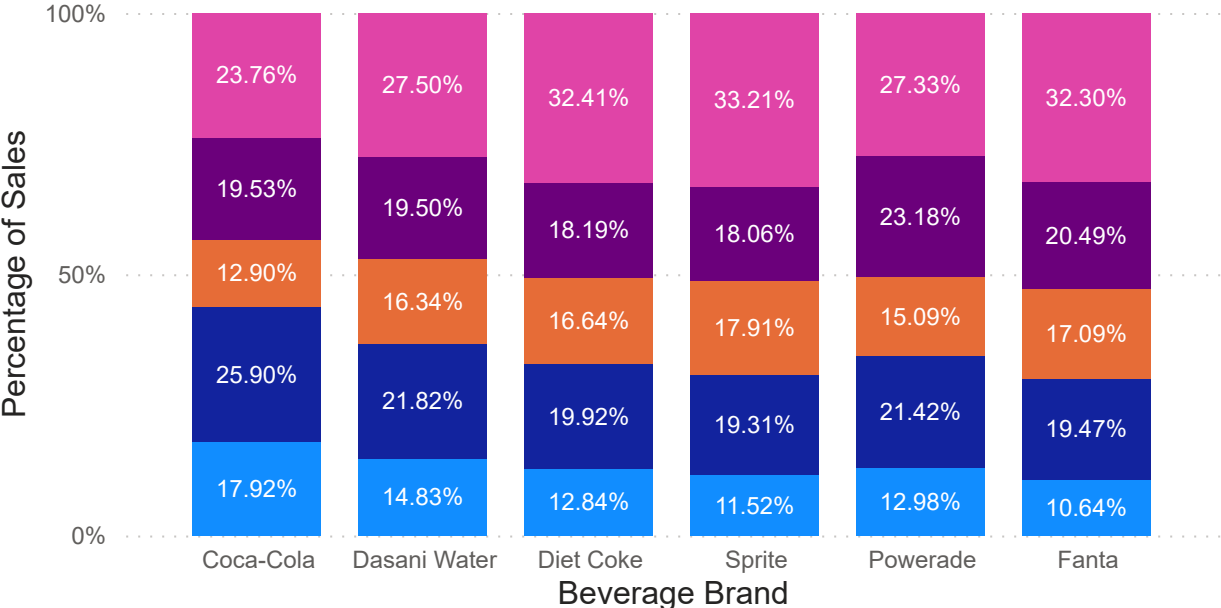
Sales by Month and Region

Region Midwest Northeast South Southeast West



Sales by Brand and Region

Region Midwest Northeast South Southeast West



Beverage Brand

All

Date

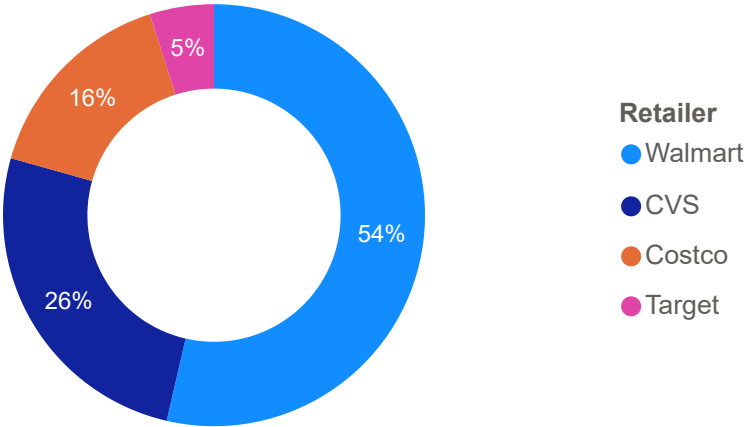
1/2/2022

12/25/2022

Retailer

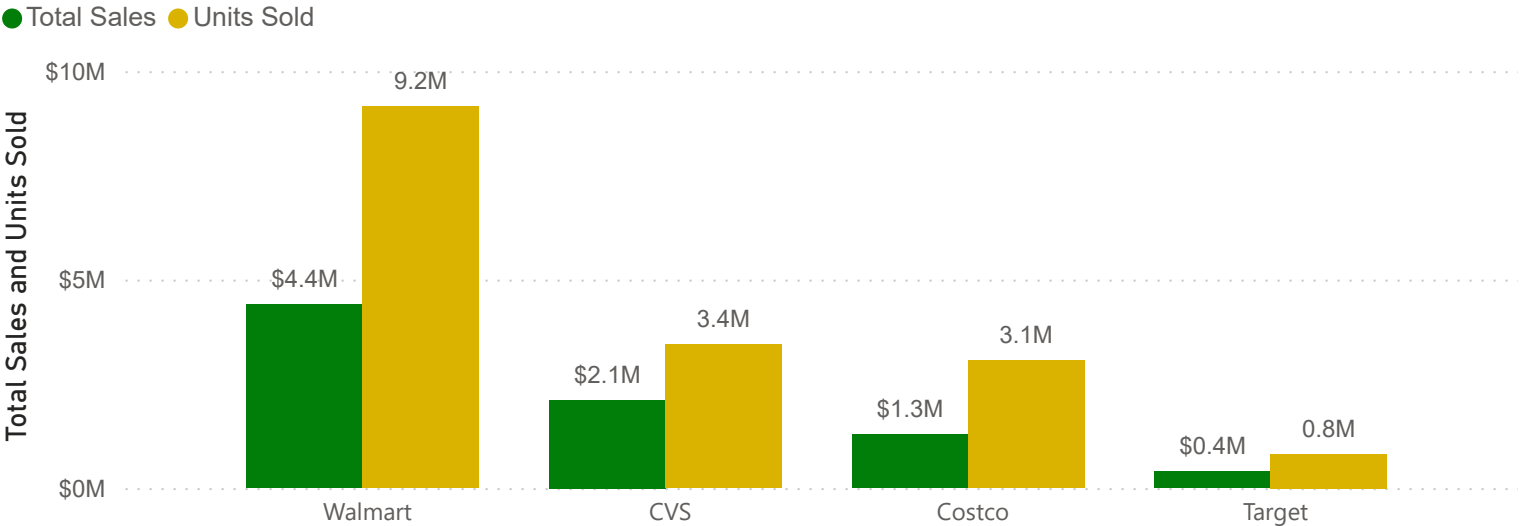
All

Market Share Analysis



Sales Analysis Report

Sales and Units Sold by Retailer



Year	Quarter	Month	Day	Retailer ID	Retailer	Beverage Brand	Delivery Company	Region	State	City	Average Days to Delivery	Units Sold	Average Price per Unit	Total Sales	Operating Profit	Operating Margin
2022	Qtr 1	January	2	1197831	Costco	Coca-Cola	DHL	South	Alabama	Birmingham	60.00	6750	\$0.20	\$1,350.00	\$540.00	40%
2022	Qtr 1	January	2	1197831	Costco	Coca-Cola	DHL	South	Texas	Dallas	43.00	7250	\$0.20	\$1,450.00	\$435.00	30%
2022	Qtr 1	January	2	1197831	Costco	Coca-Cola	UPS	South	Texas	Houston	30.00	9000	\$0.25	\$2,250.00	\$787.50	35%
2022	Qtr 1	January	2	1197831	Costco	Dasani Water	DHL	South	Alabama	Birmingham	23.00	4750	\$0.35	\$1,662.50	\$914.38	55%
2022	Qtr 1	January	2	1197831	Costco	Dasani Water	DHL	South	Texas	Houston	19.00	7000	\$0.35	\$2,450.00	\$1,225.00	50%
2022	Qtr 1	January	2	1197831	Costco	Dasani Water	USPS	South	Texas	Dallas	59.00	5250	\$0.35	\$1,837.50	\$826.88	45%
2022	Qtr 1	January	2	1197831	Costco	Diet Coke	UPS	South	Texas	Dallas	40.00	7250	\$0.30	\$2,175.00	\$652.50	30%
2022	Qtr 1	January	2	1197831	Costco	Diet Coke	USPS	South	Alabama	Birmingham	57.00	6750	\$0.30	\$2,025.00	\$810.00	40%
Total											37.17	16482500	\$0.48	\$8,215,165.00	\$3,041,141.88	37%

