**Project Overview**

**Title:** Coca-Cola Sales Dashboard

**Objective:** This project analyzes Coca-Cola's sales data to uncover trends in revenue, product performance, and regional sales contributions. It provides insights into overall sales, regional demand, and key performance indicators (KPIs) to support strategic decision-making for sales growth and operational efficiency.

**Key Insights**

**1. Sales Performance**

* **Total Sales:** ₹12,016,665
* **Units Sold:** 24,788,610
* **Average Price per Unit:** ₹0.452
* **Operating Profit:** ₹4,722,496.77

This demonstrates Coca-Cola’s strong market presence and profitability, with a high volume of sales at competitive pricing.

**2. Regional Insights**

* **Regions Analyzed:** Includes breakdowns for areas like Northeast, based on invoice data.
* The data highlights **regional demand patterns**, helping to identify high-performing markets and areas requiring focused marketing efforts.

**3. Product Performance**

* Popular beverages such as Coca-Cola and Diet Coke are major contributors to sales revenue.
* Product pricing (₹0.5 per unit) aligns with competitive strategies to drive bulk sales volumes.

**4. Retailer Contributions**

* Retailer partnerships, such as with BevCo, show substantial sales volumes and play a critical role in the supply chain.

**5. Profitability Metrics**

* **Operating Margin:** Notable differences in profitability (e.g., Coca-Cola’s 0.5 vs. Diet Coke’s 0.3) suggest opportunities to optimize costs or pricing strategies.

**Visualizations**

* **Bar Charts:** Illustrate units sold and revenue by region to identify high-performing markets.
* **KPI Cards:** Highlight metrics like total sales, average price per unit, and operating profit for quick reference.

**Tools Used**

* **Microsoft Excel:** Data cleaning and transformation.

**Conclusion**

The Coca-Cola Sales Dashboard provides actionable insights into sales performance, regional demand, and profitability metrics. These findings can guide Coca-Cola’s strategic planning, including regional marketing campaigns, product promotions, and pricing strategies to enhance overall business performance.