

SALES DASHBOARD

1.02M

avg daily net sale

28.34M

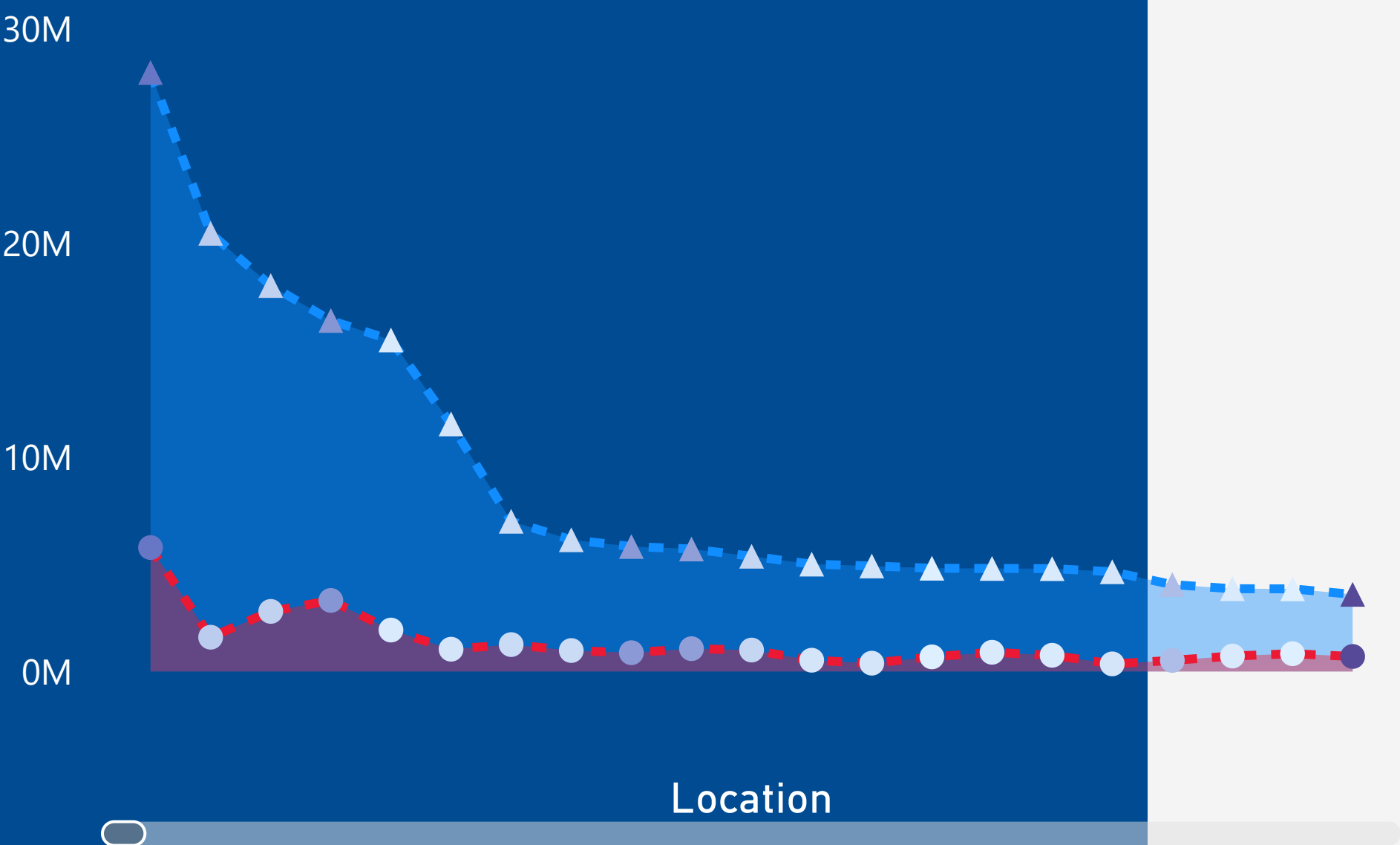
AvgMonthlyNetSale

40

Count of Brand Name

Net Sales By Location

▲ Sum of NetSales ● Sum of Units



