INTERNATIONAL BREWERY SALES ANALYSIS & DASHBOARD (2017 - 2019)

Total Revenue	Highest Revenue (Country)	Territtory with Highest Revenue	Year with Highest Revenue	Current Year Count
$105,587,420.00	Senegal $21,485,190.00	Francophone	2017	(All)

Profit in Anglo vs Franco

- $42,389,260.00, 40% — Anglophone
- $63,198,160.00, 60% — Francophone
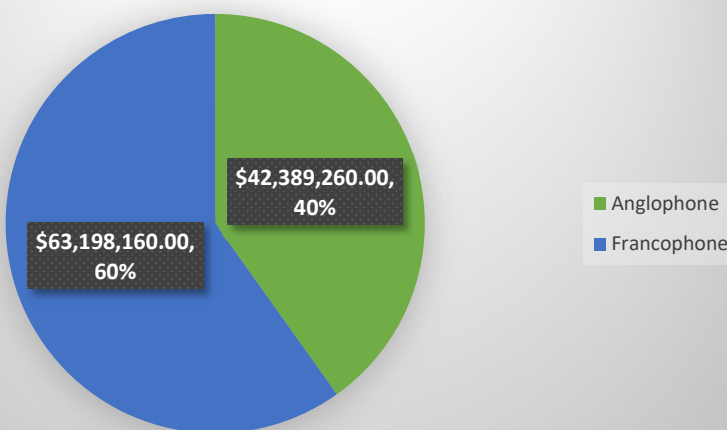
Chart showing profit distribution according to year

