



BEER

SALES &

PERFORMANCE

DASHBOARD

INTRODUCTION

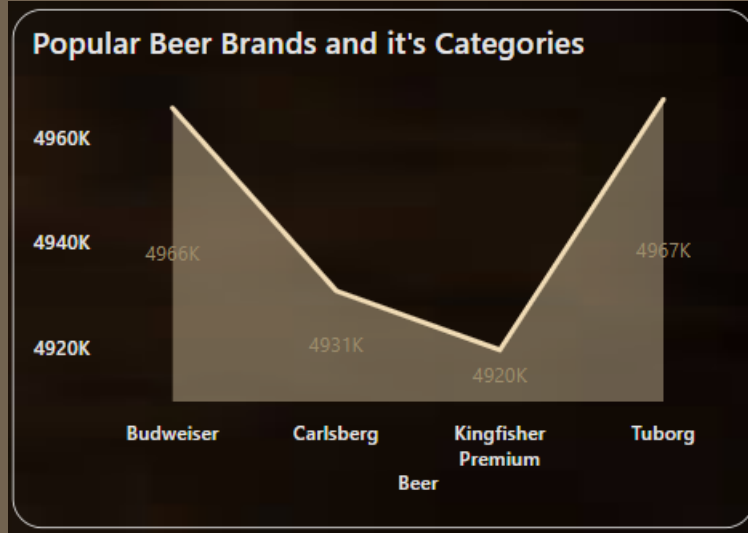
- ➡ Beer is one of the oldest and most popular alcoholic beverages, enjoyed by millions around the world. It is brewed from cereal grains—most commonly from malted barley, though wheat, maize (corn), and rice are also used. The brewing process involves the fermentation of sugars, which results in the production of alcohol and carbonation.
- ➡ In today's competitive market, understanding sales patterns and customer preferences is crucial for business success. The Beer Sales Analysis Dashboard was developed as part of a competition to provide insightful and actionable analytics on beer sales. This dashboard leverages the power of Power BI to visualize and interpret complex data, enabling stakeholders to make informed decisions.
- ➡ The primary goal of this dashboard is to analyze the sales performance of various beer brands across different regions and time periods. By examining key metrics such as total orders, sales revenue, and profit margins, the dashboard aims to uncover trends and patterns that can drive strategic business decisions.

KEY PERFORMANCE INDICATORS (KPI'S) OVERVIEW



- 1. Total Sale:** This KPI represents the total revenue generated from beer sales over the specified period. It provides an overall measure of the business's sales performance.
- 2. Gross Margin %:** Gross Margin % is calculated as the difference between sales revenue and the cost of goods sold (COGS), expressed as a percentage of total sales. It indicates the profitability of beer sales before accounting for other operating expenses.
- 3. Total Profit:** This KPI is crucial for assessing the financial health and profitability of the beer sales operations.
- 4. Total Sale Quantity:** This KPI indicates the total number of beer units sold. It helps in understanding the volume of sales and can be used to track trends in customer demand over time.
- 5. Total Order Quantity:** This metric helps in understanding customer buying behavior and the frequency of orders.
- 6. Average Sale/Month:** This KPI is useful for identifying seasonal trends and for forecasting future sales performance.

POPULAR BEER BRANDS and CATEGORIES



Graph Type: Stacked Area Chart

Metrics Represented:

- Total Sales Volume: The total number of beer units sold.
- Product Category: Different categories of beer (e.g., Budweiser, Carlsberg, Kingfisher Premium, Tuborg).

Insights: Tuborg is leading the market with a total sales volume of 4,667k units. Budweiser follows closely with 4,666k units sold. Carlsberg and Kingfisher have similar sales volumes, with Carlsberg at 4,931k units and Kingfisher at 4,920k units

The stacked area chart illustrates the overall sales volume trend over time, showing how total beer sales have fluctuated across different periods.

SEASONAL SALES PATTERNS

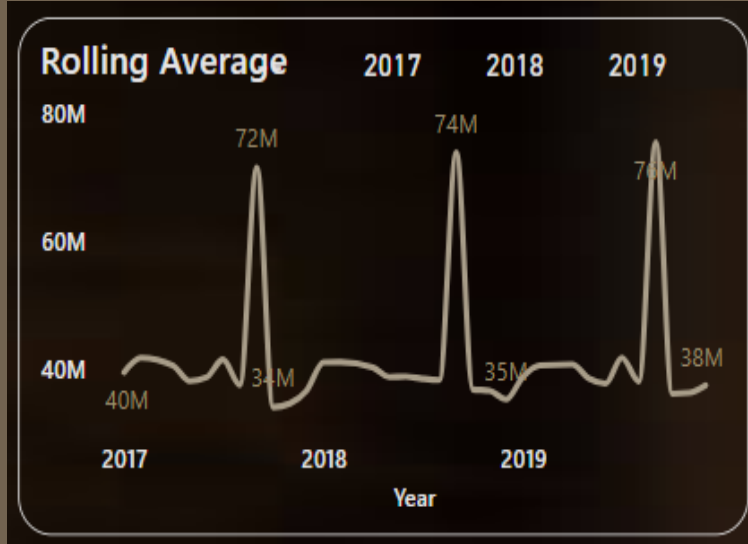


Graph Type : Clustered Column Chart

Metrics Represented:

