



BEVERAGE COMPANY ANALYSIS

by MySQL, Power bi



Hi everyone!

I recently performed an in-depth data analysis on a beverages dataset, leveraging MySQL for data querying and Power BI for visualization and insights.



SUMMARY

- **Revenue Performance:**

August was the top-performing month for beverage sales revenue.

Top Brands: Veuve Clicquot, Moët & Chandon, Johnnie Walker, Jack Daniels, and Tanqueray drove the highest sales and revenue.

- **Discount Impact:**

Discounted orders generate ₹200 more per order than non-discounted ones.

Though fewer in number, discounted orders significantly boost revenue, proving their effectiveness.

- **Regional Sales:**

Top Regions: Hamburg, Brandenburg, Hessen, Mecklenburg-Vorpommern, and Baden-Württemberg lead in revenue.

Low-revenue regions need analysis to uncover growth barriers.

- **Customer Behavior:**

Repeat customers contribute 88% of orders and revenue, spending slightly more per order (₹131.7 vs. ₹130.1).

New customers (12%) represent a growth opportunity—targeted acquisition strategies should be explored.

- viewing the bevg_sales with columns

SELECT

*

FROM

bevg_sales;

Order_ID	Customer_ID	Order_Date	Product	Unit_Price	Quantity	Discount	Total_Price
ORD1	CUS1496	2023-08-23	Vio Wasser	1.66	53	0.1	79.18
ORD1	CUS1496	2023-08-23	Evian	1.56	90	0.1	126.36
ORD1	CUS1496	2023-08-23	Sprite	1.17	73	0.05	81.14
ORD1	CUS1496	2023-08-23	Rauch Multivitamin	3.22	59	0.1	170.98
ORD1	CUS1496	2023-08-23	Gerolsteiner	0.87	35	0.1	27.4
ORD2	CUS2847	2023-03-16	Sauvignon Blanc	9.09	2	0	18.18

- Viewing the Customer Table with their columns

```
SELECT
```

```
    *
```

```
FROM
```

```
    cust_details;
```

Customer_ID	Customer_Type	Category	Region
CUS1496	B2B	Water	Baden Wurttemberg
CUS1496	B2B	Water	Baden Wurttemberg
CUS1496	B2B	Soft Drinks	Baden Wurttemberg
CUS1496	B2B	Juices	Baden Wurttemberg
CUS1496	B2B	Water	Baden Wurttemberg
CUS2847	B2C	Alcoholic Beverages	Schleswig Holstein
CUS1806	B2B	Juices	Hamburg
CUS1806	B2B	Water	Hamburg

1. Monthly Revenue Trend

Query :

```
SELECT
    DATE_FORMAT(Order_Date, '%M %Y') AS Month,
    ROUND(SUM(total_price), 0) AS Total_reveune
FROM
    bevg_sales
GROUP BY month
ORDER BY STR_TO_DATE(Month, '%M %Y') desc;
```

Output :

Month	Total_reveune
August 2023	944190
March 2023	918100
November 2022	958272
November 2023	878425
February 2023	908680
January 2021	961030
December 2022	919928
June 2022	931513

Insights :

- August generated the highest monthly revenue from beverage sales.
- Alternatively, for a more concise version: August had the highest beverage sales revenue.

2. Revenue by the prouducts and quantity

Query :

```
SELECT
    product,
    ROUND(SUM(Quantity), 2) AS sold_quantity,
    ROUND(SUM(Total_Price), 2) AS total_rev
FROM
    bevg_sales
GROUP BY Product
ORDER BY total_rev DESC
LIMIT 10;
```

Output :

product	sold_quantity	total_rev
Veuve Clicquot	77229	5923794.51
Moët & Chandon	77268	5095495.81
Johnnie Walker	75426	2778019.64
Jack Daniels	71654	2585984.02
Tanqueray	73946	2389791.97
Bacardi	71357	1603924.43
Havana Club	73121	1583875.76
Cranberry Juice	213508	668300.94

Insights :

Top-Performing Beverage Brands:

Veuve Clicquot, Moët & Chandon, Johnnie Walker, Jack Daniels, and Tanqueray are the highest-selling brands, generating the highest revenue.

