



PEPSICO: DATA QUERY

BA Capstone Project: Individual
Assignment

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BA- Jan Intake



ASSUMPTIONS:

The date range (IRI Week) is taken from 1636-1637 for calendar date starting from January 3, 2011 and ending on Jan 1, 2012: hence covering the data for year- 2011.

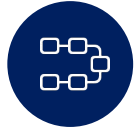


Question:

- What is PepsiCo's total volume and revenue in 2011 for the category? What are the top 3 regions?
- What is PepsiCo market share (for revenue)?



PepsiCo : 2011

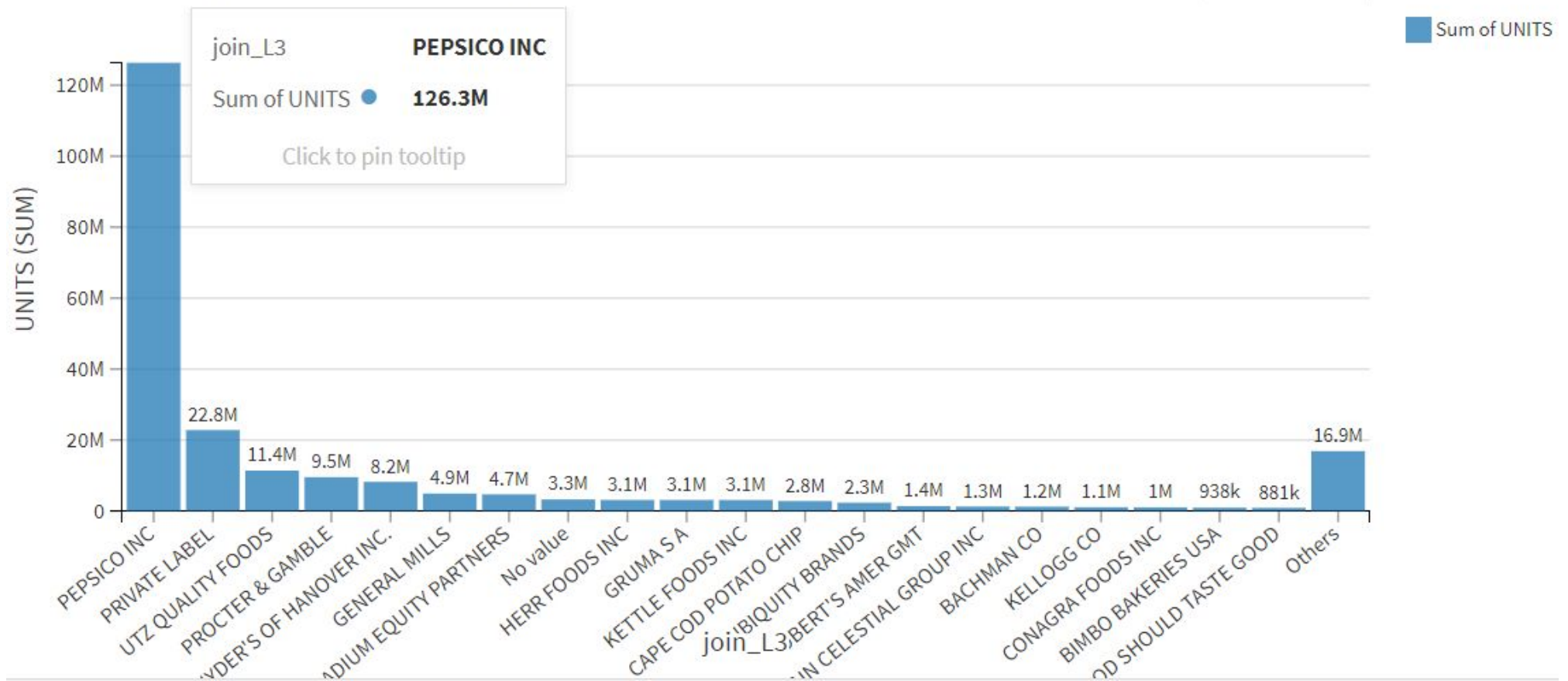
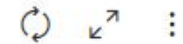


Total Volume : Total Volume for PepsiCo in 2011 is : 126.3 M units for IRI Week 1636-1687.

Total Volume by PepsiCo and its Competitors

19640872 records

Run on DSS



PepsiCo: 2011

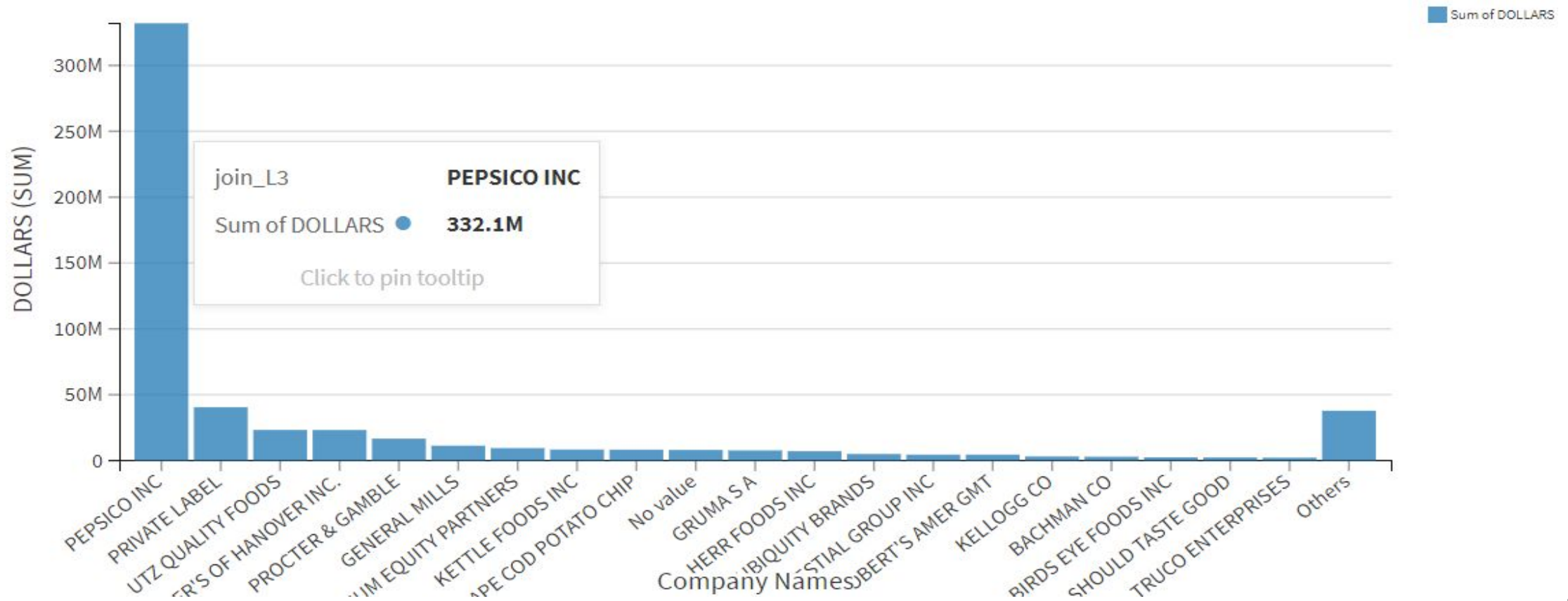
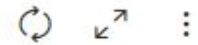