- Total Sales: The total revenue generated from beer sales.
 - Season: Different seasons (Winter, Spring, Summer, Fall).
- Insights: Fall is leading with total sales of \$0.44 billion (440 million). Winter and Summer follow closely with each having sales of \$0.35 billion (350 million). Spring has the lowest sales with \$0.24 billion (240 million). The chart highlights seasonal patterns in consumer behavior, showing a peak in beer consumption during the fall season, and moderate consumption in both winter and summer.

SALES TREND OVER TIME



Graph Type : Line Chart

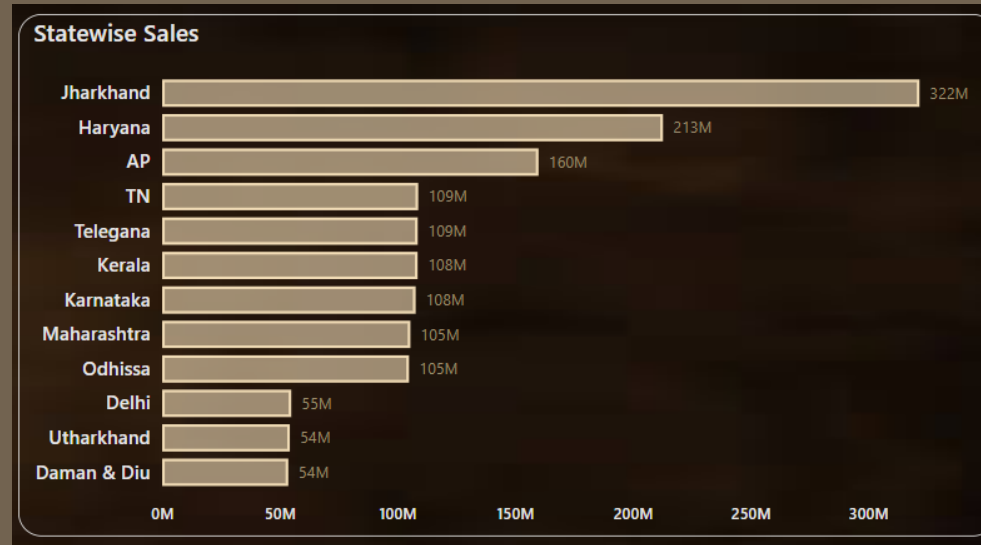
Metrics Represented:

- Rolling 3-Month Average: The average sales calculated over a rolling 3-month period.
- Year: The time dimension to track the trends year-over-year.

Insights: 2017-2018: The rolling 3-month averages ranged from \$40 million to \$72 million, reflecting a period of moderate fluctuation in sales. 2018-2019: The averages varied significantly, from \$34 million to \$74 million, indicating more substantial variability in sales during this period. 2019-2020: The rolling averages ranged from \$35 million to \$76 million, showing a continuation of high variability with a general upward trend.

The line chart with a rolling 3-month average smooths out short-term fluctuations and highlights longer-term trends in beer sales.

REGIONAL PREFERENCES



Graph Type : Clustered Bar Chart

Metrics Represented:

- Total Sales Value: The total revenue generated from beer sales.
- State: Different states where the beer is sold.

Insights: Jharkhand is leading with a total sales value of \$322 million, indicating the highest revenue from beer sales in this state. Haryana follows with \$213 million in sales, showing a significant presence in the market. Andhra Pradesh (AP) and Tamil Nadu (TN) along with Telangana each have sales values around \$160 million and \$109 million respectively. Kerala and Karnataka each contribute \$108 million to the total sales. Maharashtra has a total sales value of \$105 million.

The data can help prioritize sales strategies and resource allocation, focusing on states with higher sales potential while developing plans to boost performance in regions with lower sales.

DASHBOARD OVERVIEW

ANALYSIS Over CUSTOMER SEGMENT

1500M

Total Sale

1M

Gross margin %

532M

Total Profit

20M

Total Sale Quantity

21M

Total Order Quantity

44M

Avg sale/month

Institution

Retail

Tourism

Popular Beer Brands and it's Categories



Seasonal Sales Overview



Rolling Average



Statewise Sales



THANK YOU !