(Alternatively, for a more structured format:)

Key Highlights:

- Top Brands: Veuve Clicquot, Moët & Chandon, Johnnie Walker, Jack Daniels, Tanqueray
- Performance: Highest sales volume and revenue contributors

3.Discount vs Revenue Impact

Query :

```
SELECT
    CASE
        WHEN Discount = 0 THEN 'No discount'
        ELSE 'Discounted'
    END AS Discount_status,
    COUNT(*) AS order_count,
    ROUND(AVG(Total_price), 2) AS avg_revenue_per_order
FROM
    bevg_sales
GROUP BY Discount_status;
```

Output :

Discount_status	order_count	avg_revenue_per_order
Discounted	89645	284.17
No discount	162832	47.5

Insights :

Key Observations on Discount Impact:

- Revenue Per Order: Discounted orders show a significant increase of ₹200 compared to non-discounted ones, indicating discounts effectively boost sales.
- Order Volume: While non-discounted orders are higher in count, discounted orders drive greater revenue growth, highlighting their strategic value.

Conclusion: Discounts successfully accelerate revenue despite fewer orders, validating their use as a sales driver.

4.Regional Revenue Comparison

Query :

```
SELECT
    Region, round(SUM(Total_Price),2) AS Total_Revenue
FROM
    bevg_sales s
    JOIN
    cust_details c ON c.Customer_ID = s.Customer_ID
GROUP BY region
ORDER BY Total_Revenue desc;
```

Output :

Region	Total_Revenue
Hamburg	43583431.4
Brandenburg	40937761.64
Hessen	40856264.19
Mecklenburg Vorpommern	40284354.28
Baden Wurttemberg	40056978.96
Saarland	39717155.85
Rheinland Pfalz	38589671.51
Sachsen Anhalt	37376144.69

Insights :

The top five regions by total revenue are Hamburg, Brandenburg, Hessen, Mecklenburg-Vorpommern, and Baden-Württemberg. These regions show strong consumption, suggesting potential for increased sales. We should also investigate low-revenue regions to identify and address underlying issues.

5. Repeat vs New Customers

Query :

```
with first_orders as(
select Customer_ID, min(Order_Date) as first_order
from bevg_sales
group by Customer_ID
)
SELECT
    CASE
        WHEN s.Order_Date = f.first_order THEN 'New_customer'
        ELSE 'Repeat_Customer'
    END AS customer_status,
    COUNT(*) AS Count_order,
    ROUND(SUM(Total_Price), 2) AS Rev
FROM
    bevg_sales s
    JOIN
    first_orders f ON s.Customer_ID = f.Customer_ID
GROUP BY customer_status;
```

Output :

customer_status	Count_order	Rev
New_customer	30067	3911318.67
Repeat_Customer	222410	29298512.56

Insights :

- 1.Repeat customers drive 88% of orders & revenue, showing strong loyalty.
- 2.Higher spend per order (₹131.7 vs. ₹130.1) suggests repeat buyers add more value.
- 3.New customers (12%) present growth potential—focus on acquisition strategies.

Action: Prioritize retention (offers, loyalty programs) while scaling acquisition.

Conclusion & Recommendations:

- **Capitalize on Peak Periods:** Leverage August's success to plan seasonal promotions.
- **Optimize Discounts:** Continue strategic discounts to maximize revenue per order.
- **Regional Focus:** Strengthen high-performing regions while investigating and improving underperforming areas.
- **Customer Retention & Acquisition:** Enhance loyalty programs to maintain repeat buyers.
- Boost marketing efforts to attract new customers for sustained growth.