Total Revenue: Total Revenue for PepsiCo in 2011 is 332.1M for IRI Week 1636-1687

Total Revenue by PepsiCo and its Competitors

19640872 records

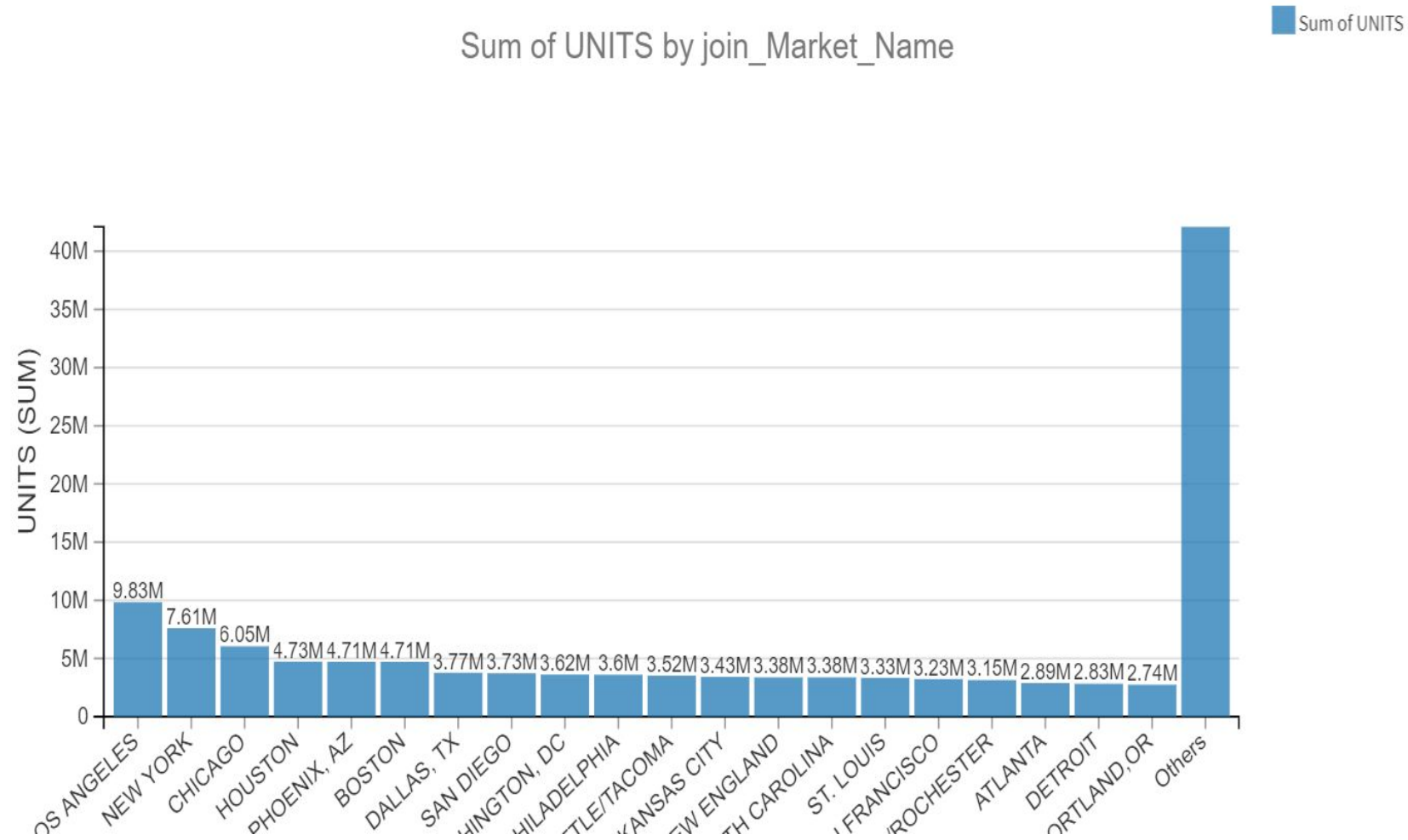
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PepsiCo: 2011- Top Regions by Units

The top 3 regions for PepsiCo based on units sold in 2011 are: **Los Angeles, New York, and Chicago.**

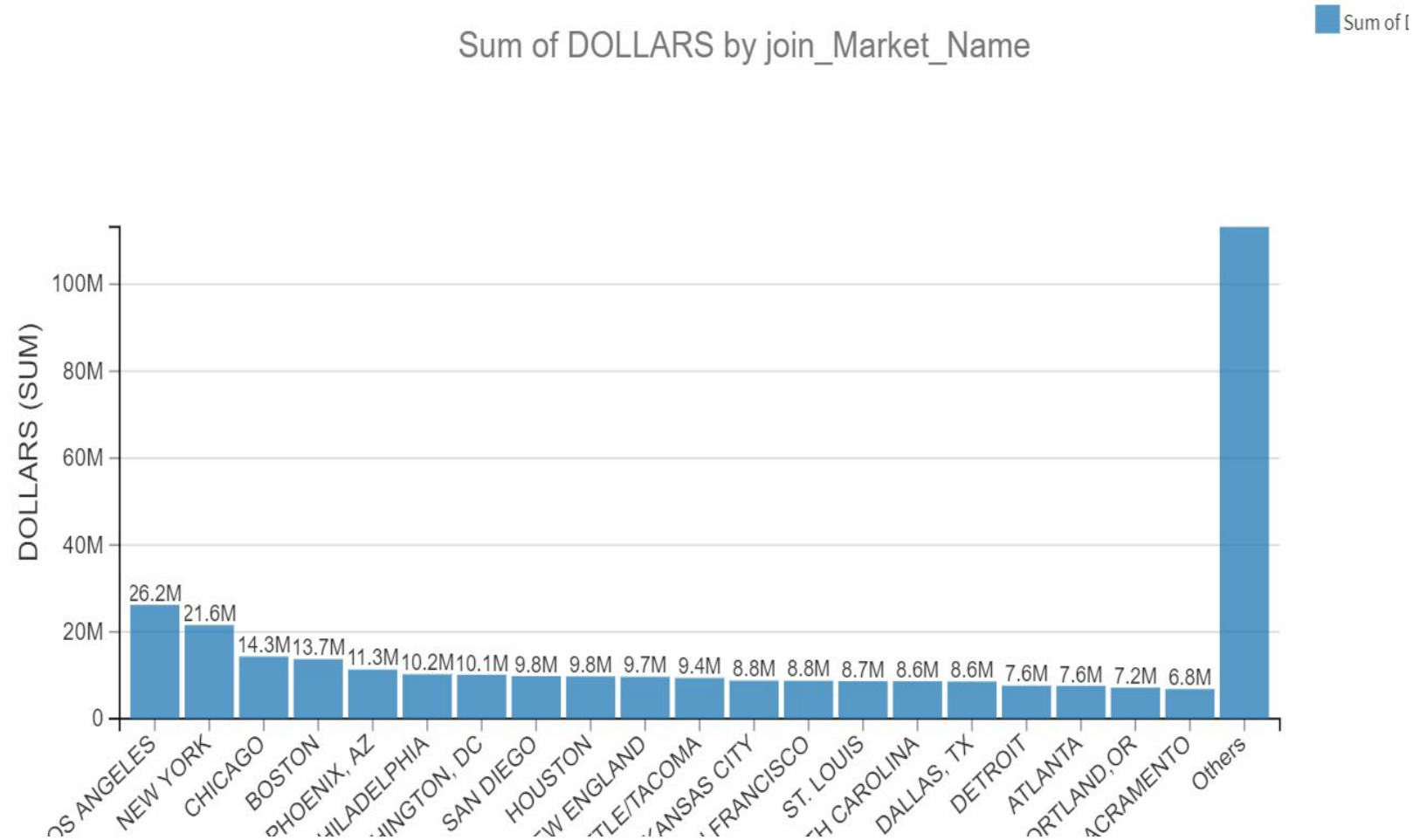
Los Angeles leads the pack with a staggering **9.83 million** units sold, followed by New York with **7.61 million** units. Chicago completes the trio with **6.05 million units** sold. These regions have proven to be crucial markets for PepsiCo, contributing significantly to the company's overall sales



