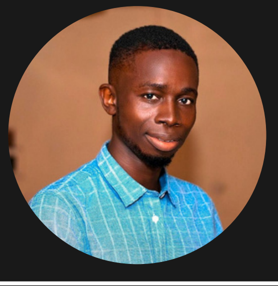
DATA ANALYSIS CHALLENGE

FROM HENRY OKONKWO



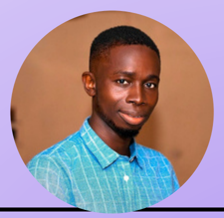
2025

How Soft Drinks Compete Across Alimosho

Market Snapshot

Short intro to the challenge

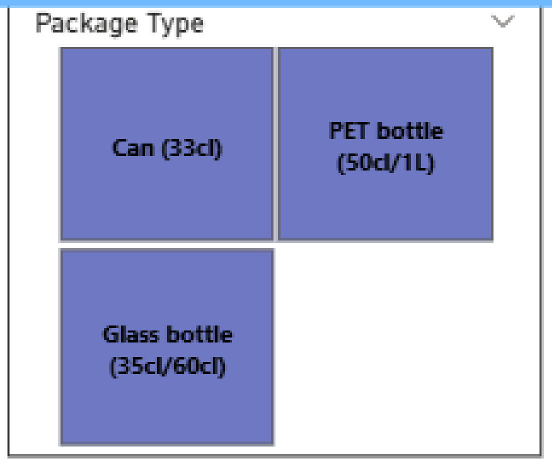
Alimosho’s soft drink landscape shows how brands fight for space, stock, and visibility across retail types.



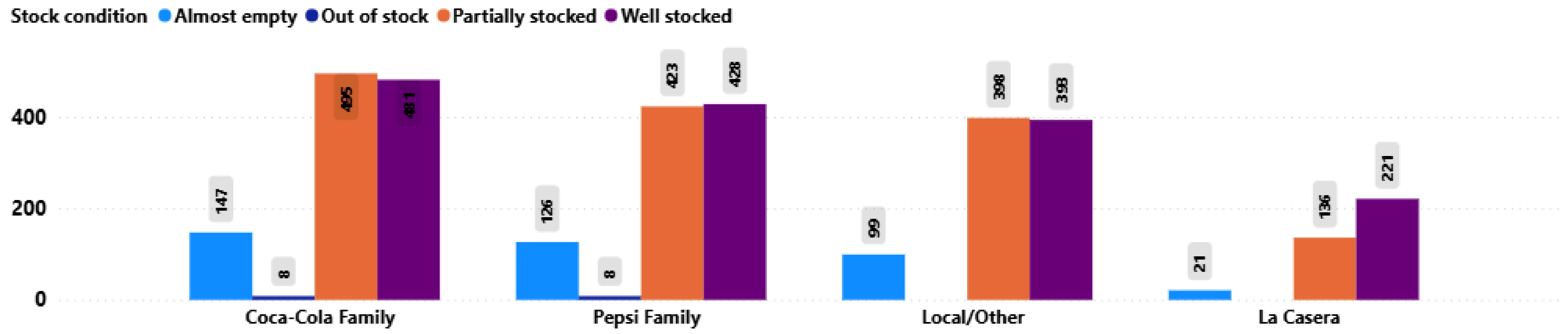
Where The Outlets are, Who wins and Reality

A MARTRIX TABLE OF COUNT OF OUTLET BY BRAND GROUP BY OUTLET TYPES BY PACKAGE TYPES

Brand Group	Hawking	Kiosk	Open market stall	Others	Restaurant/Bar	Shop	Supermarket	Total
Coca-Cola Family	7	50	18	9	11	1006	24	1122
La Casera	2	17	6	4	6	337	6	377
Local/Other	6	42	12	13	7	797	11	886
Pepsi Family	5	44	13	9	10	884	18	980
Total	8	52	22	14	12	1205	27	1337



Total Outlets by Brand Group and Stock condition



INSIGHTS

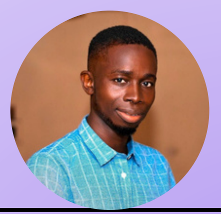
- Shops dominate the market. They host over 1,200 outlets, making them the biggest battleground.