Date

1/2/2022

12/25/2022

Geographic Analysis Report

Region

Midwest

Northeast

South

Southeast

West

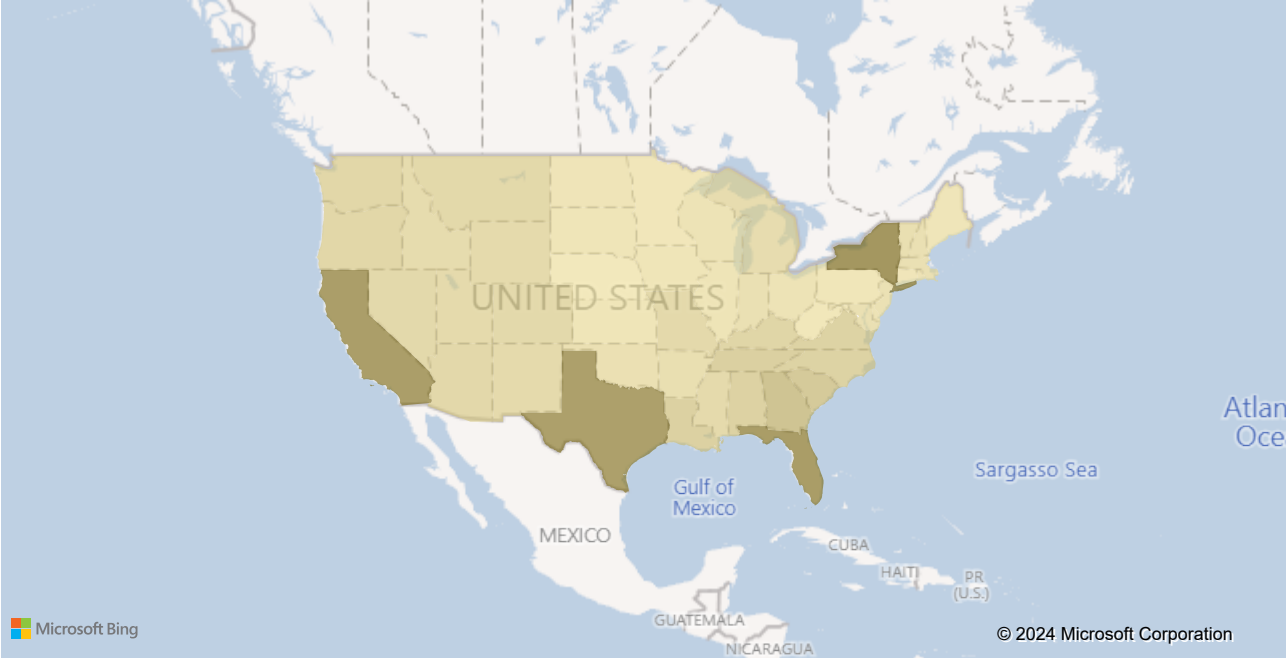
State

All

City

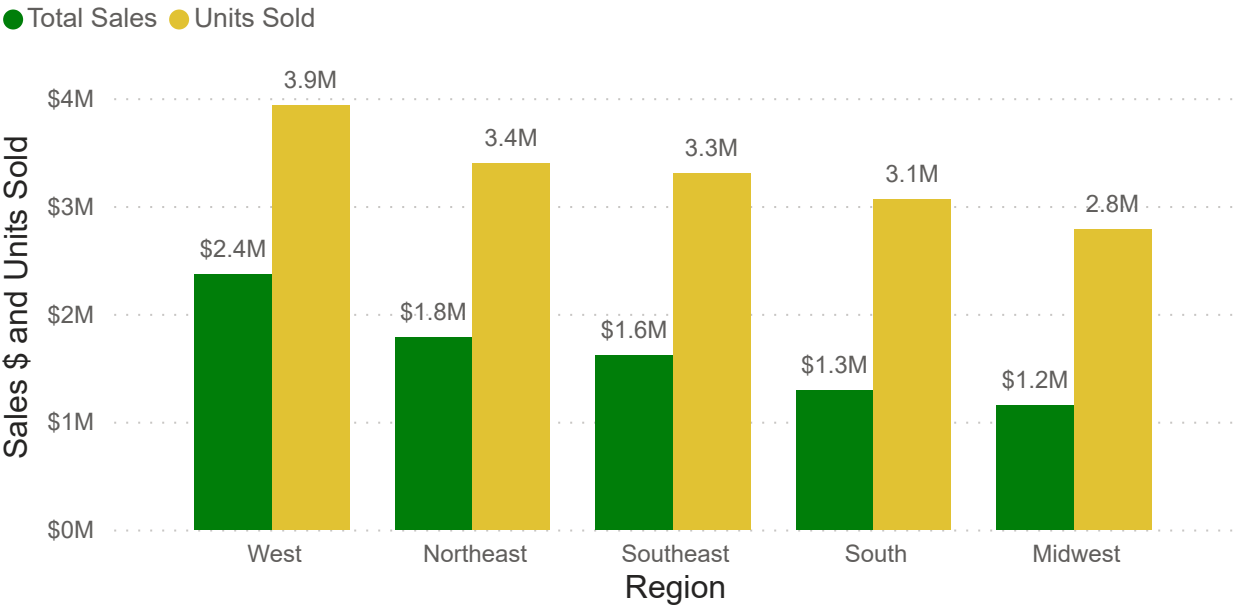
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Total Sales and Units Sold by State

