

INTERNATIONAL BREWERIES ANALYSIS DASHBOARD

Total Profit

106M

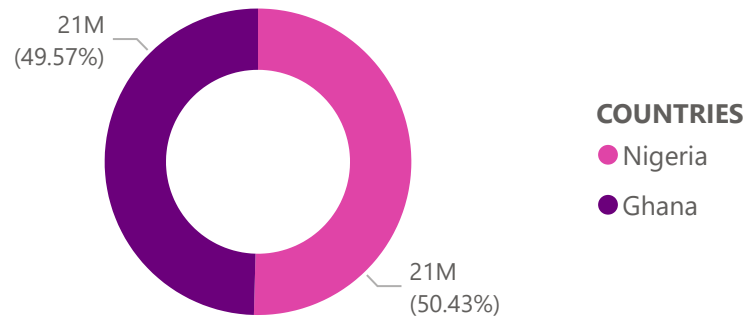
Total Profit

891K

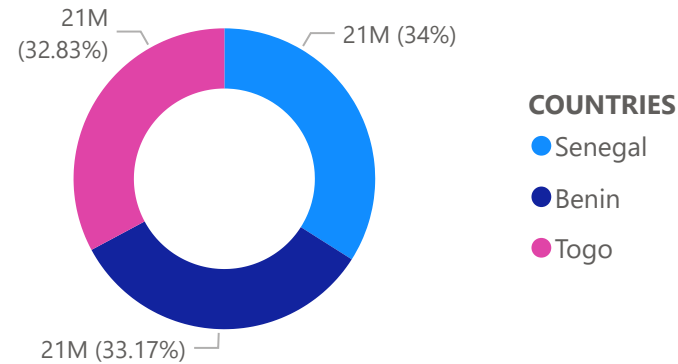
Min Profit in Dec 2018

35K

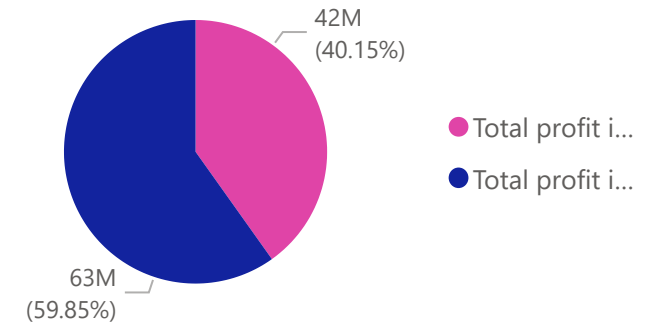
Total Profit in anglophone Countries



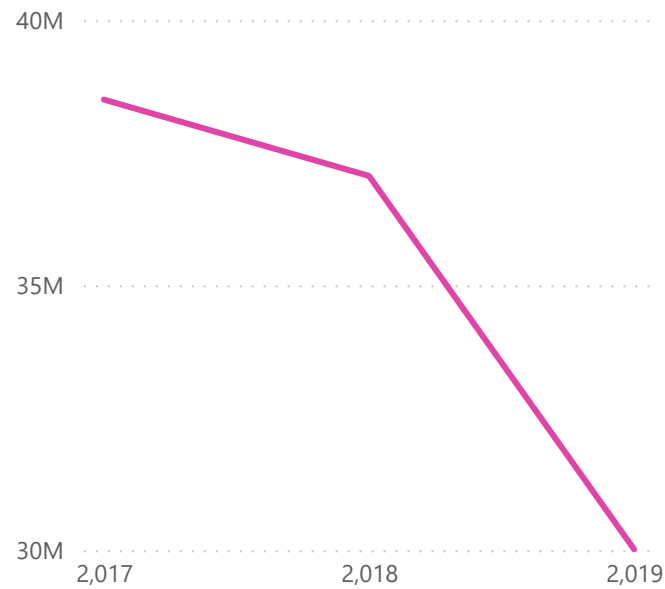