PepsiCo: 2011- Top Regions by Dollars

The top 3 regions for PepsiCo based on units sold in 2011 are: **Los Angeles, New York and Chicago**

Los Angeles leads the pack with a staggering **26.2 million dollars**, followed by New York with **21.6 Million Dollars**. Chicago completes the trio with **14.3 million dollars**. These regions have proven to be crucial markets for PepsiCo, contributing significantly to the company's overall sales

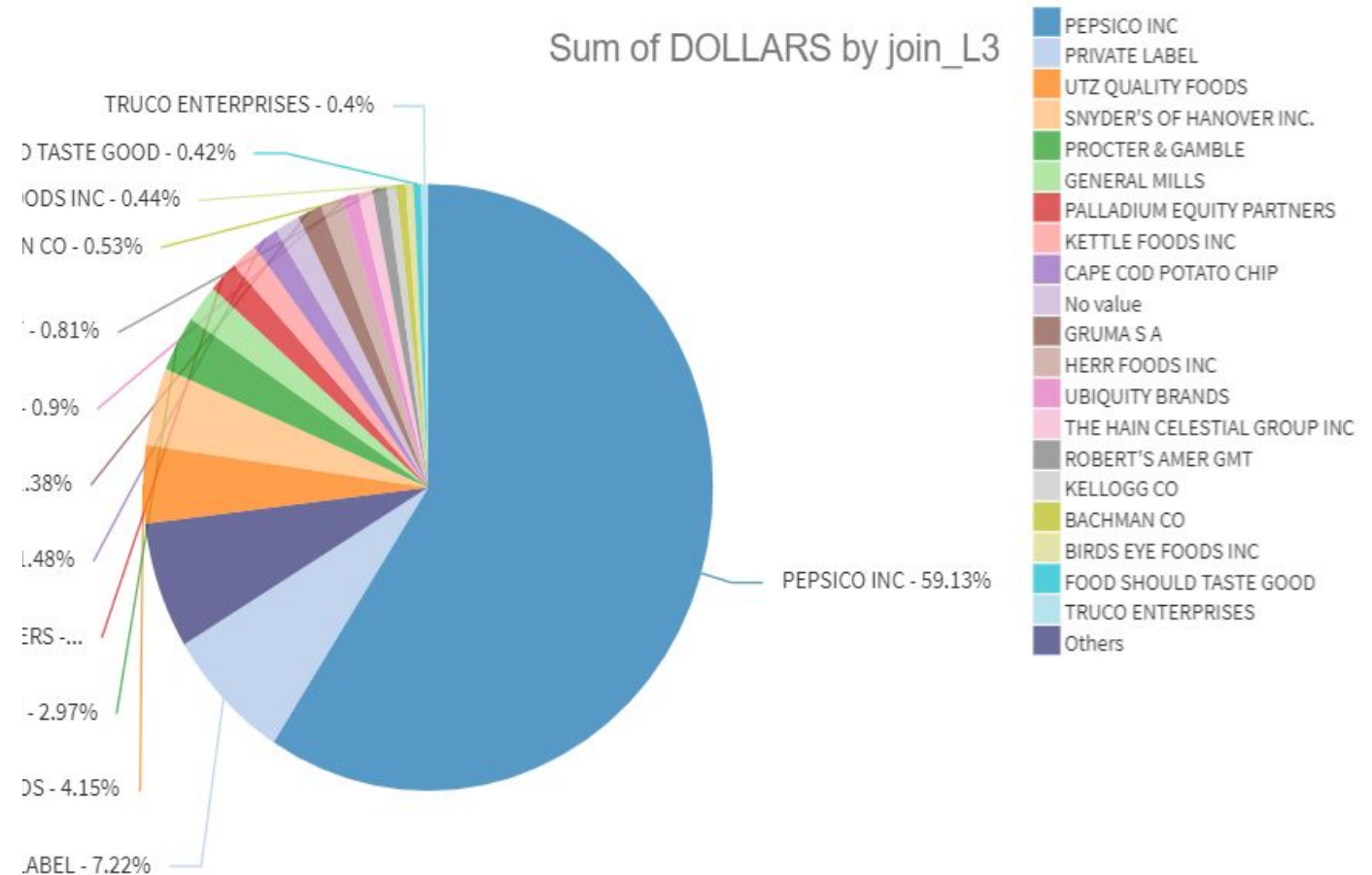


PepsiCo Market Share (for Revenue)

PepsiCo's Market Share: 59.13%

Analysis:

PepsiCo dominates the market with a substantial 59.13% share based on revenue, significantly overshadowing competitors. This commanding presence illustrates PepsiCo's strong position within the industry.



Question:

Focusing on the New York area:

- Identify the top customers (retailers)
- List the top products (including PepsiCo & competitors)
- For the 1-3 top-seller items, how strong is the promotional activity?
- Calculate Volume Sold on Deal (VSoD) for PepsiCo products.