BEVERAGES SALES ANALYSIS REPORT

YEAR

All

MONTH

All

DATE

All

CATEGORY

All

KPI

₹ 2.49 L ✓
Goal: ₹ 1.90 L (+31.27%)
12/30/2023

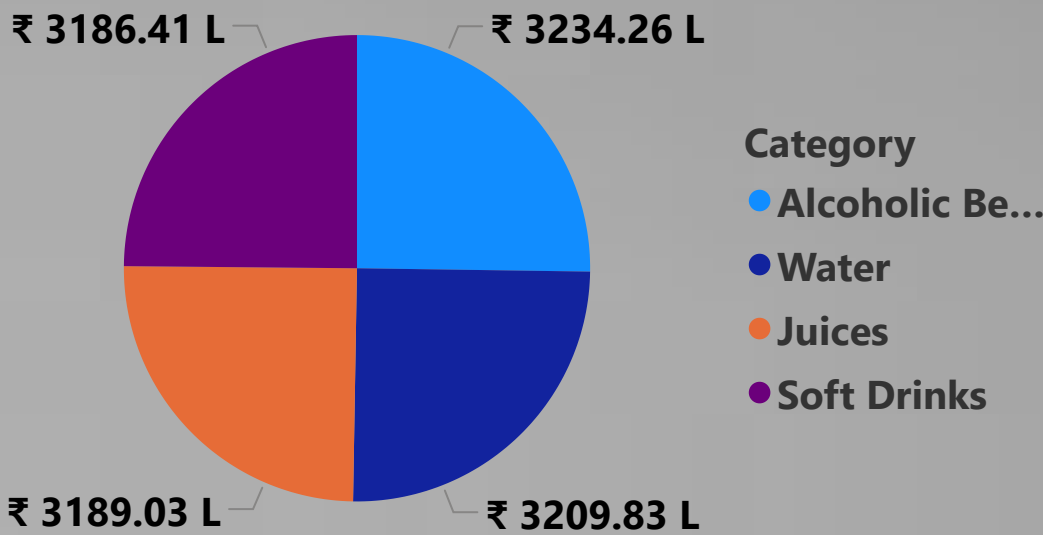
TOTAL_SALES

₹ 3320.98 L

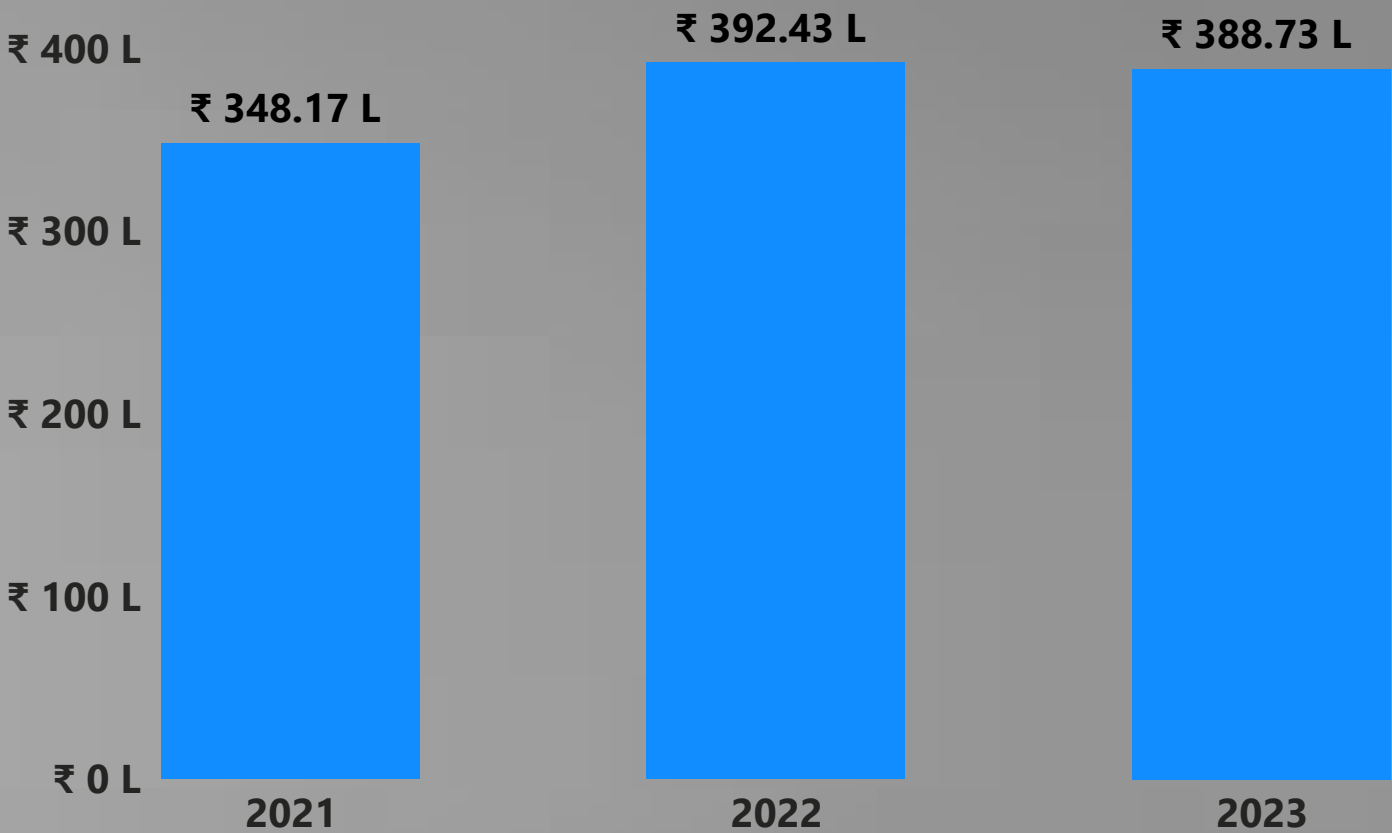
TOTAL_QUANTITY

5821K

BUYING BY CATEGORY



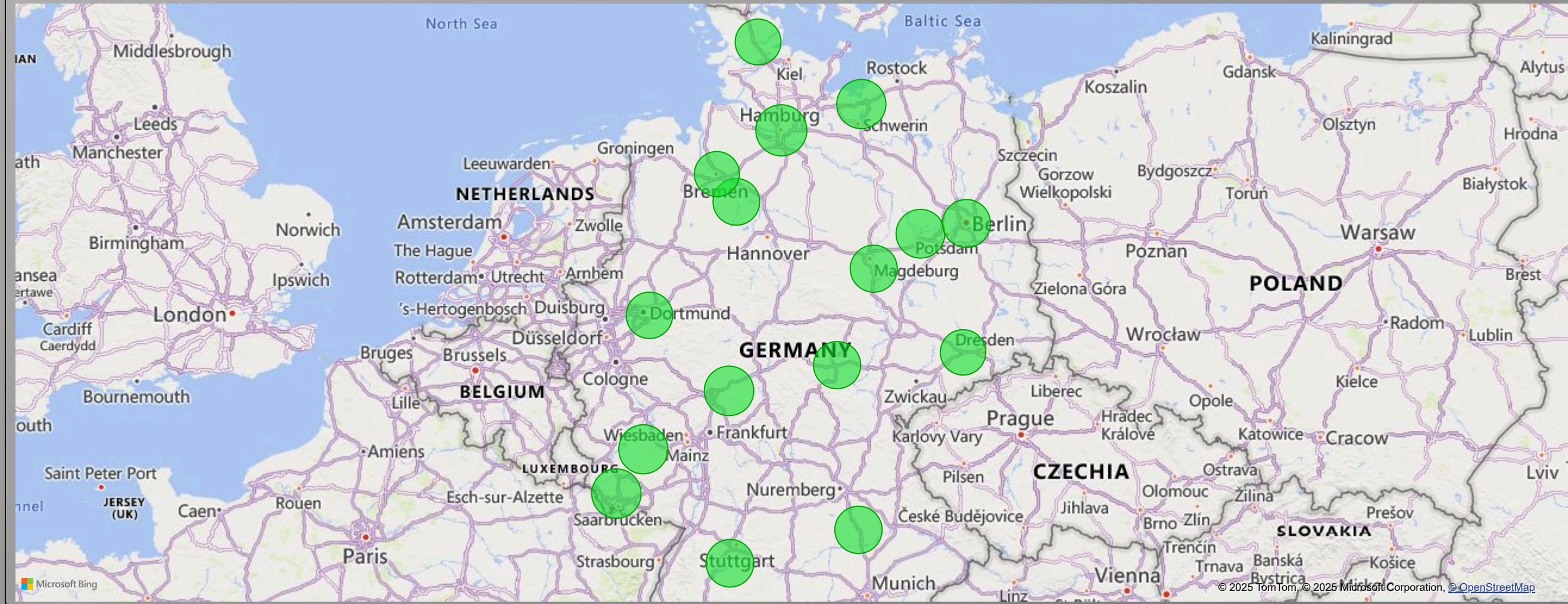
TOTAL SALES BY YEAR



Total Sales by Region



TOTAL_SALES BY REGION



PRODUCT BY TOTAL_SALES

Year	Month	Product	Sum of Quantity	avg_discount	total_sales
2023	July	Veuve Clicquot	2833	3.85%	₹ 22.17 L
2022	March	Veuve Clicquot	2456	3.15%	₹ 20.30 L
2022	August	Veuve Clicquot	2589	2.93%	₹ 19.48 L
2023	September	Veuve Clicquot	2483	2.97%	₹ 19.42 L
2022	October	Moët & Chandon	2725	3.60%	₹ 19.26 L
2022	September	Veuve Clicquot	2374	2.56%	₹ 18.90 L
2022	July	Veuve Clicquot	2453	3.39%	₹ 18.65 L
2021	May	Veuve Clicquot	2398	2.37%	₹ 18.61 L
2023	October	Moët & Chandon	2887	2.98%	₹ 18.35 L
Total			5820888	2.96%	₹ 3320.98 L