- Quick comparison:

1. Shops → Coca-Cola leads.
2. Kiosks → Pepsi & Local/Other compete closely.
3. Hawking → Local/Other strongest.

- Single-insight slide:

Most brands rely heavily on formal retail channels—except Local/Other, which thrive in informal spaces.



Stock Strength and Why Stock Matters

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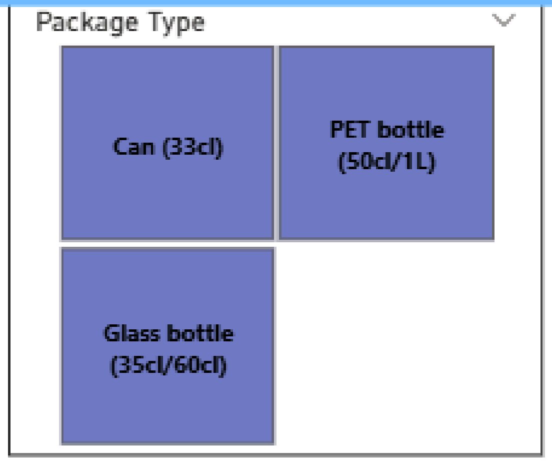
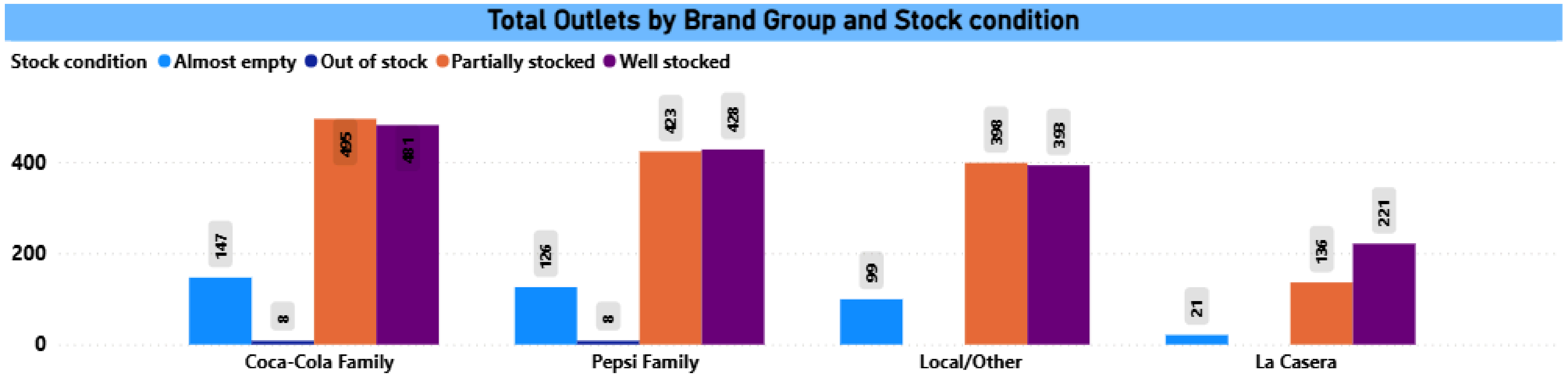




INSIGHTS

- Well-Stocked rating:

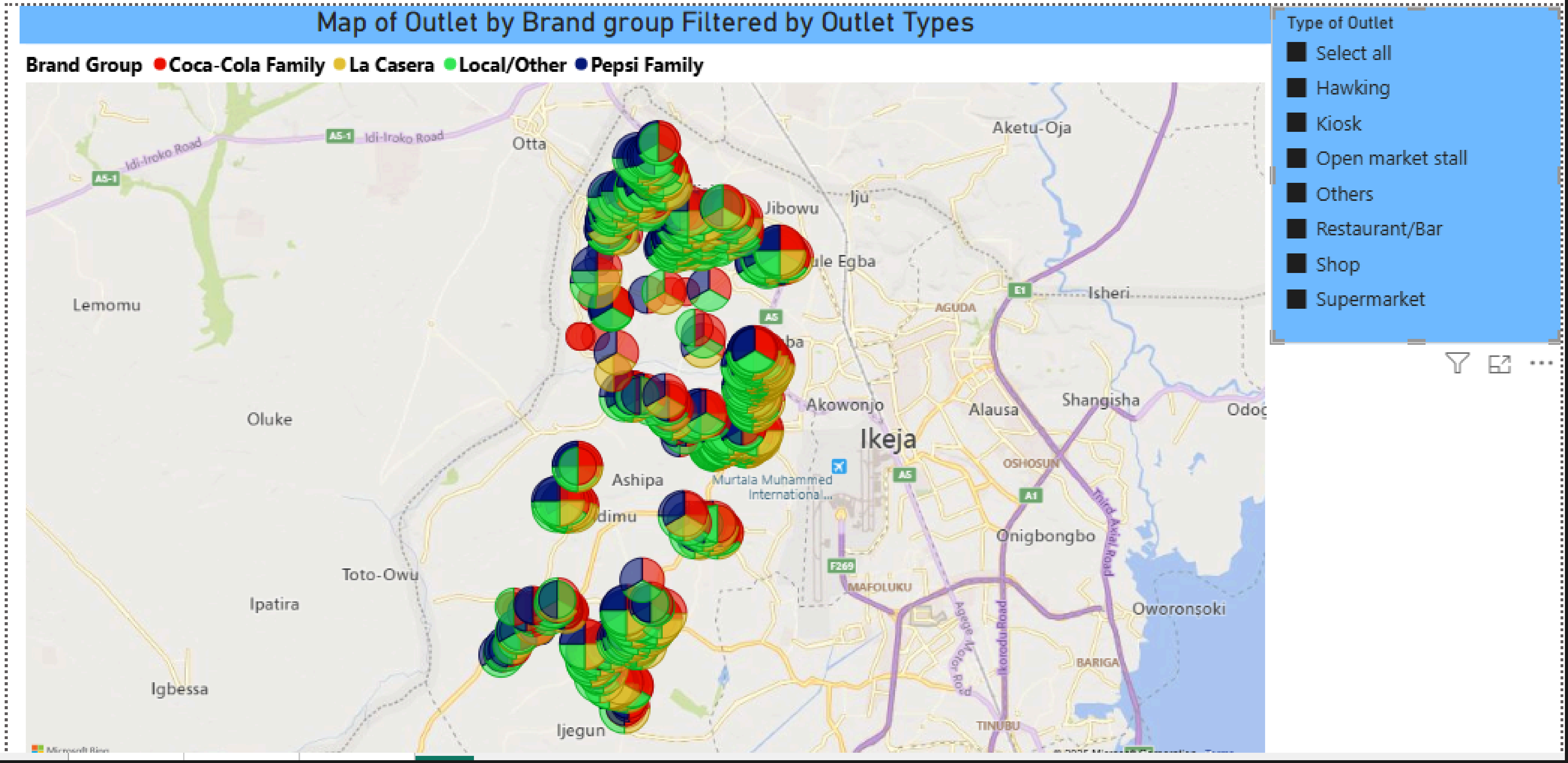
1. Coca-Cola
2. Pepsi
3. Local/Other
4. La Casera

- Why Stock Matters

Outlets with consistent supply drive repeat purchases.