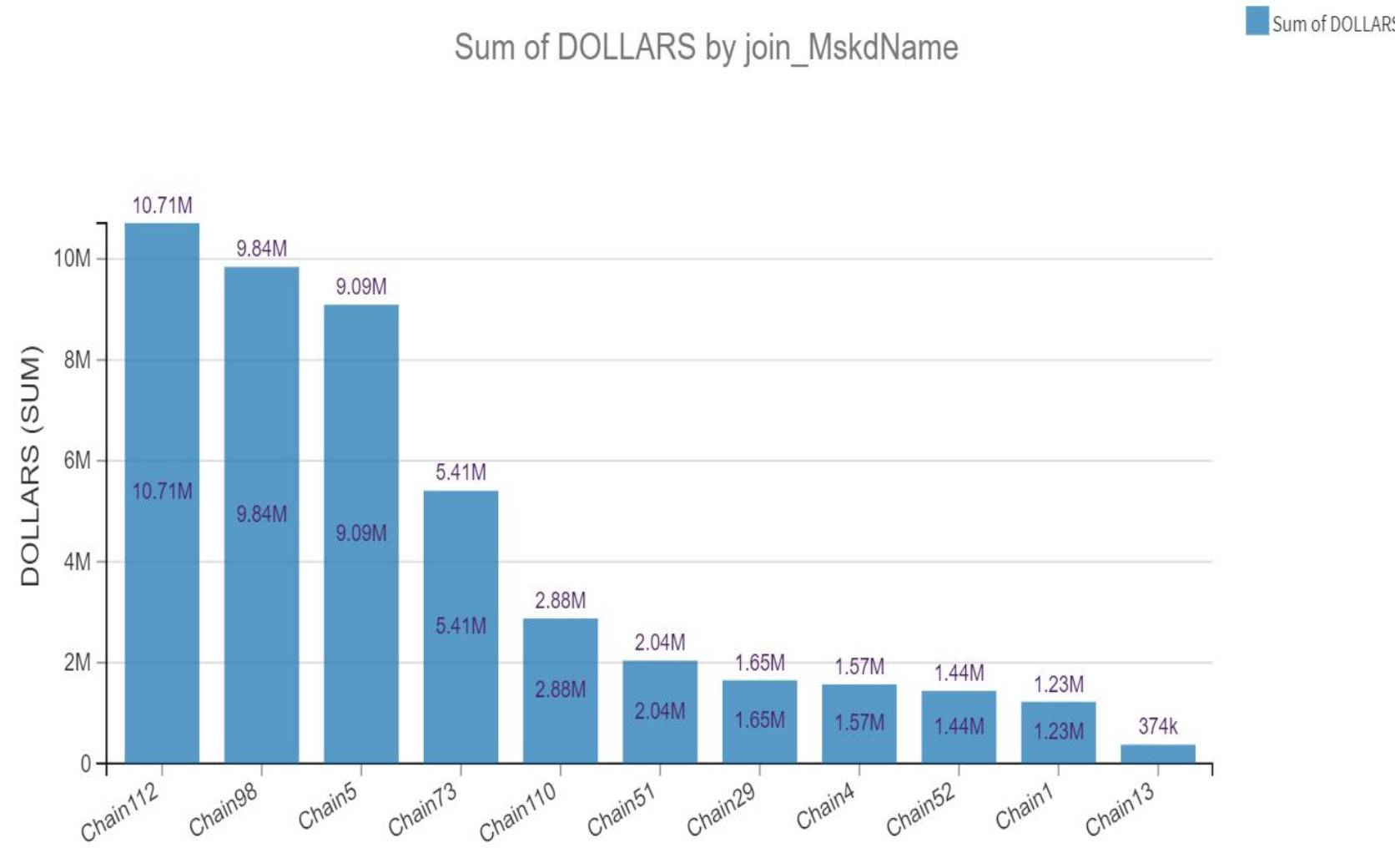


Top Customers in the New York Area (Based on Dollars)

Revenue Contributions:

In New York , the customers base is mostly reliant on our top 4 customers (Namely **Chain112**, **Chain98**, and **Chain5**).

This underscores the importance of nurturing these relationships for continued business success and growth.

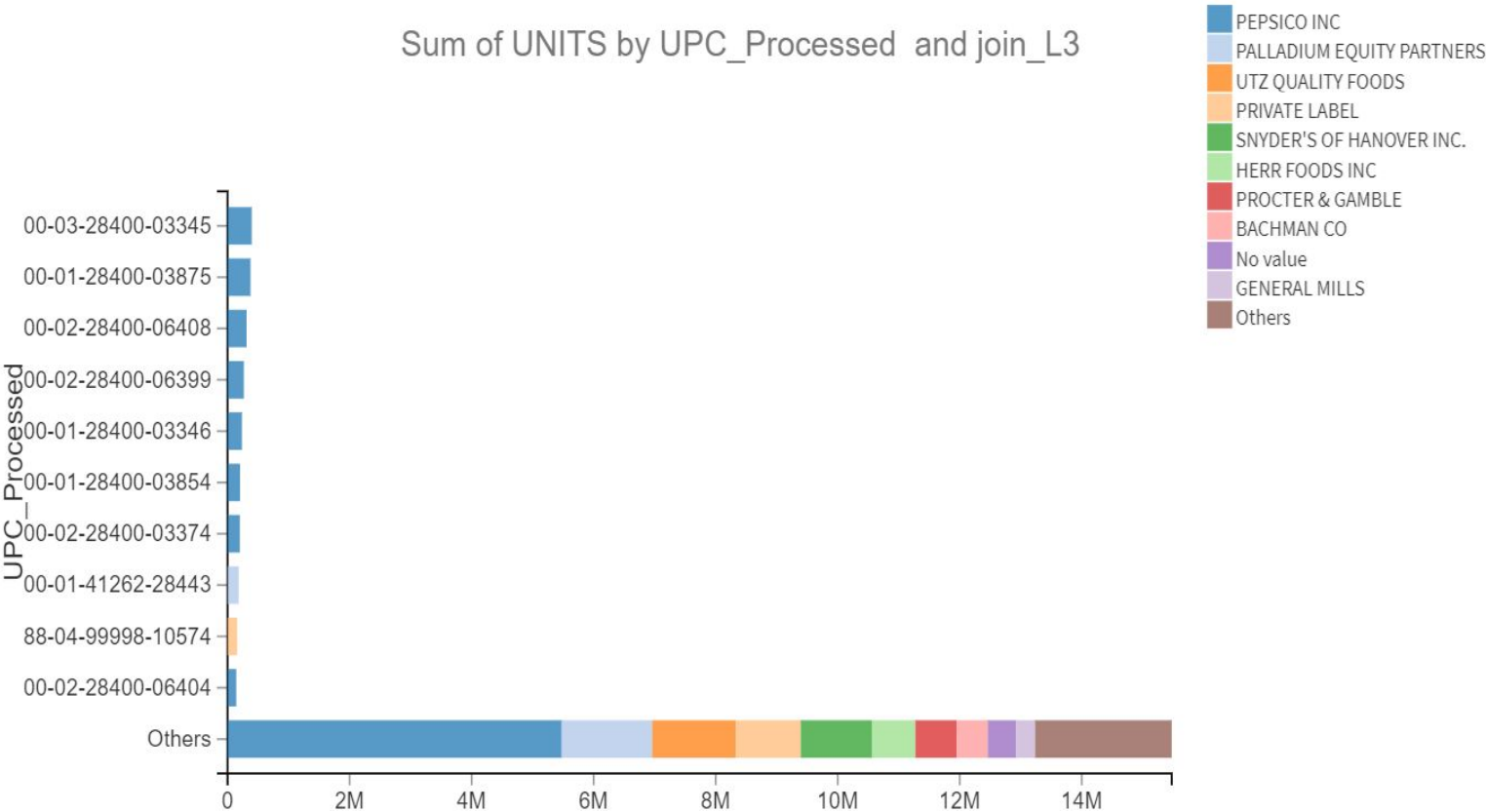


Top Products in New York Area (PepsiCo and its Competitors)- (By Units)

The top-performing Products based on number of units sold:

Rank	UPC	Units Sold
1	00-03-28400-03345	396k
2	00-01-28400-03875	376k
3	00-02-28400-06408	311k

The products with these UPCs are key performance indicators, making up a significant share of our total units sold. They serve as a standard for evaluating the success of our entire product range."