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56M

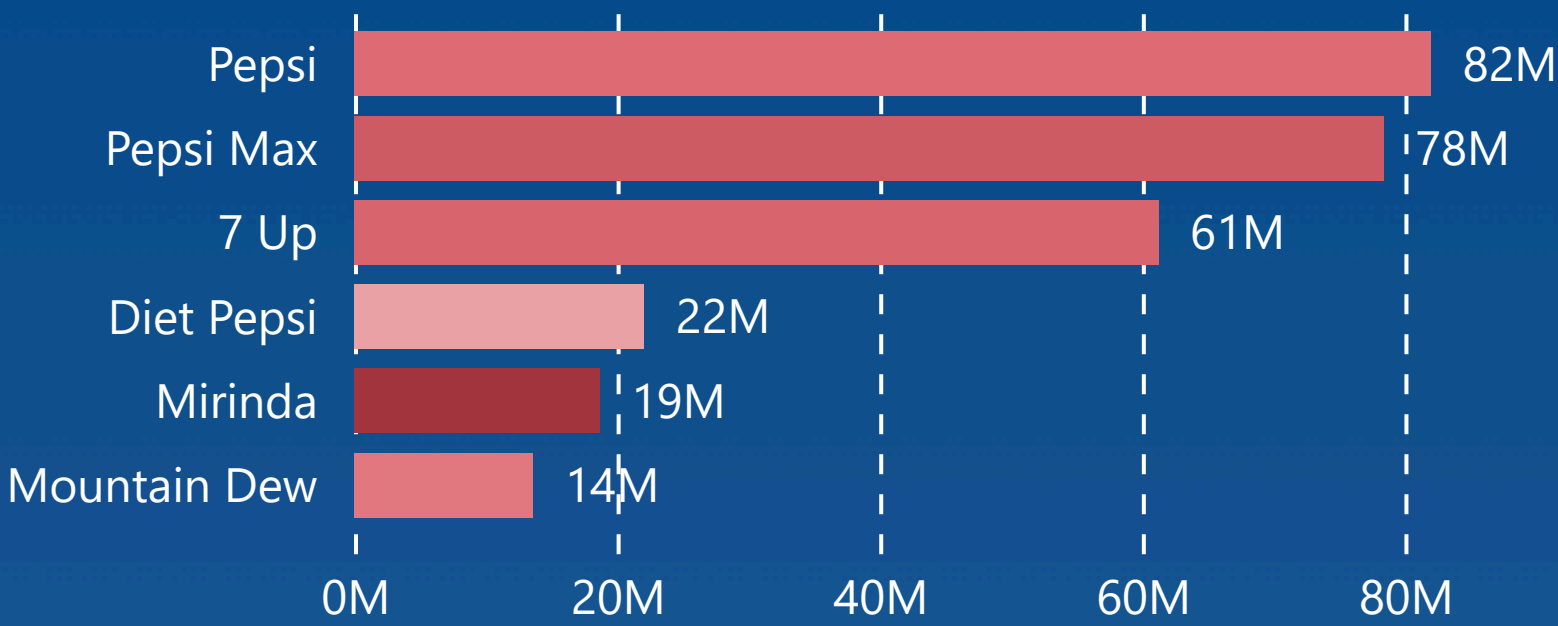
Sum of Units

Brand Name

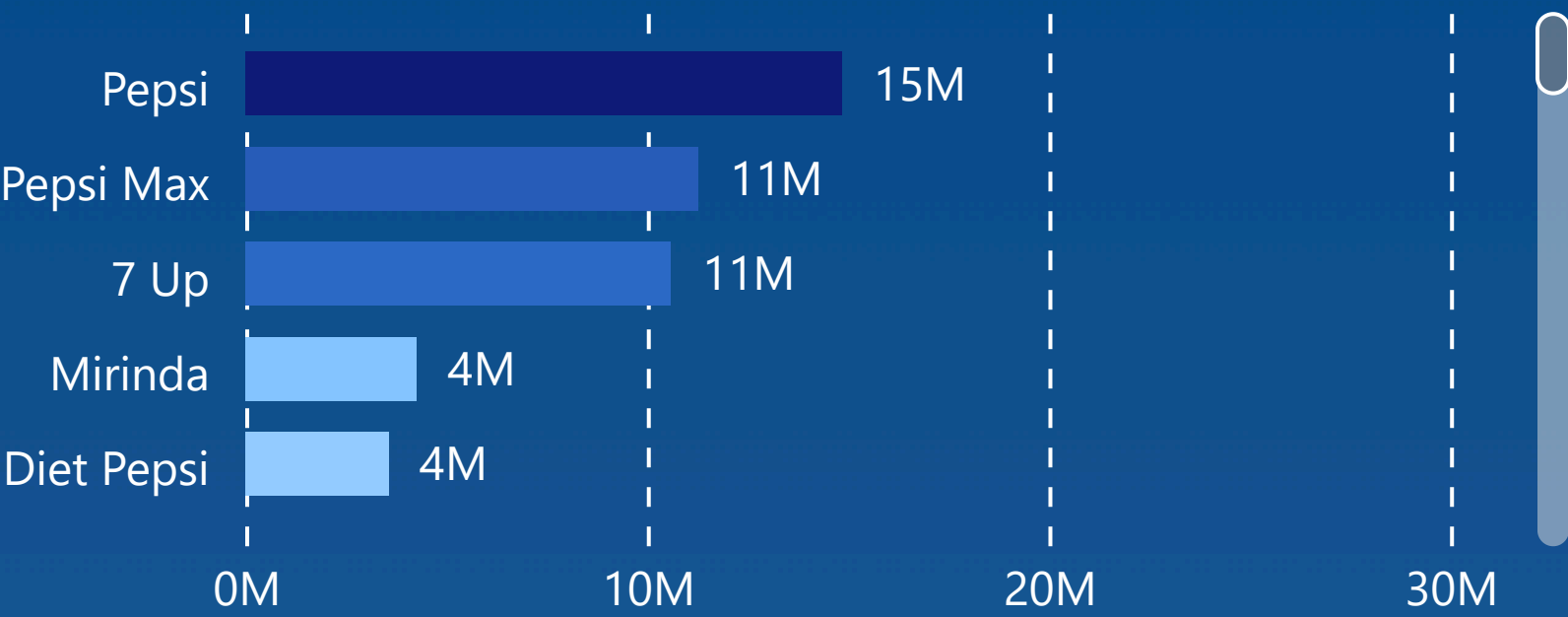
All



Net Sales



Units Sold



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MARKET SHARE

23 %

marketShare Pepsi Max

340,085,233.40
total Pepsico net ...
78,399,165.19
pepsi Max net Sal...