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All

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12/30/2023

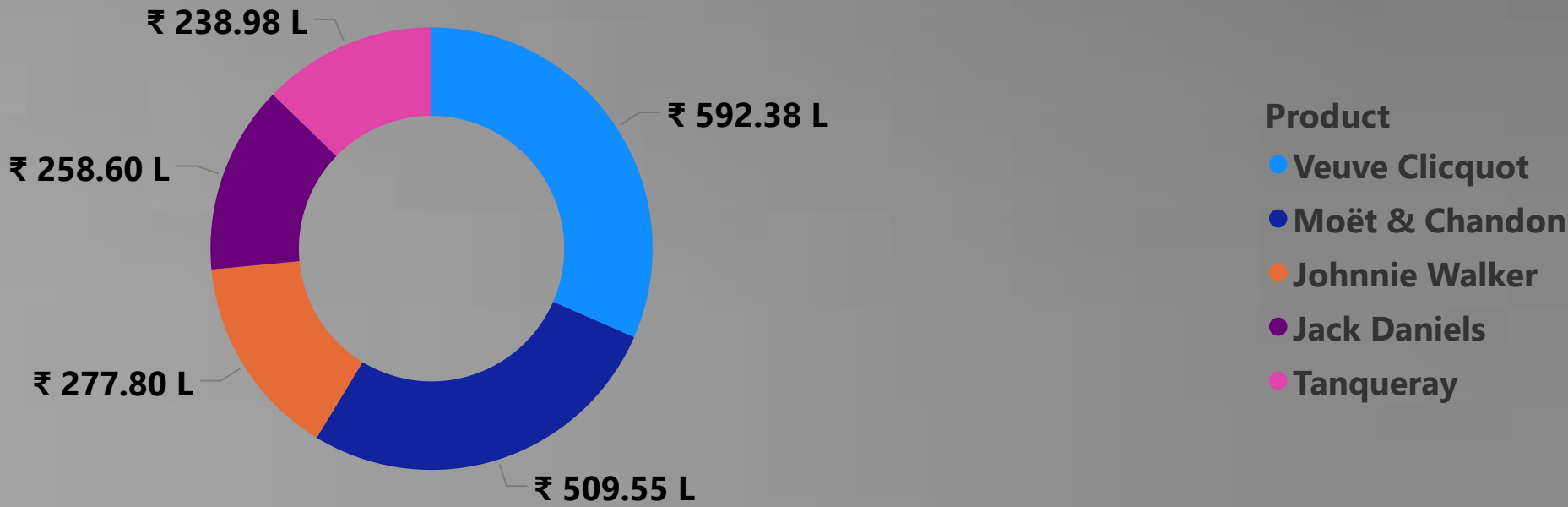
TOTAL_SALES

₹ 3320.98 L

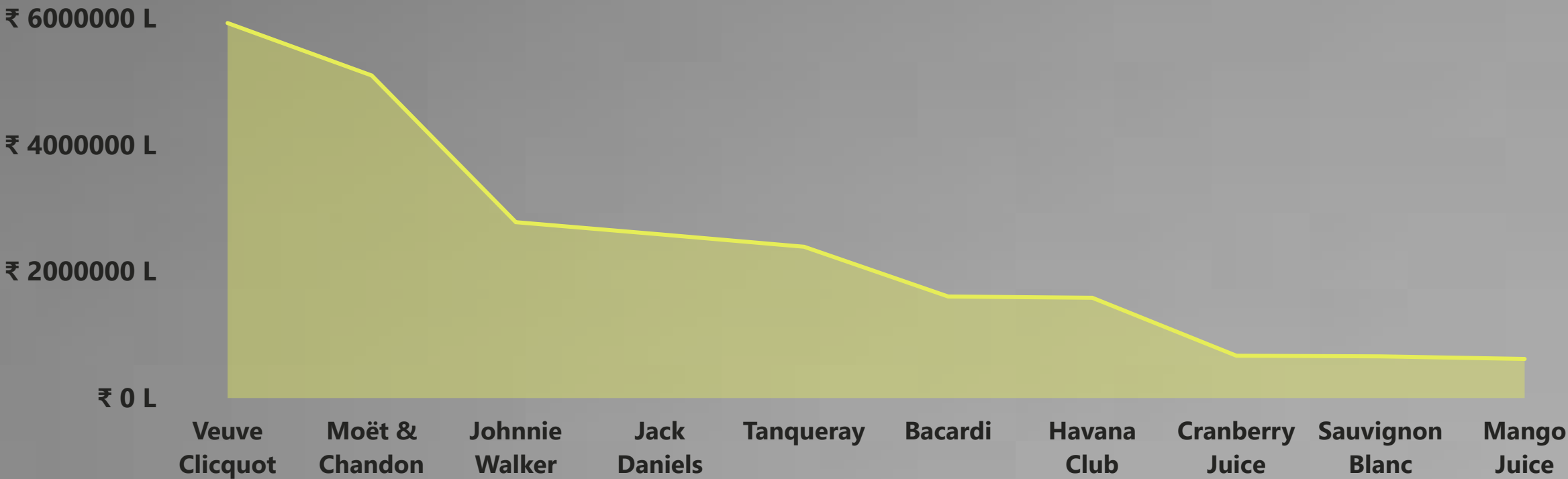
TOTAL_QUANTITY

5821K

TOP 5 PRODUCT BY TOTAL SALES