Total Profit in anglophone Countries



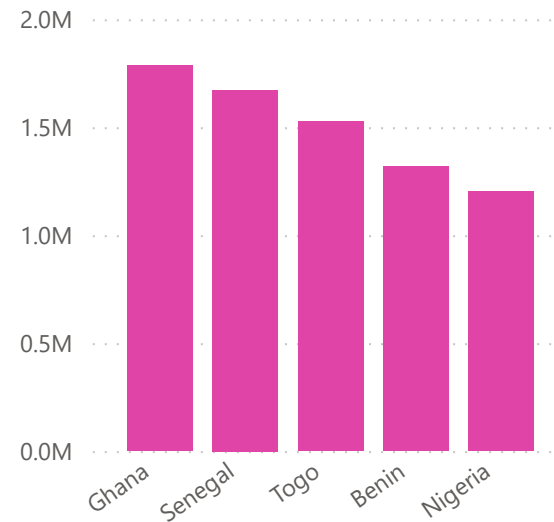
Total Profit in anglophone and Total Profit in Francophone countries



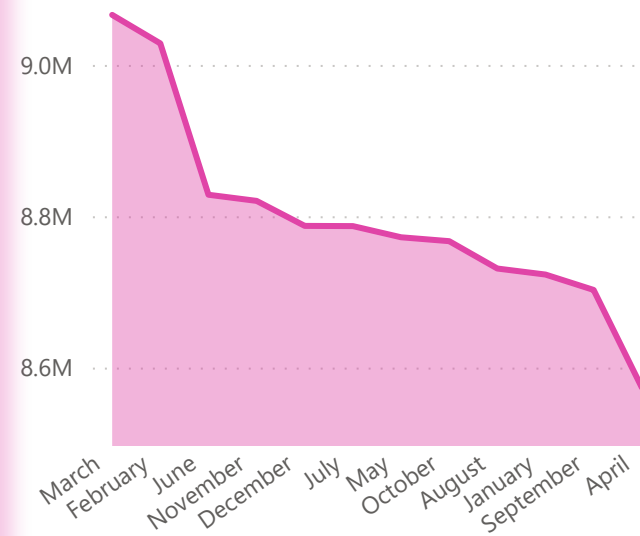
Total Profit by Years



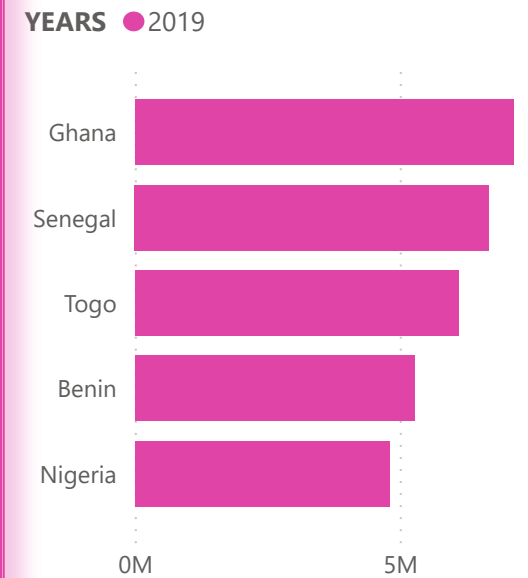
Highest Profit of the fourth quarter in 2019