24 %

marketShare Pepsi

340,085,233.40
total Pepsico n...
82,013,606.13
Pepsi net sales

21 %

marketShare 7 Up

340,085,233.40
total Pepsico net s...
69,806,807.94
7 Up net sales

6 %

marketShare Diet Pepsi

340,085,233.40
total Pepsico net sales
22,072,050.68
Diet pepsi net sales

5 %

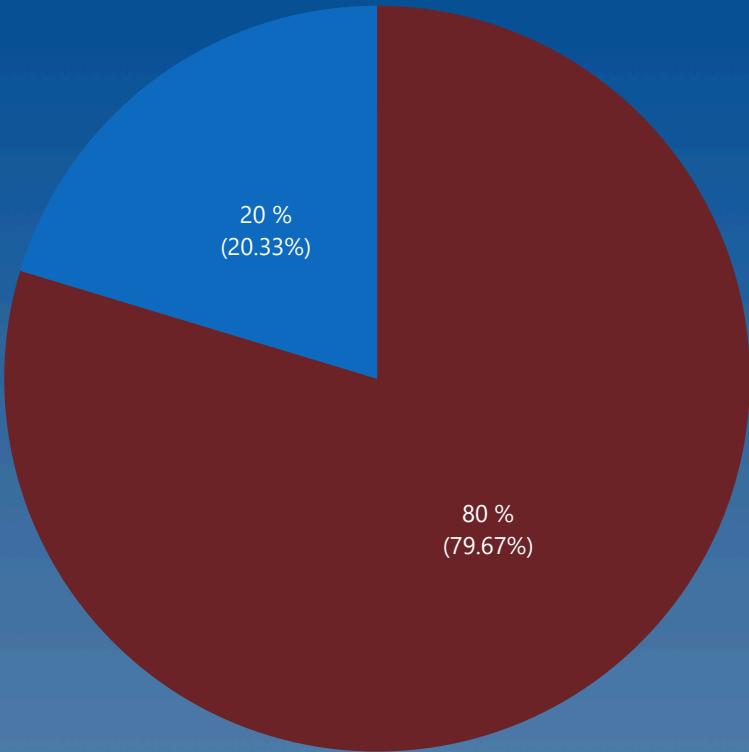
marketShare Mirinda

340,085,233.40
total Pepsico net sales
18,658,925.67
Mirinda net sales

80 %

marketShare top5

340,085,233.40
total Pepsico net sales
270,950,555.61
Top 5 net sales



20 %

MarketShare Remaining

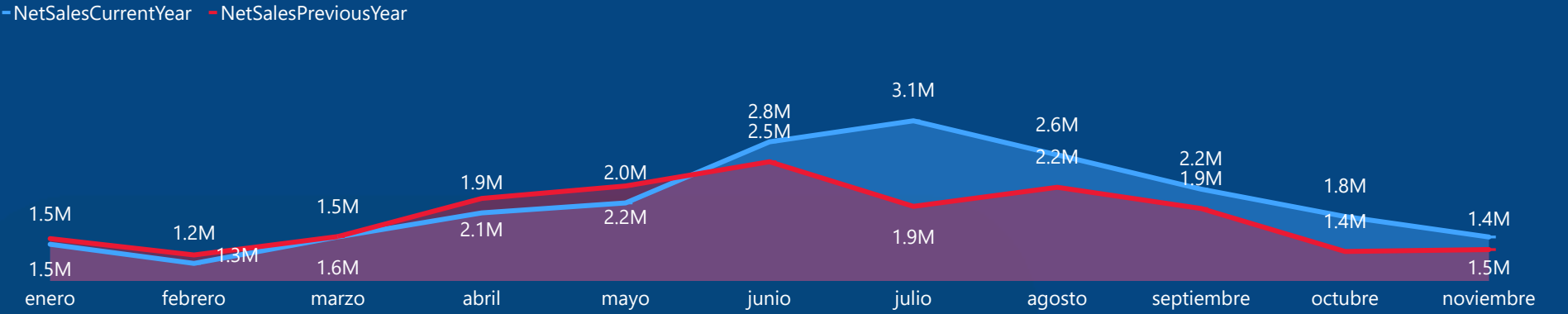
340,085,233.40
total Pepsico net sales
69,134,677.79
remainings products ...