La Casera's weak stock depth hurts its competitiveness

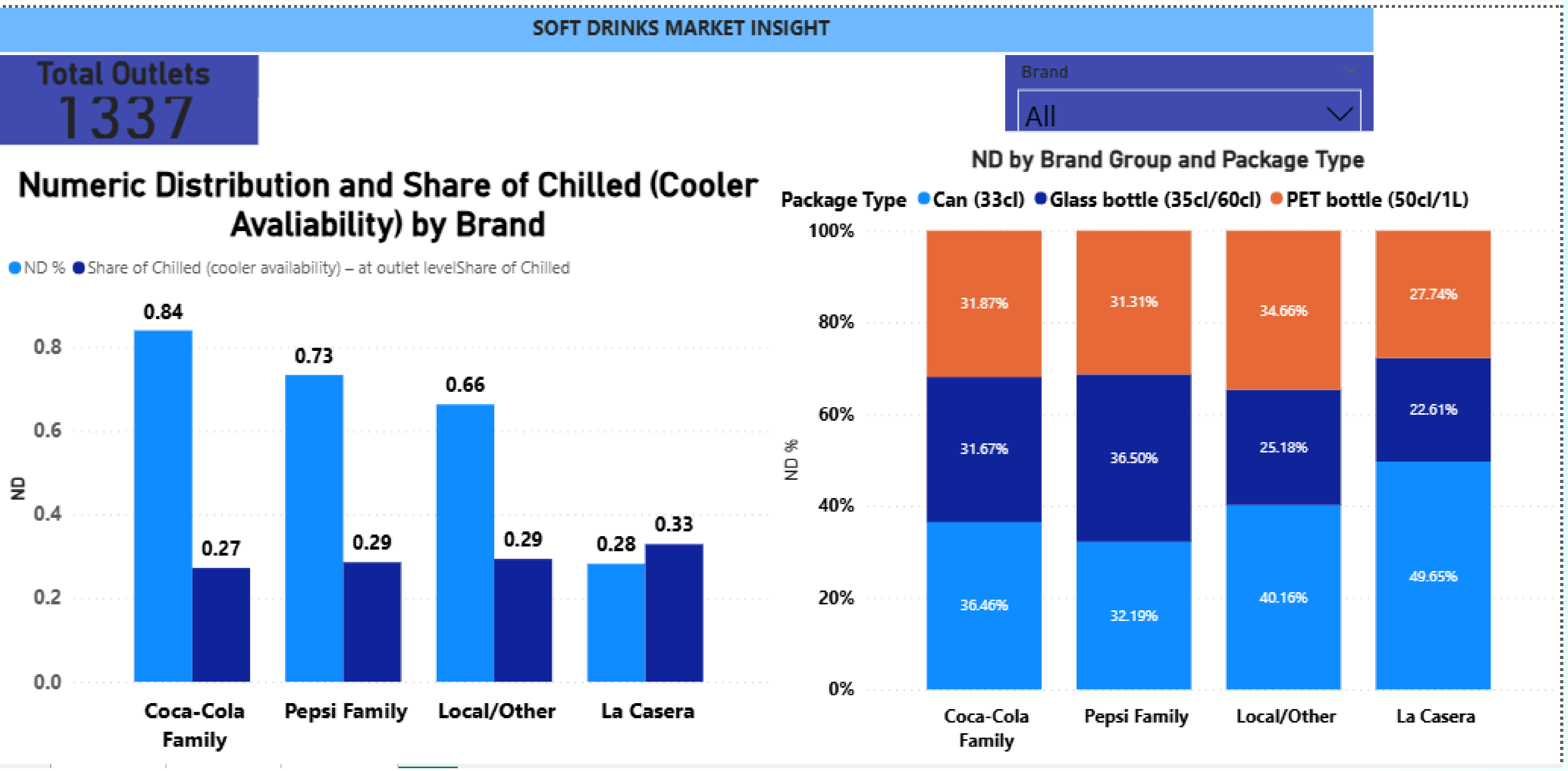
The Geography of Competition.



INSIGHTS

- Every major brand overlaps across the same streets this means that Competition is hyper-local and intense.
- In terms of High-Density Hotspots Egbeda, Idimu, and Ikotun emerge as core zones. These areas see the highest cluster of outlets.