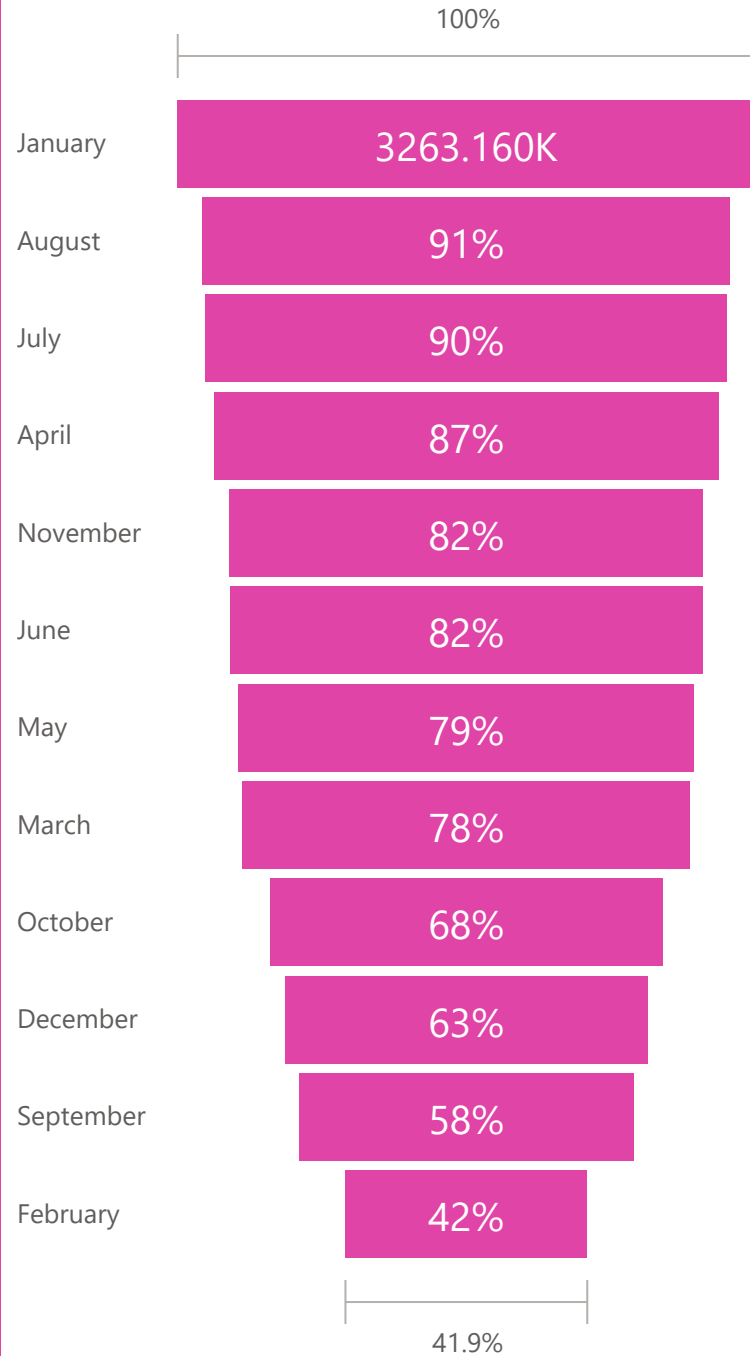
Least Profit generated in Months



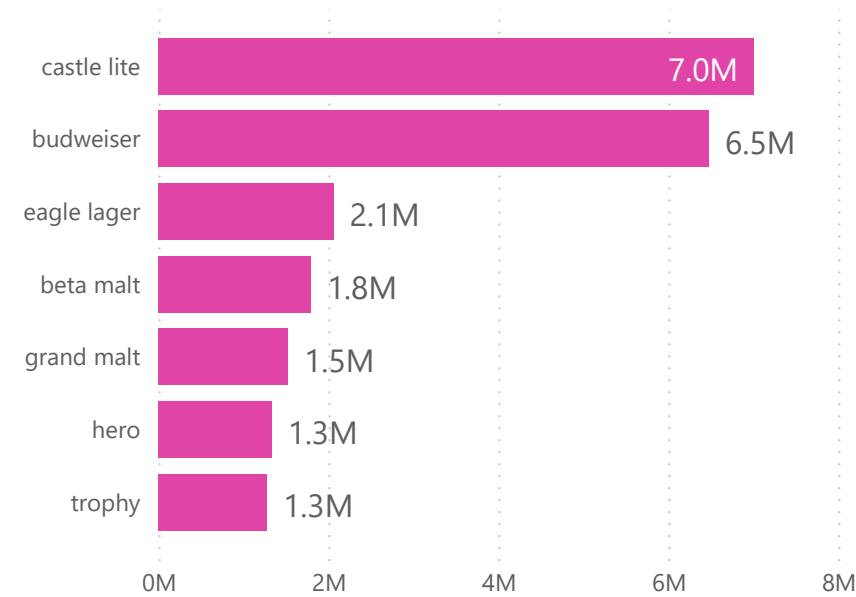
Highest Profit countries in 2019



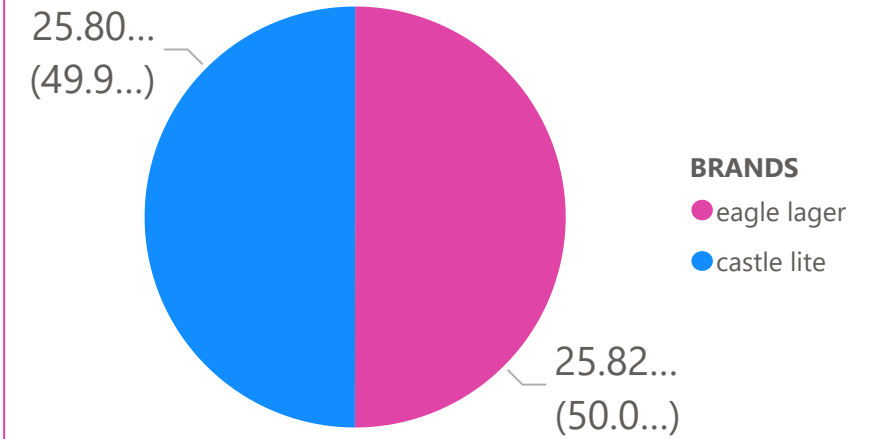