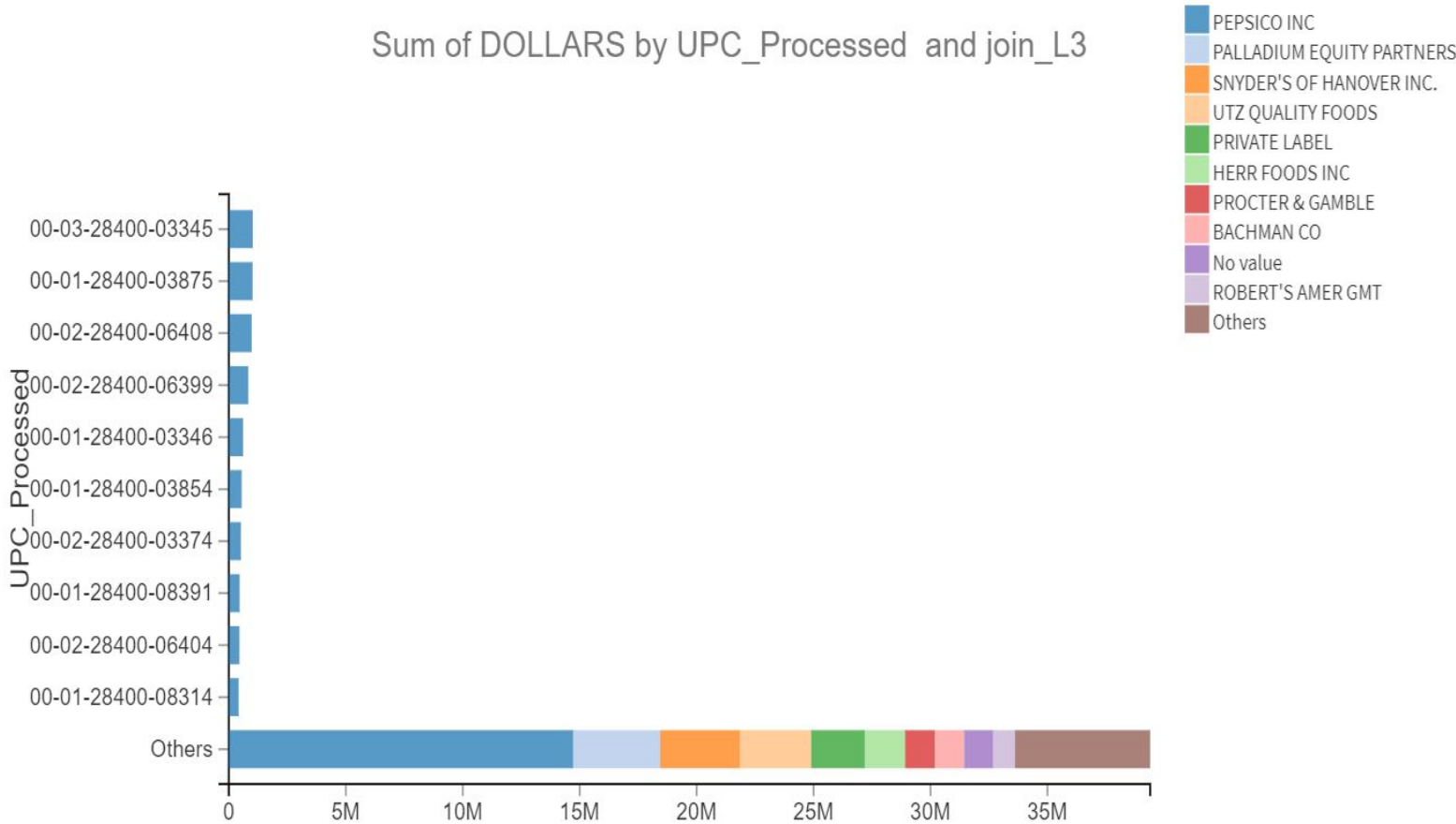


Top Products in New York Area (PepsiCo and its Competitors)- (By Dollars)

The top-performing Products that have significantly impacted our revenue:

Rank	UPC	Dollars
1	00-03-28400-03345	\$1.0226M
2	00-01-28400-03875	\$1.0155M
3	00-02-28400-06408	\$975.7953k

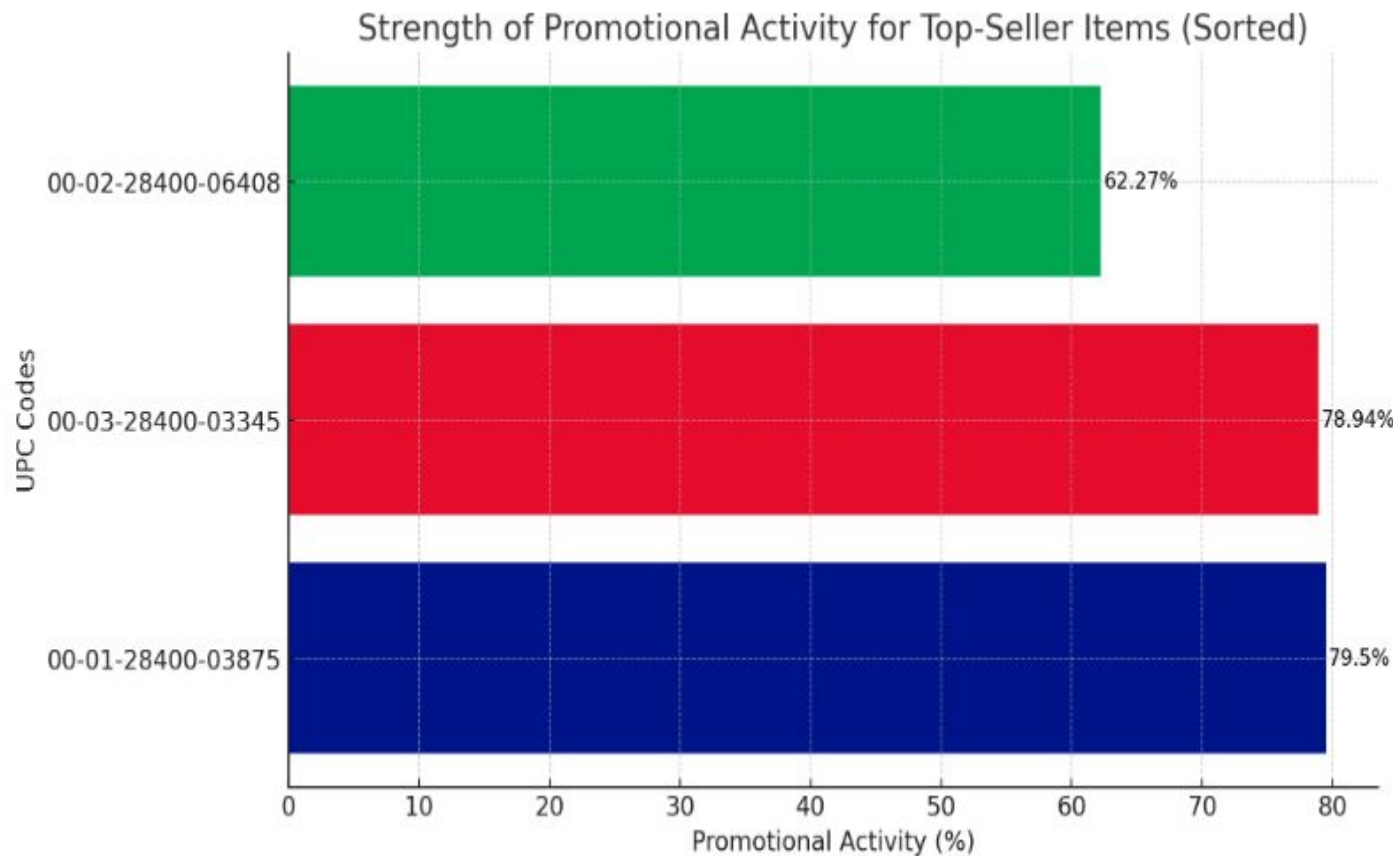
These UPCs are pivotal to our business, driving a substantial portion of our total revenue. Their performance sets a benchmark for the rest of our product portfolio.