2014 Vs. 2015

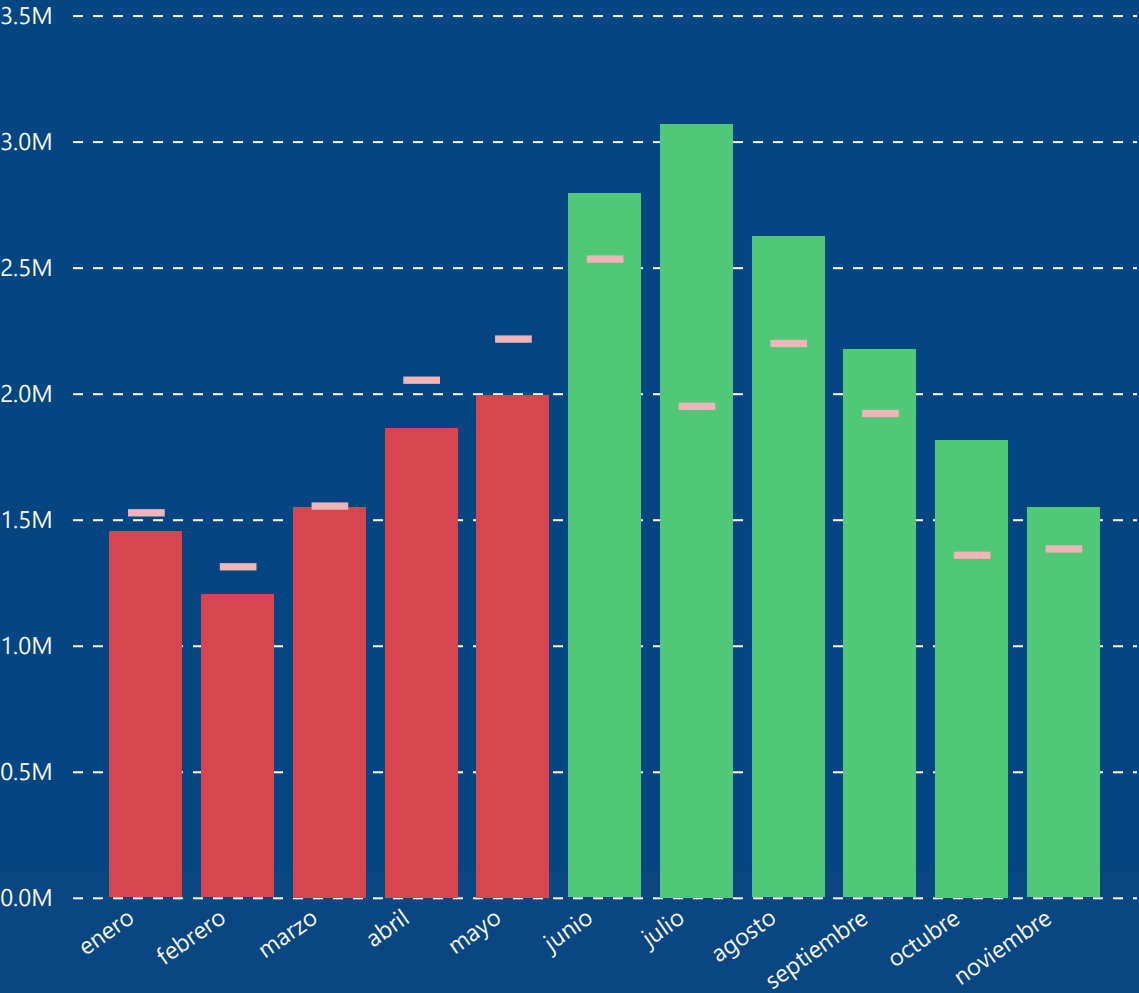
BRANDS

Diet Pepsi

Net Sales Current Year Vs Past Year



Net Sales 2014 VS 2015 - Diet Pepsi



10.41 %

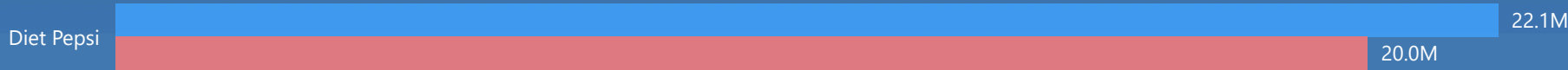
sales variation ratio

2.08M

nominal value sales variation

Last Year Vs Present Year (Net Sales)

NetSalesCurrentYear NetSalesPreviousYear



Correlation: Discounts and Margin

5 TOP products

All

5 BOTTON products

All

Brand Name

7 Up

% Margin

13 %

% Discount

6 %

Units

56M

Margin

143M

Discount

67M

DISCOUNTS

29,772,178.13	15,089,882.29	21,866,510.23
Especial Promo in Fact	Logistic discount	Promotion discount-out Fact