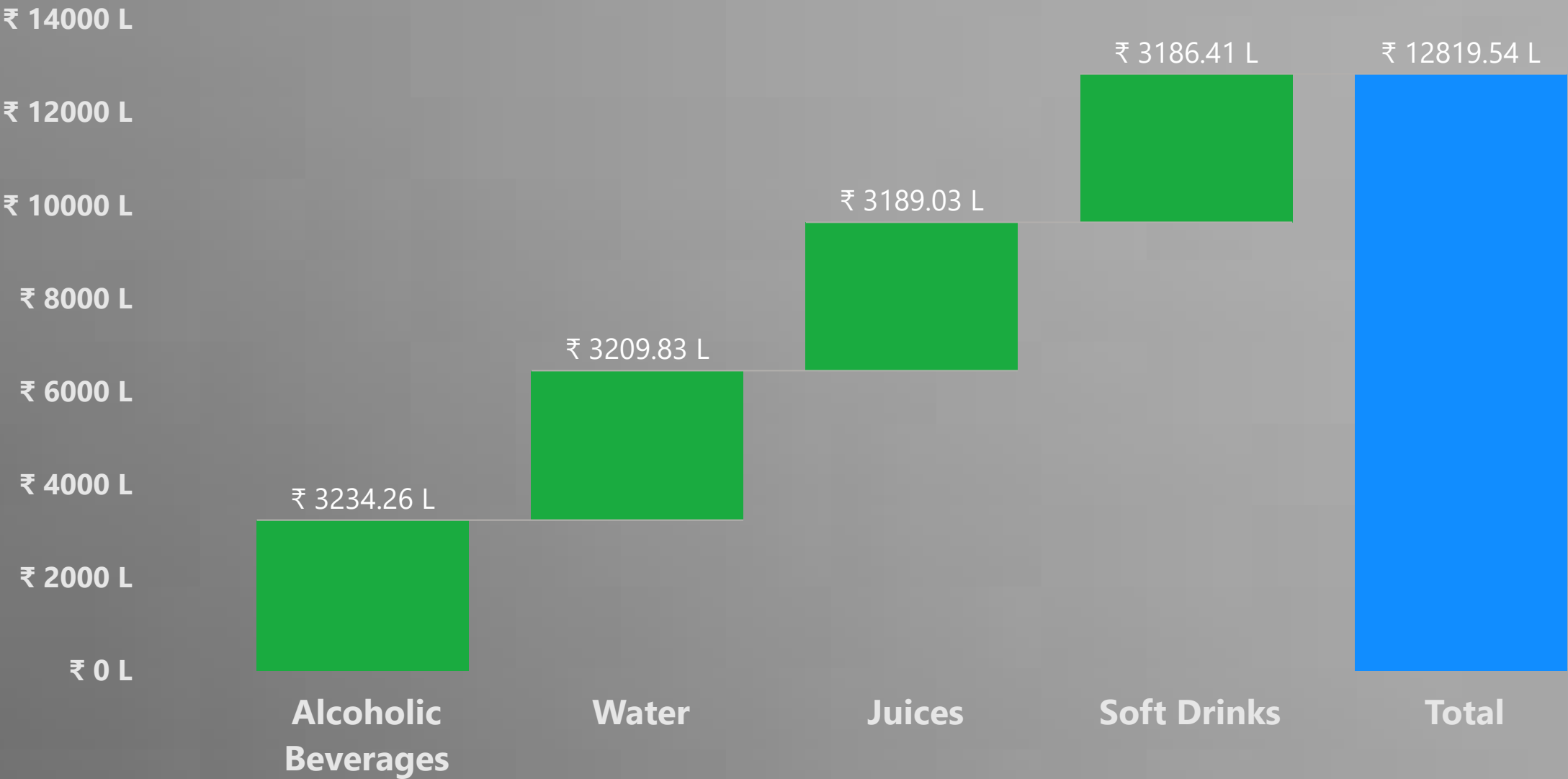
TOP 10 PRODUCT SALES BY DISCOUNT



TOTAL SALES BY CATEGORY & CUSTOMER_TYPE



TOTAL SALES BY CATEGORY





BEVERAGES SALES ANALYSIS REPORT

YEAR

All

MONTH

All

DATE

All

CATEGORY

All

KPI

₹ 2.49 L✓

Goal: ₹ 1.90 L (+31.27%)