New York Area: Promotion Activity for Top 3 Seller Items

After assessing the promotional activity for the top 3 selling items based on their unique UPC codes. The strength of promotional activity is measured as the proportion of units sold under promotion relative to the total units sold.

UPC	Units sold Under Promotional Activity	Total Units Sold
00-02-28400-06408	193.95k	311.48k
00-03-28400-03345	312.47k	395.84k
00-01-28400-03875	298.91k	375.97k



New York Area: VSOD for PepsiCo Products

The aim is to evaluate the impact of promotional deals on overall sales volume. The VSOD metric quantifies this by calculating the proportion of total revenue that comes from items sold under promotion.

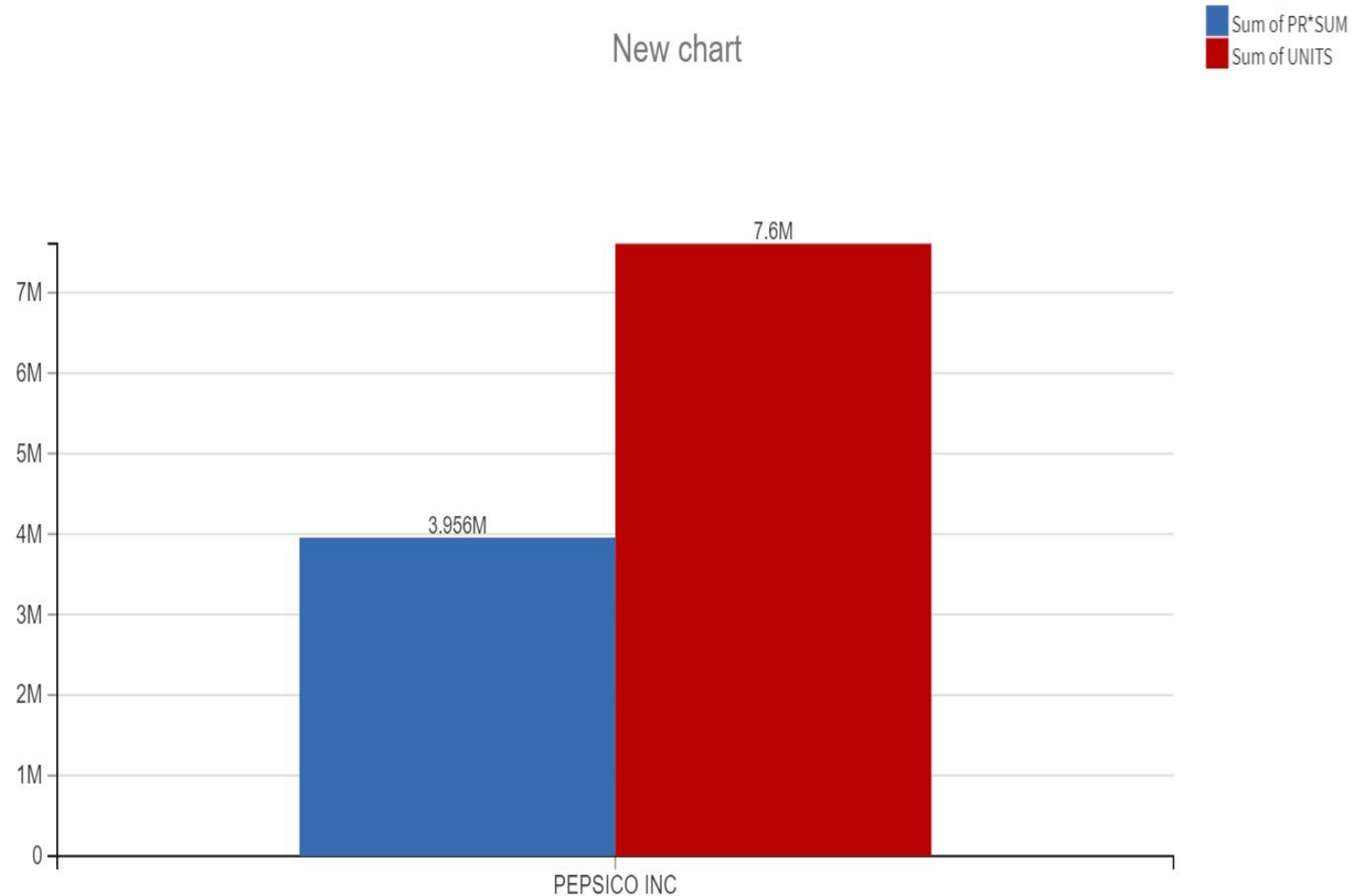
Key Findings:

- Sum of PR×Units: 3.956M
- Sum of Units: 7.607M

Based on the above data, the **VSOD is calculated to be approximately 52.004%.**

Conclusion:

Over half of the total sales volume comes from items sold under promotion, indicating a significant impact of promotional activities on revenue.



Question:

Create a time series chart:

- Configurable for a particular item
- For the total New York area
- At weekly level
- Show revenue, units sold, average price, average time with price reduction (PR), average marketing support (D)