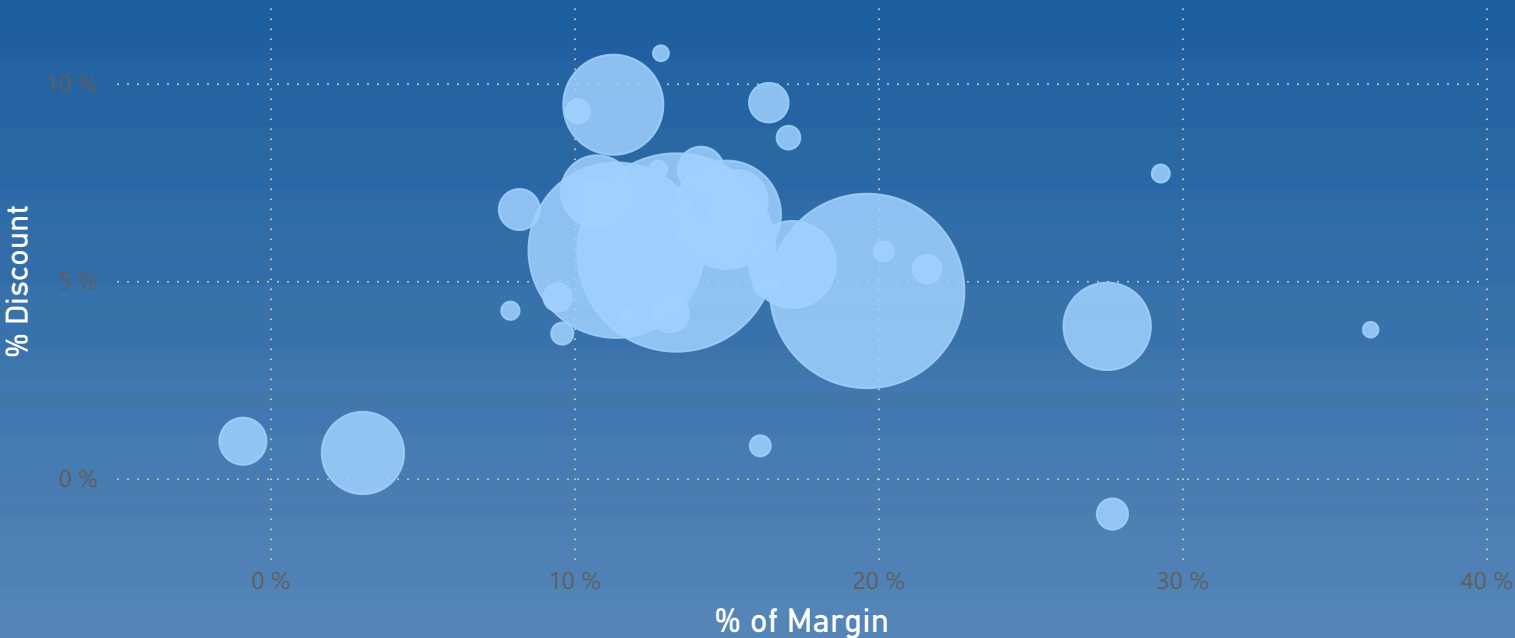
10 TOP PRODUCT by % of Margin

Brand Name	% of Margin	% Discount	% Of Sales
Santa Ana	36.21 %	3.76 %	59.69 %
Red Rock Deli	29.30 %	7.71 %	53.01 %
Quaker Oats	27.71 %	-0.90 %	48.54 %
Mountain Dew	27.54 %	3.85 %	54.31 %
Fritos	21.61 %	5.30 %	39.51 %
Tostitos	20.19 %	5.74 %	40.15 %
Pepsi Max	19.64 %	4.74 %	38.50 %
Liption Iced Tea	17.19 %	5.41 %	34.98 %
Radical	17.06 %	8.62 %	33.66 %
Naked Juice	16.41 %	9.51 %	36.68 %
Total	20.01 %	4.82 %	39.45 %

10 BOTTOM PRODUCT by % of Margin

Brand Name	% of Margin	% Discount	% Of Sales
Doritos	11.22 %	7.05 %	33.86 %
Tropicana	10.76 %	7.26 %	27.60 %
Pepsi Wild Cherry	10.64 %	7.10 %	33.05 %
Kas	10.13 %	9.29 %	33.95 %
SoBe	9.61 %	3.66 %	43.35 %
Sabritas	9.46 %	4.58 %	36.19 %
Adobadas			
Mountain Dew	8.20 %	6.80 %	32.92 %
Zero Sugar			
Sierra Mist	7.91 %	4.24 %	22.39 %
Total	6.12 %	3.74 %	28.19 %

CORRELATION % of Margin - % of Discount



Correlation: Discounts and Margin

5 TOP products

Select all	Fritos	Mountain Dew	Quaker Oats	Red Rock Deli	Santa Ana
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5 BOTTOM products

Select all	Bare Snacks	Lay's	Mountain Dew Zero S...	Sierra Mist	SoBe
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$P_{xy} = Cov_{xy} / Des_x Des_y$

