

Finding and Insights of this Sales Analysis:

1. Maximum sales happened in 2019.

2. Always warehouse sales is almost double then retails sales.

3. TOP 5 SUPPLIER ARE: -

CROWN IMPORTS

MILLER BREWING COMPA

ANHEUSER BUSCH INC

HEINEKEN USA

E & J GALLO WINERY

4. TOP 5 BEST SELLING ITEM

CORONA EXTRA LOOSE

CORONA EXTRA 2/12

HEINEKEN LOOSE

HEINEKEN 2/12

MILLER LITE 30PK

5. Top selling by item type is BEER.

6. Here beer is very dominating. difference between total sales of beer and most sold item wine is very big.

Three actionable recommendations for the company to improve its sales and operations

1.Focus on sales of non-alcohol item too

Ideas -: we need to identify the customer and place where non-alcohol item is getting consumed and need to supply there. We need to target different age group and places. Need to promote non-alcoholic items.

Offer Variety: Expand your range of non-alcoholic products to include a variety of options such as alcohol-free wines, sparkling juices, gourmet sodas, alcohol-free cocktails, and alcohol-free beer.

Cater to Occasions: Consider offering products suitable for various occasions, including non-alcoholic champagne for celebrations and alcohol-free options for designated drivers.

Eye-Catching Displays: Create attractive and well-lit displays that highlight non-alcoholic items. Use visually appealing signage and labels to draw attention.

Strategic Placement: Position non-alcoholic products strategically throughout the store, including near the entrance and at checkout counters, to increase visibility.

Cross-Promotion: Pair non-alcoholic items with complementary products. For example, display non-alcoholic wines next to traditional wines or suggest alcohol-free cocktail mixers near spirits.

2.Focus to improve the sale of wine in beer dominating market.

Ideas -:

Gaining customer from beer dominating market to wine will be easier due to difference in taste and customer segment is very low. A person who likes beer will definitely like wine too if I will provide them on lower price and once customer will get the taste of wine then they will start consuming them.

1.Diversify Wine Selection: -

Expand the Offering: Increase the variety of wines you carry, including different grape varieties, regions, and price points. Offering unique or hard-to-find wines can attract wine enthusiasts.

Cater to Different Tastes: Consider stocking wines that cater to different taste preferences, from sweet to dry, red to white, and sparkling to still. This ensures there's something for everyone.

2.Pricing and Promotions: -

Competitive Pricing: Price your wines competitively to attract budget-conscious customers. Regularly compare your prices to those of local competitors.

Wine Promotions: Run wine-specific promotions, such as "Wine Wednesdays" or "Buy One, Get One Half Off" deals, to encourage customers to try new wines.

3.Expend liquors business

Ideas: - liquors is very famous among them who like to consume beer the only reason to avoid liquor is their mis consumption and their price. if I will educate them to consume in limit then definitely, they will enjoy it too.

1.Customer Engagement and Experience:

Tastings and Events: Host in-store tastings and events to allow customers to sample different liquors. Consider partnering with local distilleries or wineries for collaborative events.

Knowledgeable Staff: Train your staff to be knowledgeable about different liquors, including flavour profiles, cocktail recipes, and food pairings. They should be able to provide recommendations based on customer preferences.

Personalized Service: Offer personalized recommendations and assistance to customers, taking their taste preferences and budgets into account.

2.Online Presence and Delivery:

E-Commerce Platform: If regulations allow, consider setting up an online store for liquor sales, with options for home delivery or curbside pickup.

Online Marketing: Utilize social media, email marketing, and your website to promote liquor specials, events, and exclusive offers.

3.Customer Loyalty Programs:

Rewards System: Implement a customer loyalty program that rewards repeat customers with discounts, exclusive access to events, or early access to limited-edition releases.

Email Subscriptions: Encourage customers to subscribe to your email list to receive updates on promotions and new arrivals.