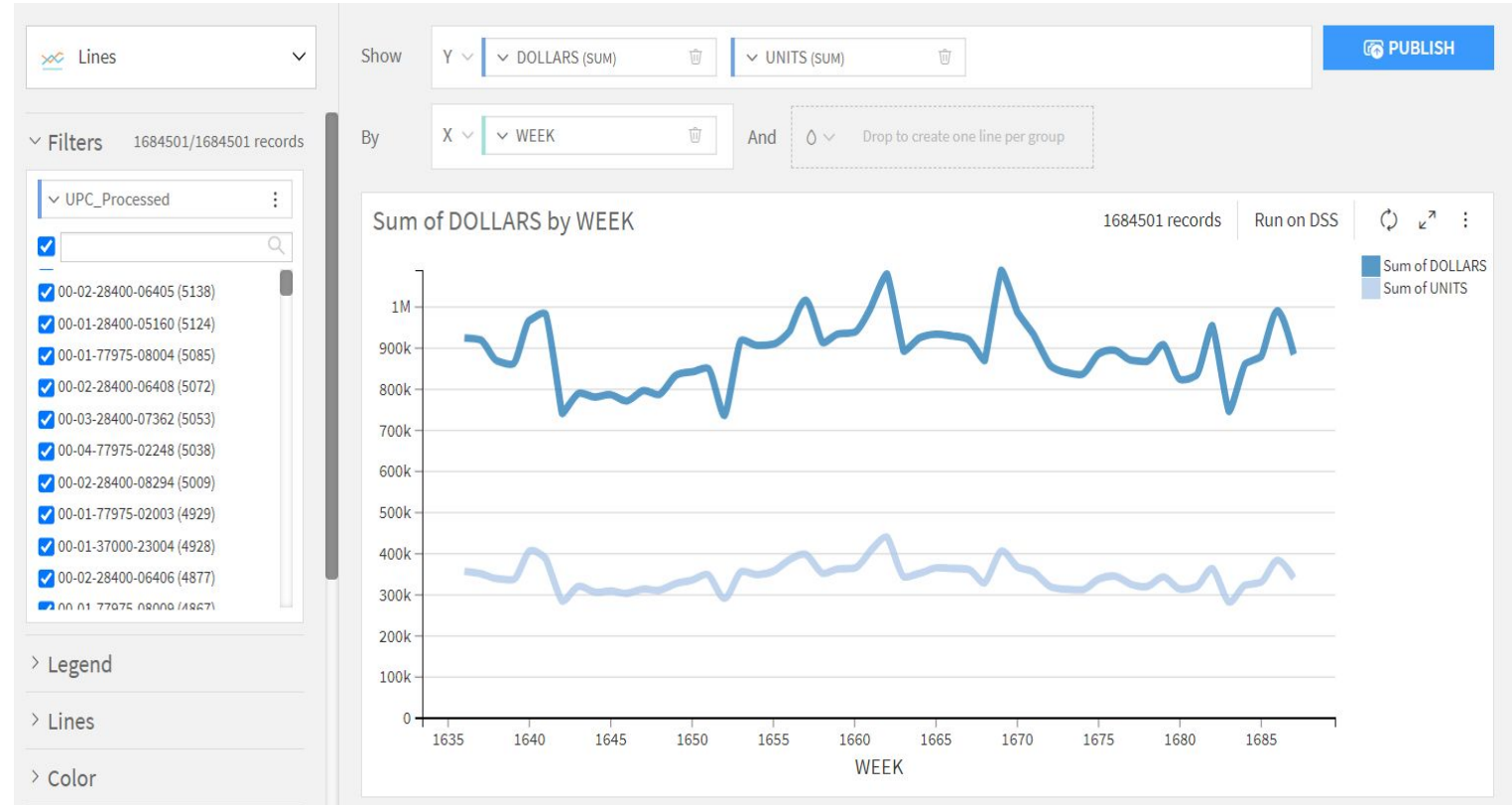
Interactive Time Series Sales Chart for New York

Features:

- Item-Specific: Choose any UPC to focus on its sales. (Y-Axis depicts Sum of Units Sold and Sum of Revenue whereas X-Axis shows the Particular IRI weeks.
- Data covers all of New York.
- Weekly Data: Metrics broken down by week.
- Metrics: Shows both revenue and units sold.

Benefits:

- Flexibility: Easy to toggle between different UPCs and metrics.(Appendix 1- For a particular product -00-02-28400-06408)
- Insights: Quick view of weekly performance for revenue and units sold.



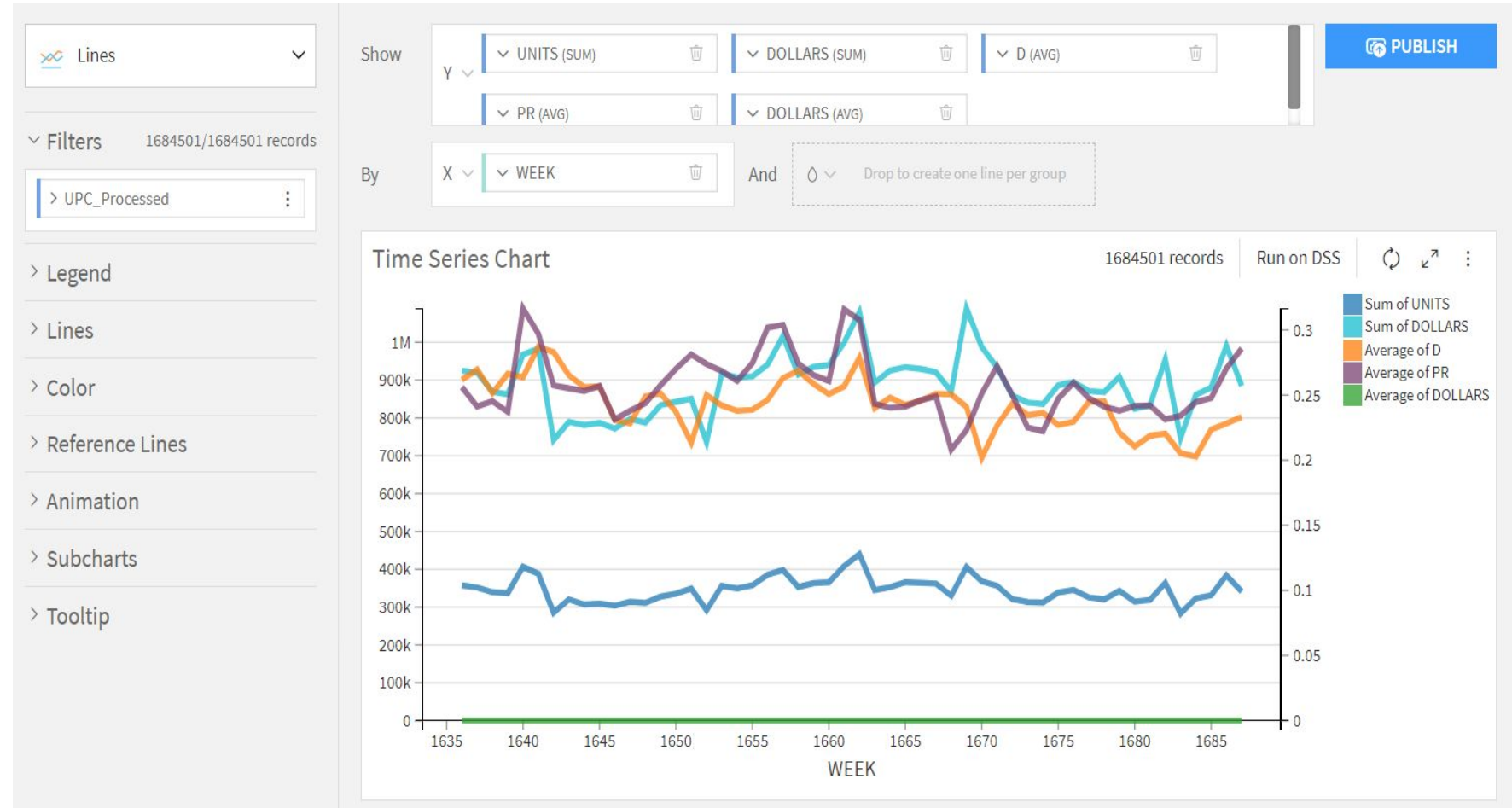
Dynamic Sales Dashboard for New York- Time Series Graph

Features:

- Item-Specific: Select UPC for targeted analysis.
- Displays revenue, units sold and average price on Left Y-Axis whereas average time with price reduction (PR), and average marketing support (D) and Right Y-Axis.
- Granular insights on a weekly basis.