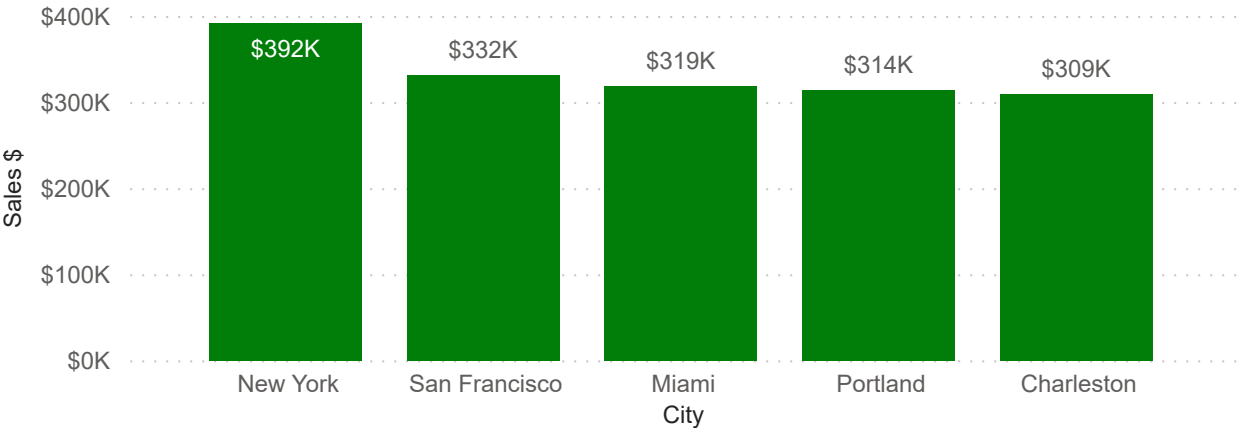


Region	Units Sold	Total Sales	Operating Profit	Operating Margin	Price per Unit
Midwest	2782950	\$1,150,110.00	\$437,471.50	37%	\$0.41
South	3064800	\$1,291,535.00	\$542,046.13	41%	\$0.41
Southeast	3304450	\$1,618,935.00	\$641,553.88	39%	\$0.47
Northeast	3394550	\$1,788,347.50	\$629,546.00	34%	\$0.51
West	3935750	\$2,366,237.50	\$790,524.38	34%	\$0.59
Total	16482500	\$8,215,165.00	\$3,041,141.88	37%	\$0.48