Profit Percentage in year 2019



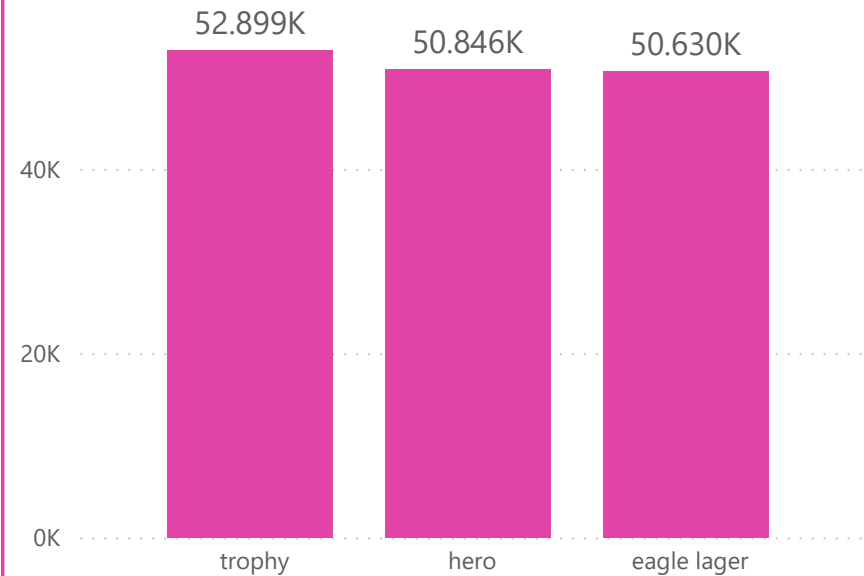
Profit by brands in Senegal



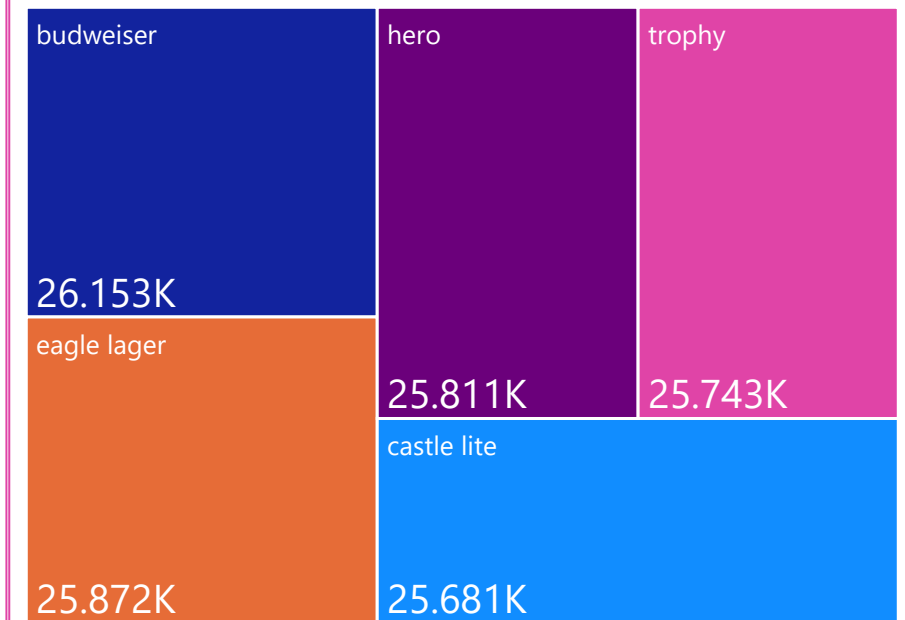
Top two choice of consumer brands in Ghana