12/30/2023

TOTAL_SALES

₹ 3320.98 L

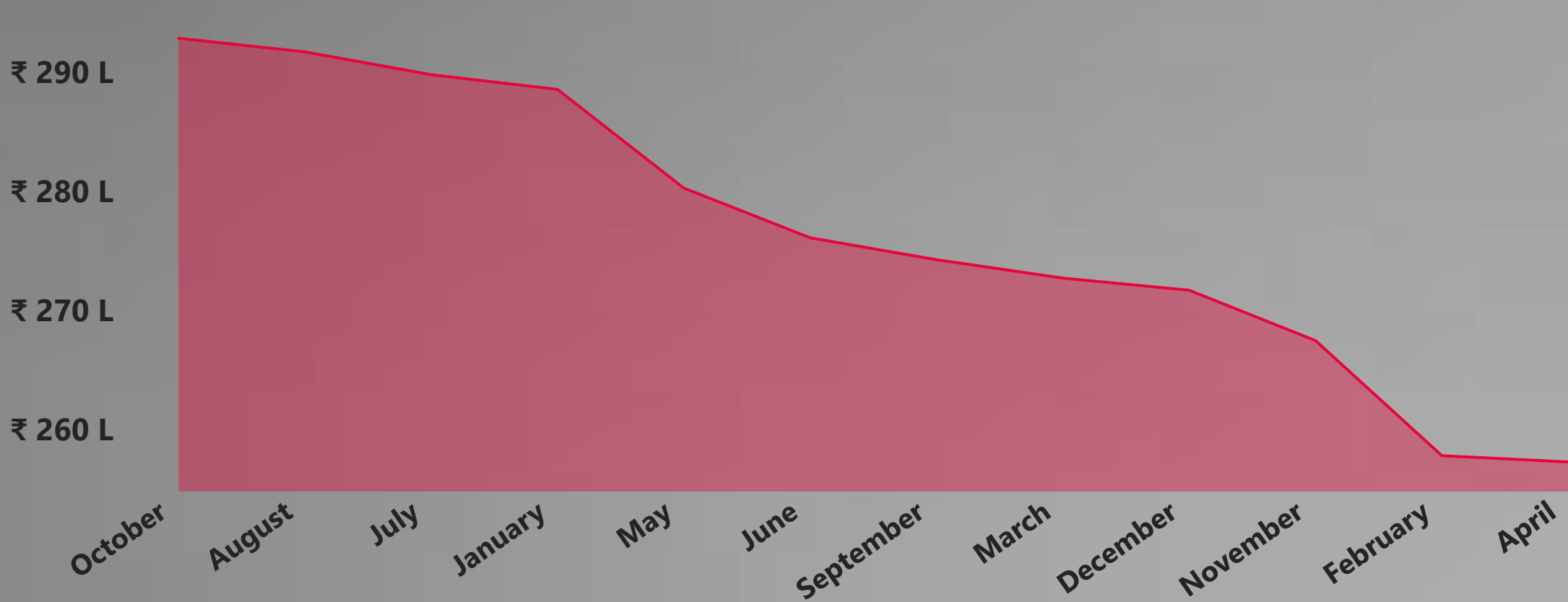
TOTAL_QUANTITY

5821K

PRODUCT BY CUSTOMER SALES

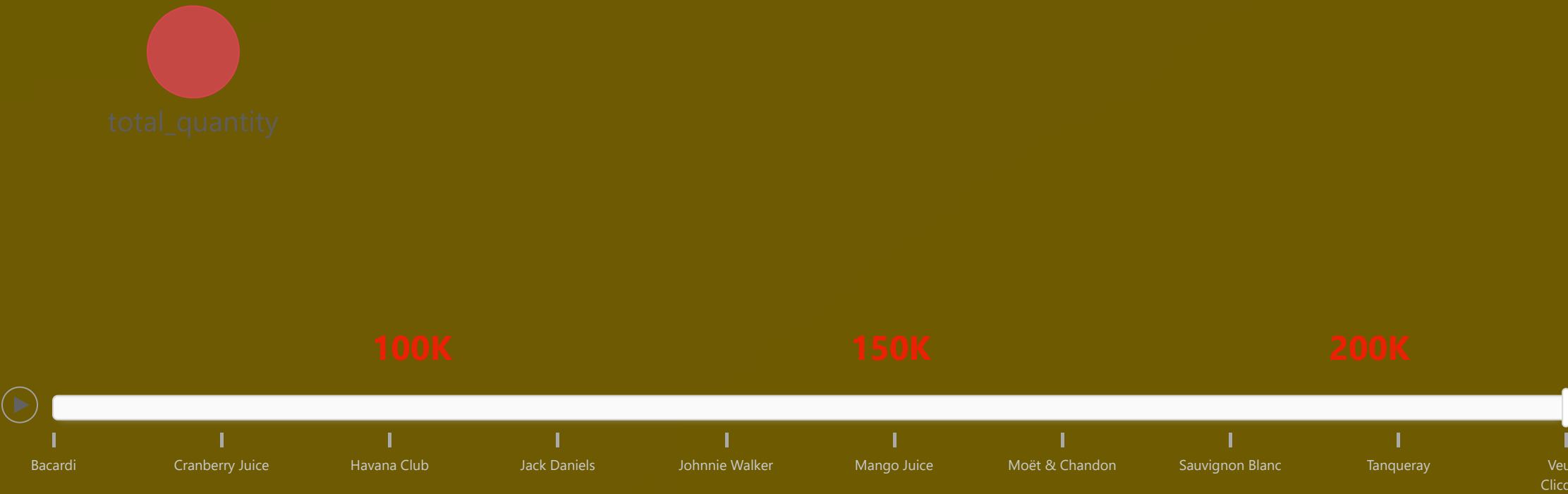
Customer_Type	Alcoholic Beverages	Juices	Soft Drinks	Water	Total
⊕ B2B	₹ 2479.91 L	₹ 2443.12 L	₹ 2443.41 L	₹ 2466.81 L	₹ 2539.97 L
⊖ B2C	₹ 754.35 L	₹ 745.92 L	₹ 743.00 L	₹ 743.01 L	₹ 772.54 L
Apollinaris	₹ 3.37 L	₹ 3.35 L	₹ 3.36 L	₹ 3.42 L	₹ 3.49 L
Augustiner	₹ 1.84 L	₹ 1.79 L	₹ 1.79 L	₹ 1.79 L	₹ 1.87 L
Bacardi	₹ 21.62 L	₹ 21.41 L	₹ 21.20 L	₹ 21.17 L	₹ 22.06 L
Beck's	₹ 2.79 L	₹ 2.75 L	₹ 2.75 L	₹ 2.74 L	₹ 2.84 L
Chardonnay	₹ 8.33 L	₹ 8.16 L	₹ 8.03 L	₹ 8.11 L	₹ 8.43 L
Total	₹ 3234.26 L	₹ 3189.03 L	₹ 3186.41 L	₹ 3209.83 L	₹ 3320.98 L

TOTAL SALES BY MONTH



TOTAL SALES BY AVG DISCOUNT AND QUANTITY

Veuve Clicquot



CATEGORY BY TOTAL_SALES

Year	Month	Category	Sum of Quantity	Average of avg_discount	total_sales
Unit_Price					▼
2022	October	Alcoholic Beverages	168363	6.03	₹ 103.39 L
2023	July	Water	163918	6.02	₹ 102.12 L
2022	October	Water	167164	5.95	₹ 101.65 L
2023	July	Alcoholic Beverages	162035	6.08	₹ 101.63 L
2022	October	Juices	169042	5.89	₹ 101.23 L
2023	July	Soft Drinks	162513	5.98	₹ 100.19 L
2023	July	Juices	162597	5.96	₹ 99.26 L
Total			5820888	5.84	₹ 3320.98 L