Sales \$ and Units Sold by Region



Sales \$ by City



Date

1/2/2022

12/25/2022

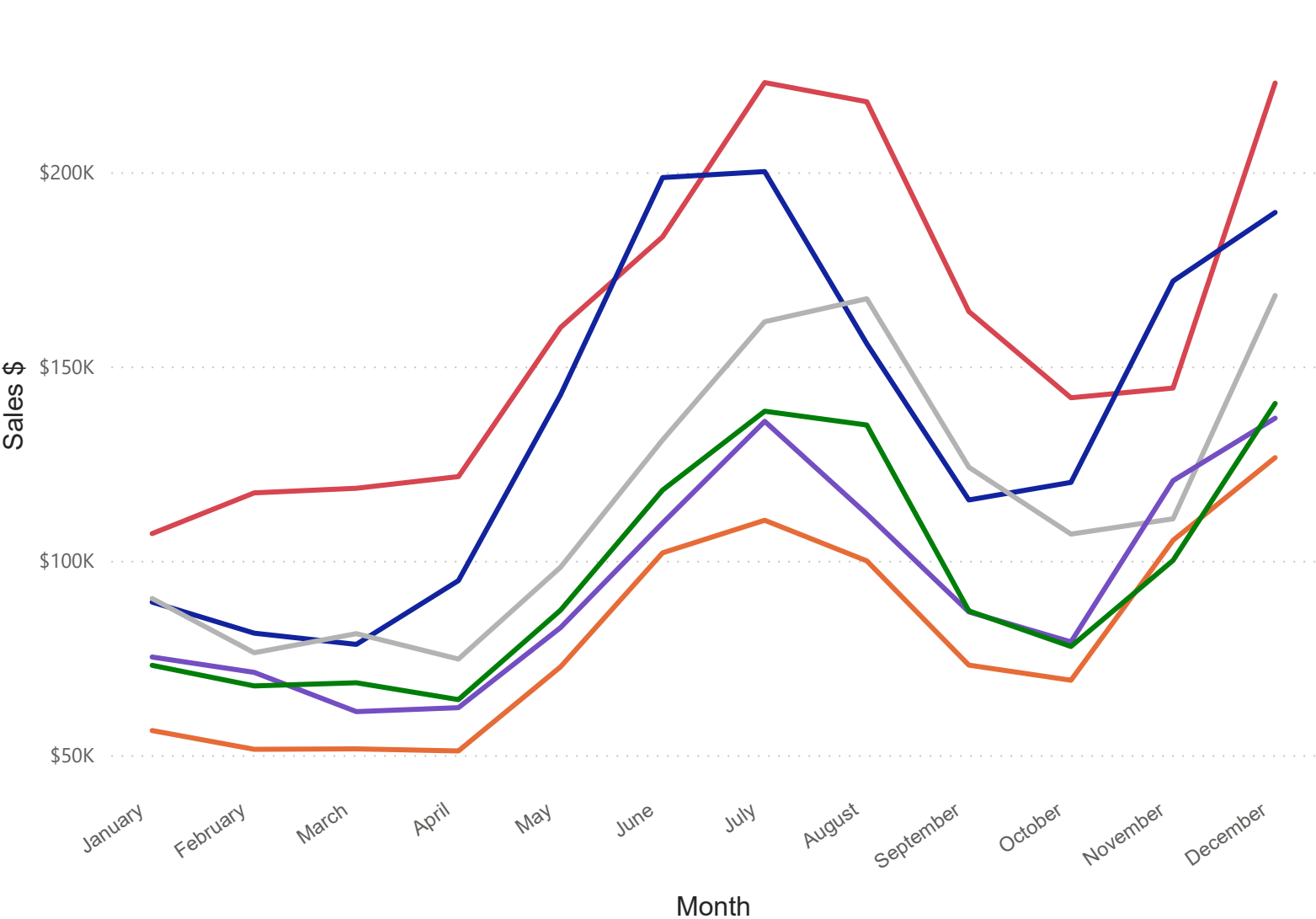
Product Analysis Report

Beverage Brand

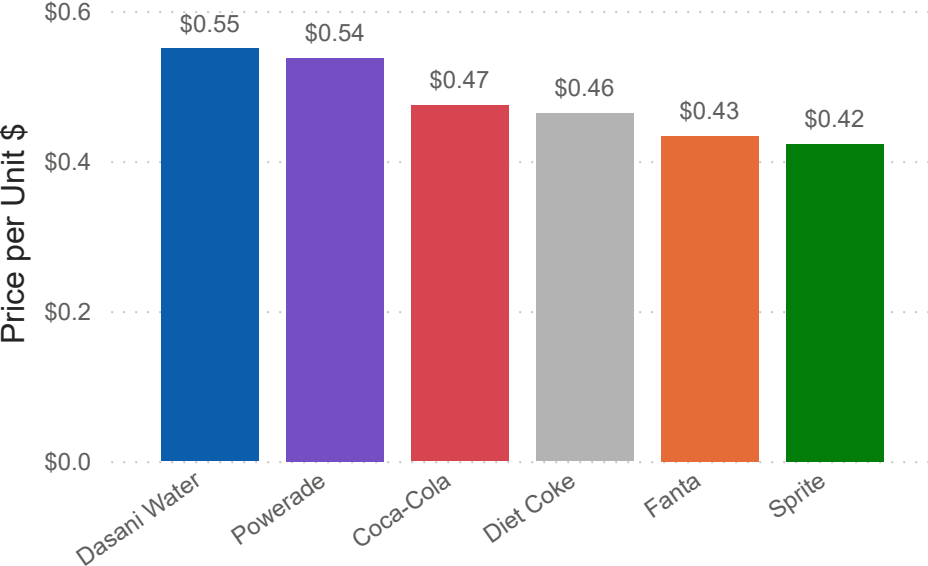
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Total Sales Over Time by Brand

Beverage Brand Coca-Cola Dasani Water Diet Coke Fanta Powerade Sprite



Price Per Unit by Brand



Beverage Brand				
Beverage Brand	Units Sold	Total Sales	Average Price per Unit	Open
Coca-Cola	3989000	\$1,923,052.50	\$0.47	\$3
Dasani Water	2890500	\$1,639,062.50	\$0.55	\$3
Diet Coke	2872000	\$1,391,087.50	\$0.46	\$3
Powerade	2042500	\$1,133,675.00	\$0.54	\$3
Sprite	2588500	\$1,158,400.00	\$0.42	\$3
Fanta	2100000	\$969,887.50	\$0.43	\$3
Total	16482500	\$8,215,165.00	\$0.48	\$3