	2017	2018	2019
Total	$38,503,320.00	$37,063,850.00	$30,020,250.00

YEARS
- 2017
- 2018
- 2019

Territories
- Anglophone
- Francophone

COUNTRIES
- Benin
- Ghana
- Nigeria
- Senegal
- Togo

BRANDS
- beta malt
- budweiser
- castle lite
- eagle lager
- grand malt
- hero
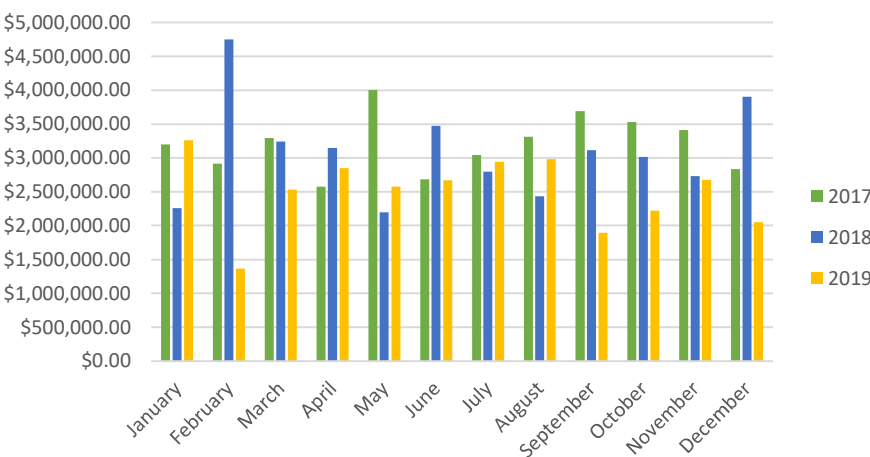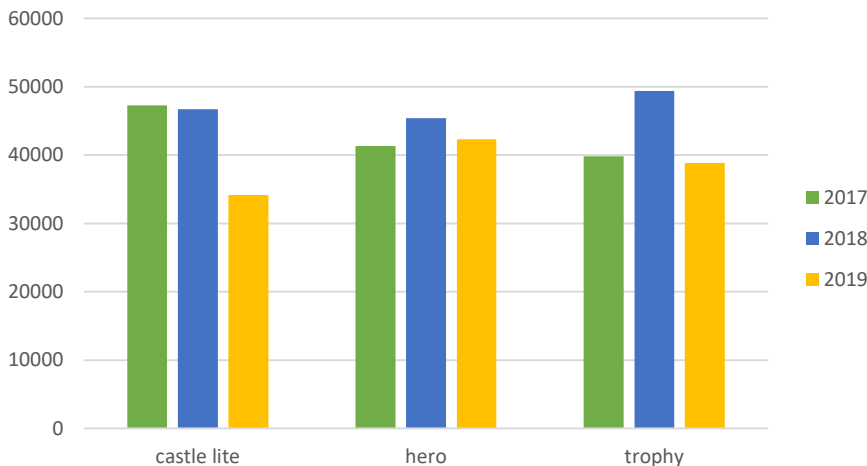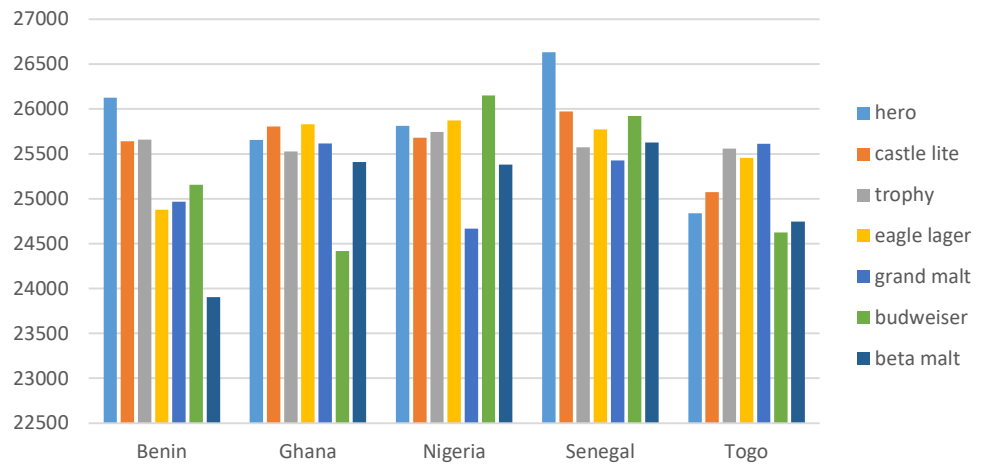- trophy
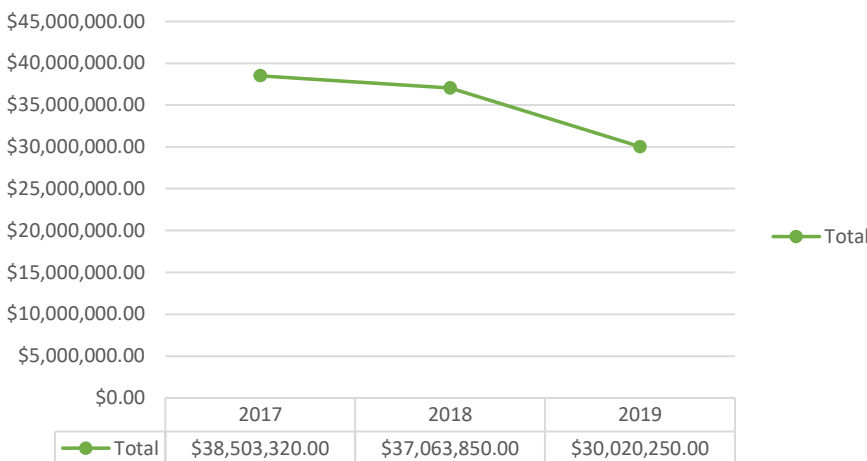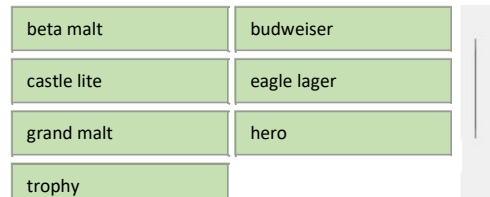
Profit across months

Consumption Rate of Top 3 brands by years

Consumption across countries

International Brewery Sales Analysis & Dashboard (2017 - 2019)

This project provides a comprehensive analysis of beer and malt beverage consumption across five African countries: Togo, Senegal, Nigeria, Benin, and Ghana, spanning a period of three years (2017–2019). The raw data was analyzed and visualized using Microsoft Excel, focusing on trends, territory performance, brand preferences, and consumer behavior across Anglophone and Francophone territories.