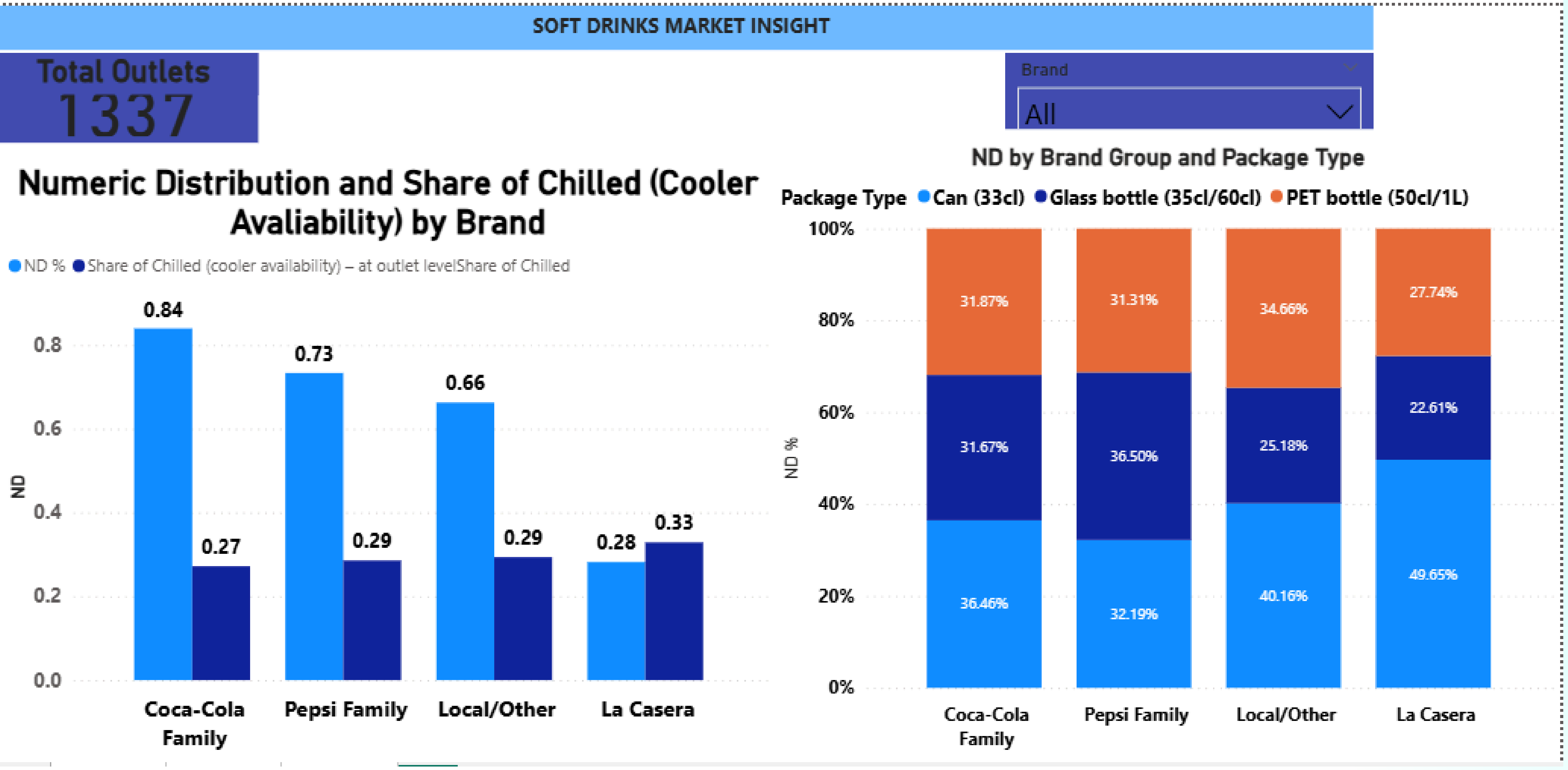
Who Shows Up Most, Cooler Advantage and Packaging Strategy



INSIGHTS

- Coca-Cola leads ND (0.84), showing superior numeric distribution.
- Pepsi also performs well (0.73 ND), maintaining strong visibility.
- Local/Other brands show strong ND (0.66)—not far behind the global giants.
- La Casera significantly lags in ND and share of chilled, reflecting weaker cooler penetration.

Who Shows Up Most, Cooler Advantage and Packaging Strategy

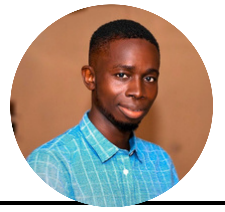


INSIGHTS

- Chilled share is nearly the same across all brands; differences are minimal.
- Coca-Cola and Pepsi appear to dominate chilled availability only because they are present in more outlets overall, not because their chilled share is higher.

Packaging Strategy
Old Way vs. New Way:

- Old → Heavy glass bottle use (Local/Other).
- New → Balanced PET, glass, and cans (Coca-Cola & Pepsi).



What this Means?

The brands that win combine:

☑️ Strong outlet reach
☑️ Constant stock depth
☑️ Cooler dominance
☑️ Balanced packaging options

These factors shape consumer choices daily.

Thank you!