Dates

1/2/2022

12/25/2022

Delivery and Supply Chain Analysis Report

Region

Midwest

Northeast

South

Southeast

West

Days to Delivery

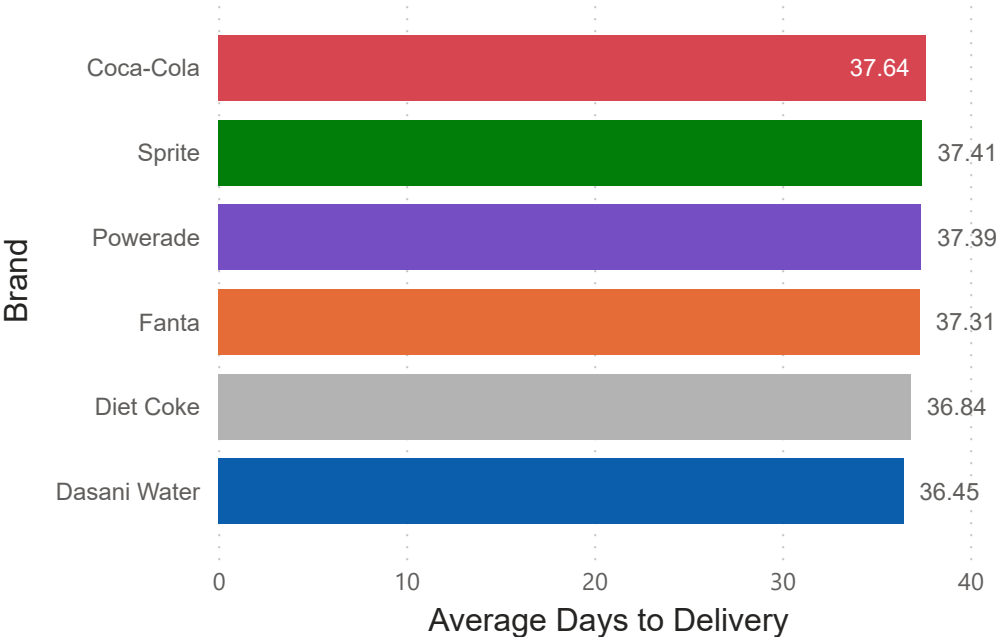
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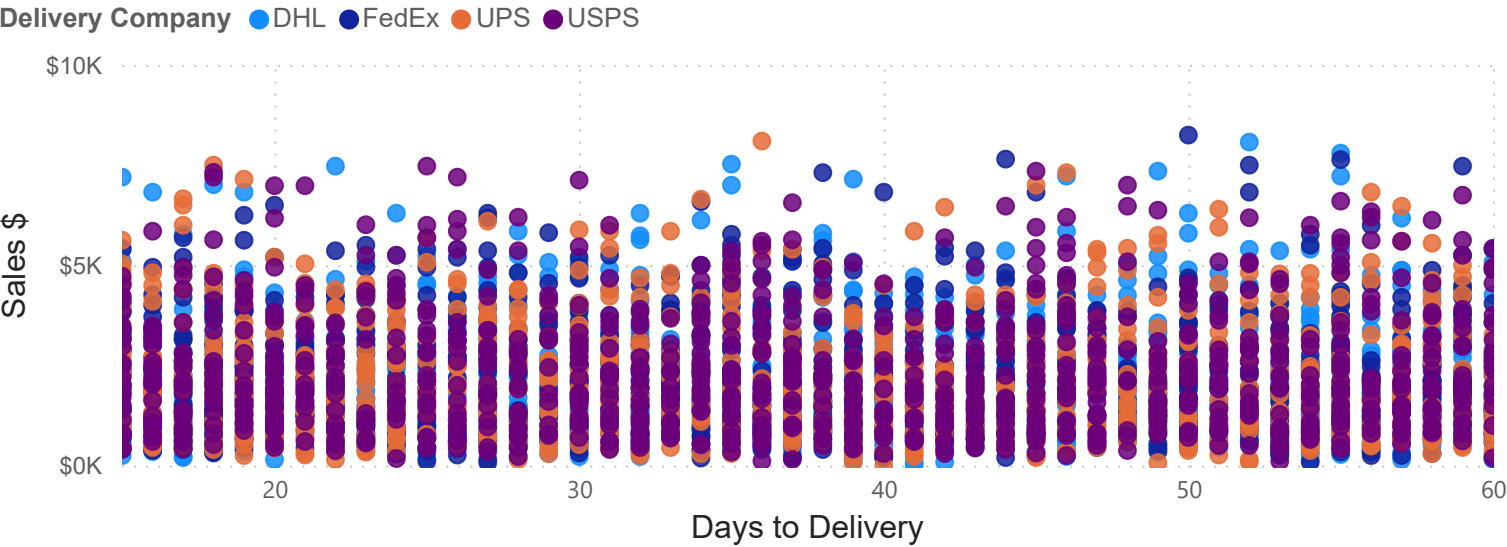
Delivery Company

All

Average Days to Delivery by Beverage Brand



Correlation Between Days to Delivery and Total Sales by Delivery Company



Outlier Delivery Delays by IQR

Year	Quarter	Month	Day	Retailer ID	Retailer	Beverage Brand	Delivery Company	Region	State	City	Average Days to Delivery	Units Sold	Average Price per Unit	Total Sales
2022	Qtr 1	January	14	1185732	Walmart	Coca-Cola	DHL	Northeast	New York	Albany	57.00	8000	\$0.40	\$3,200
2022	Qtr 1	February	12	1185732	Walmart	Sprite	FedEx	Northeast	New York	Albany	50.00	5500	\$0.30	\$1,650
2022	Qtr 2	May	10	1185732	Walmart	Sprite	USPS	Northeast	New York	Albany	60.00	5000	\$0.40	\$2,000
2022	Qtr 2	June	12	1185732	Walmart	Dasani Water	FedEx	Northeast	New York	Albany	50.00	6500	\$0.55	\$3,575
2022	Qtr 3	July	10	1185732	Walmart	Powerade	UPS	Northeast	New York	Albany	52.00	5250	\$0.50	\$2,625
2022	Qtr 4	October	12	1185732	Walmart	Diet Coke	DHL	Northeast	New York	Albany	58.00	6000	\$0.45	\$2,700
Total											54.89	388850	\$0.48	\$1,931,205