Benefits:

- User-Friendly: Intuitive toggles for metric selection and UPC focus(Appendix 2 for a particular product 00-02-28400-06408)
- Holistic View: Comprehensive snapshot of sales performance, pricing strategies, and marketing effectiveness.

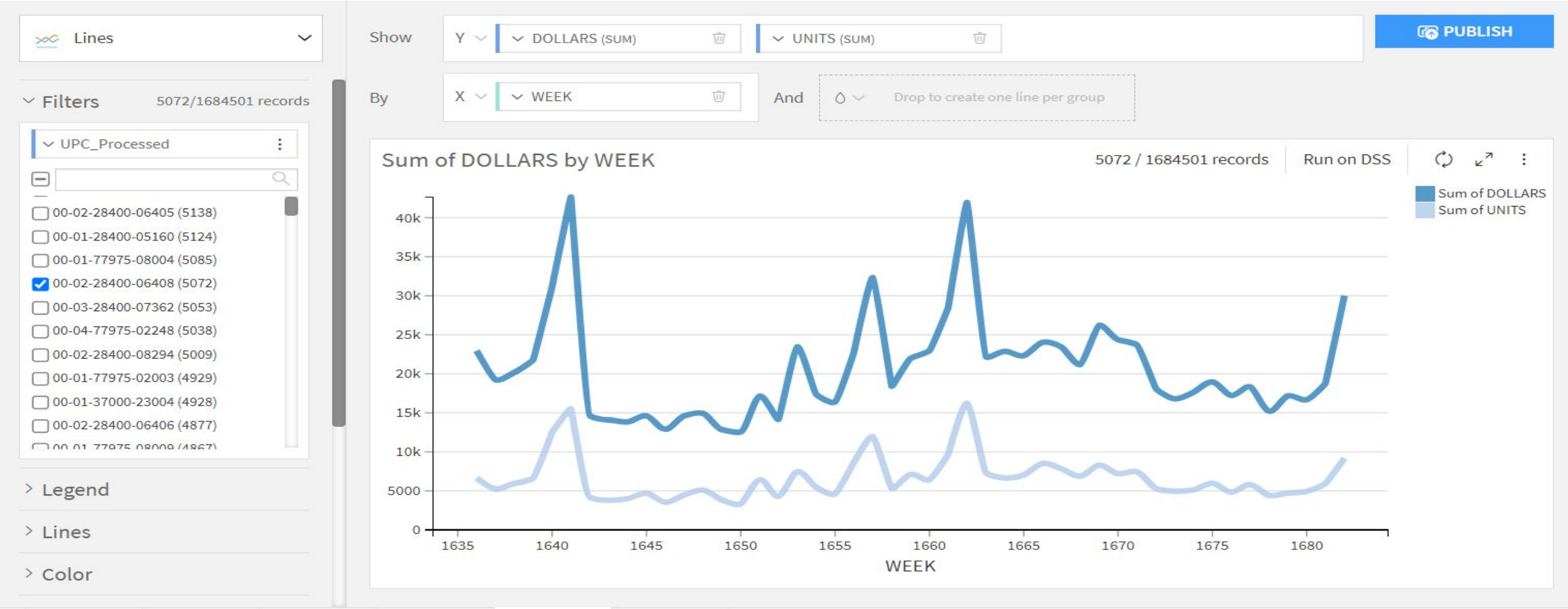


Thank you

Appendices

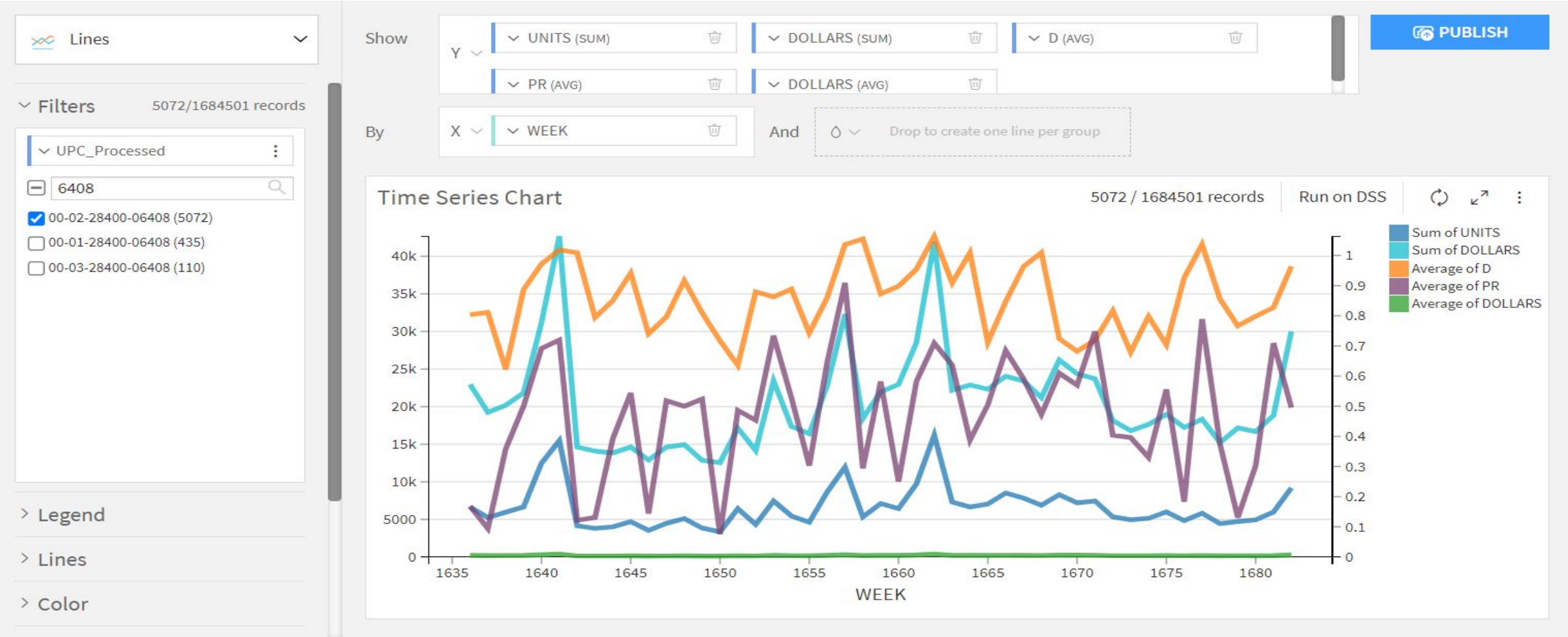
APPENDIX-1

Interactive Time Series Chart of a Particular Top Selling UPC : 00-02-28400-06408



APPENDIX-2

Interactive Time Series Chart (Sales Dashboard) of a Particular Top Selling UPC : 00-02-28400-06408



APPENDIX-3: Flow used in Dataiku for Data Query

