**INTERNATIONAL BREWRIES ANALYSIS REPORT**

**About the Dataset**

An international berries company by name Pabst Brewing Company have asked to carry out an analysis to aid better decision making in order to maximize profit and reduce loss to the lowest minimum. They have provided 3 years’ worth of data (2017-2019), to carry out the analysis.

The analysis questions includes:

1. What country generated the highest profit in 2019?
2. What year has the highest profit?
3. What are the top 3 brands consumed?
4. What is the favorite malt brand in the Anglophone countries?
5. Which country has the highest consumption of beer?
6. Who are the top 5 sales personnel?

**Data Preparation**

The following steps were taking to clean the data before the analysis process;

* Removing blank spaces
* Duplicates were removed
* Fixing numerical errors in the years column to ensure it contains only years 2017-2019

**Data Exploration**

The data was further explored in order to come up with answers to the analysis questions.

1. What country generated the highest profit in 2019

The above line charts depicts the countries that had the highest profit for the year 2019. From the chart, it is evident that Ghana is the country with the highest profit of over seven million for the year 2019.

1. What year has the highest profit

The above pie chart shows that the year 2017 had the highest profit (36%) as compared to the other years.

1. What are the top 3 brands consumed?

From the chart above, it can be seen that the following brands; Trophy, Hero and Castle Lite are the 3 brands consumed the most.

1. What is the favorite malt brand in the Anglophone countries?

The column chart above shows that Grand Malt is the most favorite malt brand in both Ghana and Nigeria.

1. Which country has the highest consumption of beer?

From the above chart, it can be seen that Nigeria is the country with the highest consumption of beer.

1. Who are the top 5 sales personnel?

The above bar chart shows top 5 sales personnel which includes; Jones, Jardine, Gill, Sorvino and Andrews.

**International Breweries’ Dashboard**