PEARSON COEFFICIENT

0.12

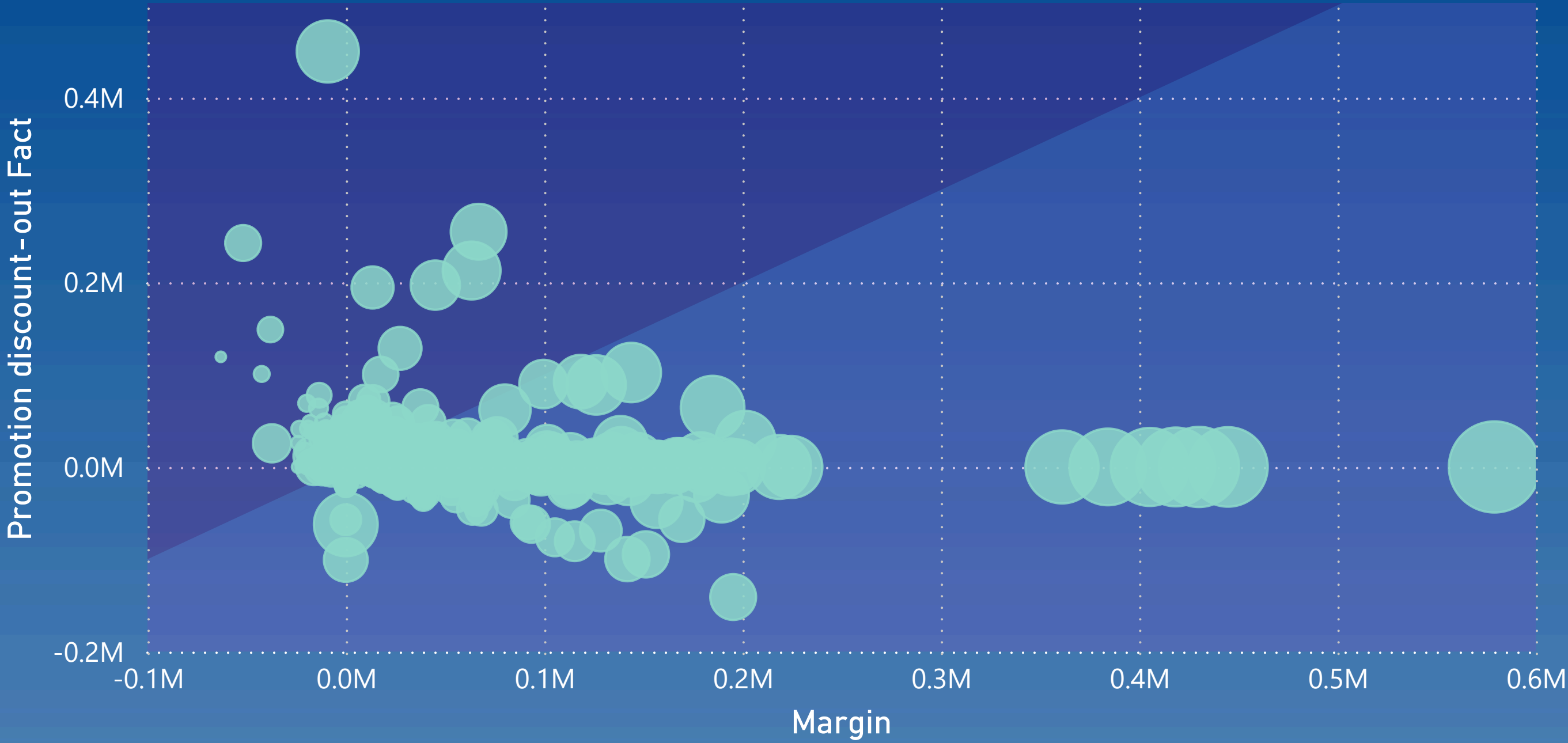
CoeficientePearson Margin%Discounts

COVARIANCE

2.85M

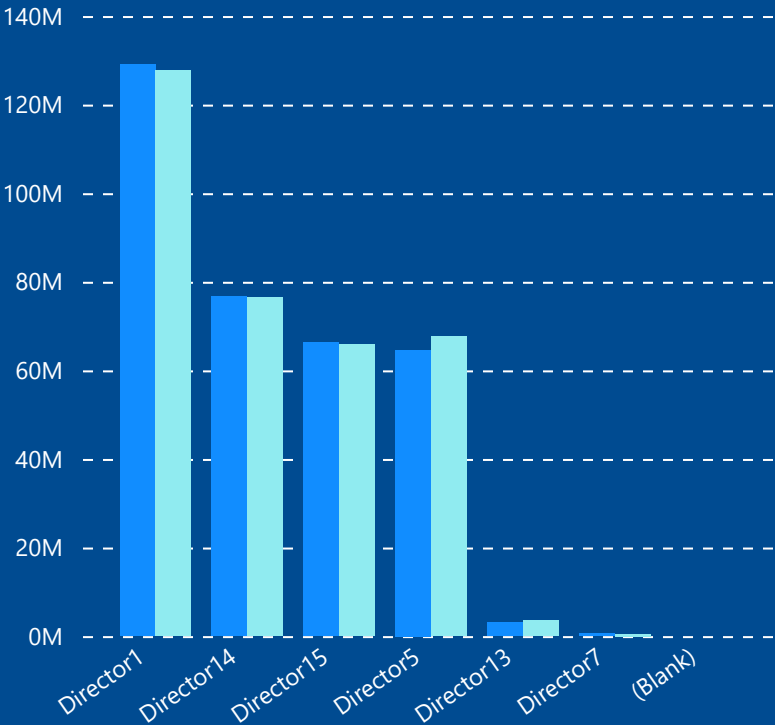
Covarianza_MarginDiscount

CO RELATION

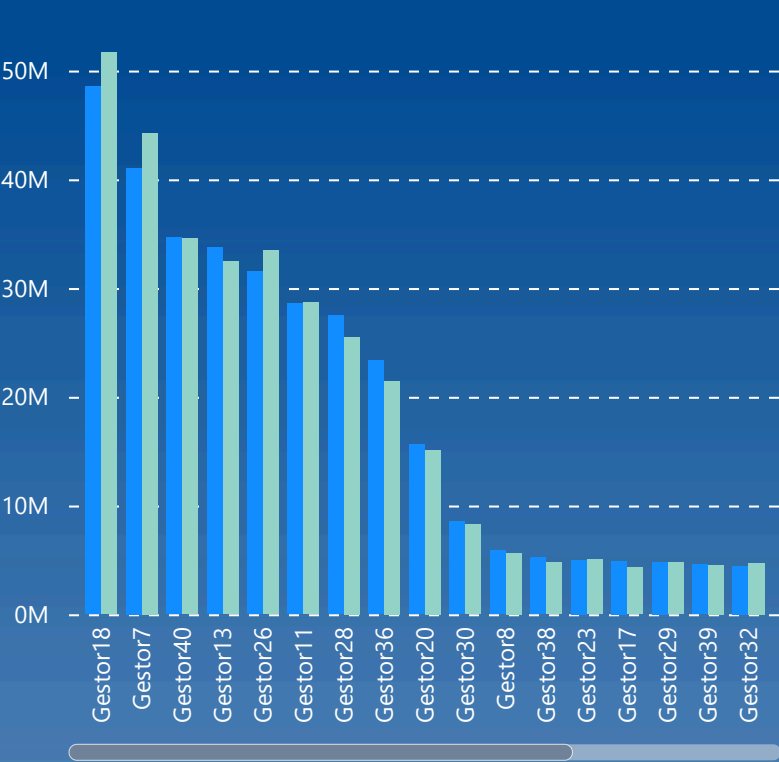


NET SALES by Manager Director

Net Sales CY and Net Sales PY By Directors



Net Sales CY and Net Sales PY By Sales Associate



DIRECTORS

Director1	Director15	Director7
Director13	Director5	
Director14	Director6	

SalesForce.AccountManagerDirector2Desc	Brand Name	NetSalesCurrentYear
Director7	7 Up	395,907.14
Director13	7 Up	1,554,464.78
Director15	Pepsi	15,726,809.36
Director5	Pepsi Max	17,686,769.97
Director14	Pepsi	18,947,624.53
Director1	Pepsi	31,723,416.10
Total		86,034,991.88

SalesForce.AccountManagerKAN2Desc	Brand Name	NetSalesCurrentYear
Gestor18	Pepsi Max	11,716,436.87
Gestor40	Pepsi	10,695,007.88
Gestor7	Pepsi Max	10,561,078.46
Gestor13	Pepsi Max	9,654,636.39
Gestor20	Pepsi	7,978,001.39
Gestor11	Pepsi Max	7,902,046.45
Gestor26	7 Up	7,654,050.64
Gestor28	Lay's	7,496,345.98
Gestor36	Pepsi	6,664,974.82
Gestor23	7 Up	3,279,767.79
Gestor17	7 Up	2,772,171.78
Gestor30	Pepsi Max	2,297,228.72
Gestor8	Pepsi Max	2,284,920.36
Gestor32	Pepsi Max	1,889,155.32
Gestor39	Mirinda	1,654,988.75
Gestor29	Diet Pepsi	1,642,933.53
Gestor38	Mirinda	1,558,997.54
Gestor6	7 Up	1,554,464.78
Gestor15	Pepsi Max	1,457,751.64
Gestor19	Pepsi Max	1,193,382.48
Gestor35	Pepsi	591,874.43
Gestor41	Diet Pepsi	529,399.53
Total		103,425,522.67