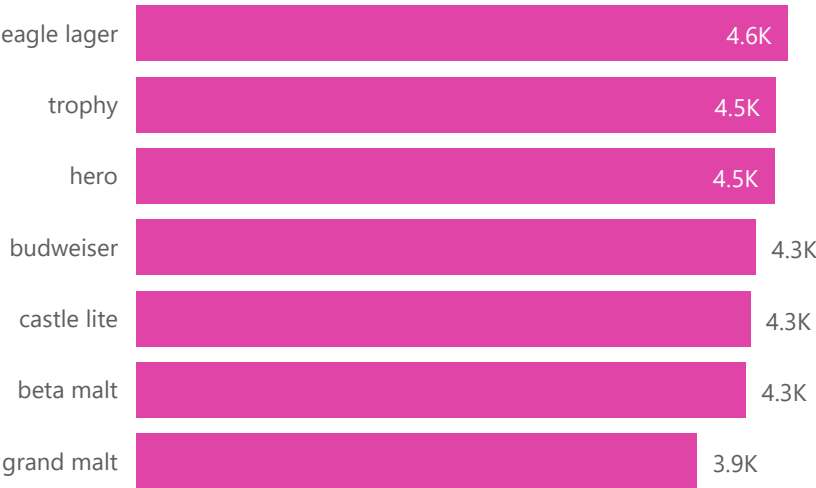
Top three brands consumed in Francophone countries in Year 2018 and 2019



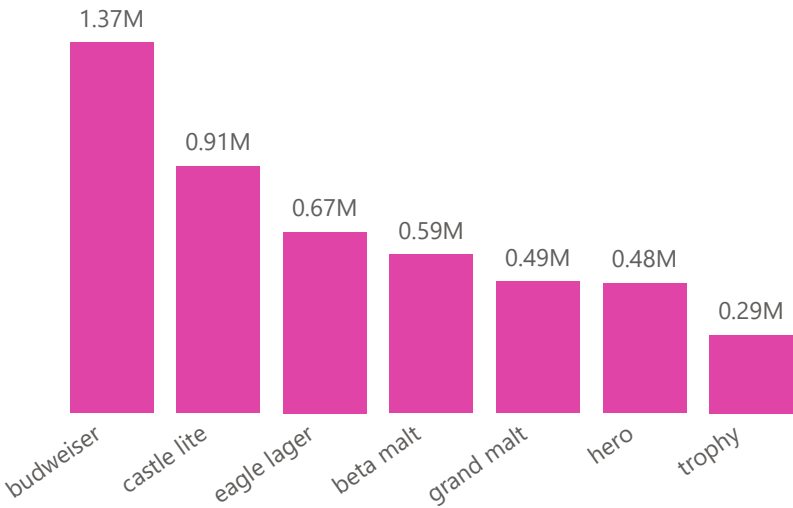
Beers consumed in the past three years in Nigeria



Favourite brands in south-south region in Nigeria

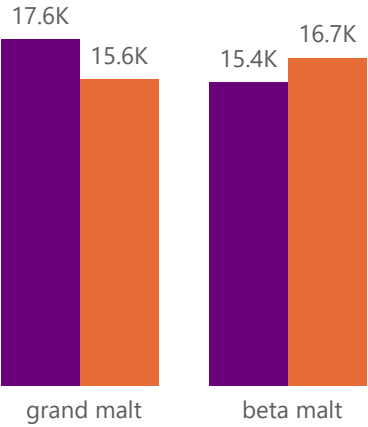


Highest brand sold in Nigeria 2019

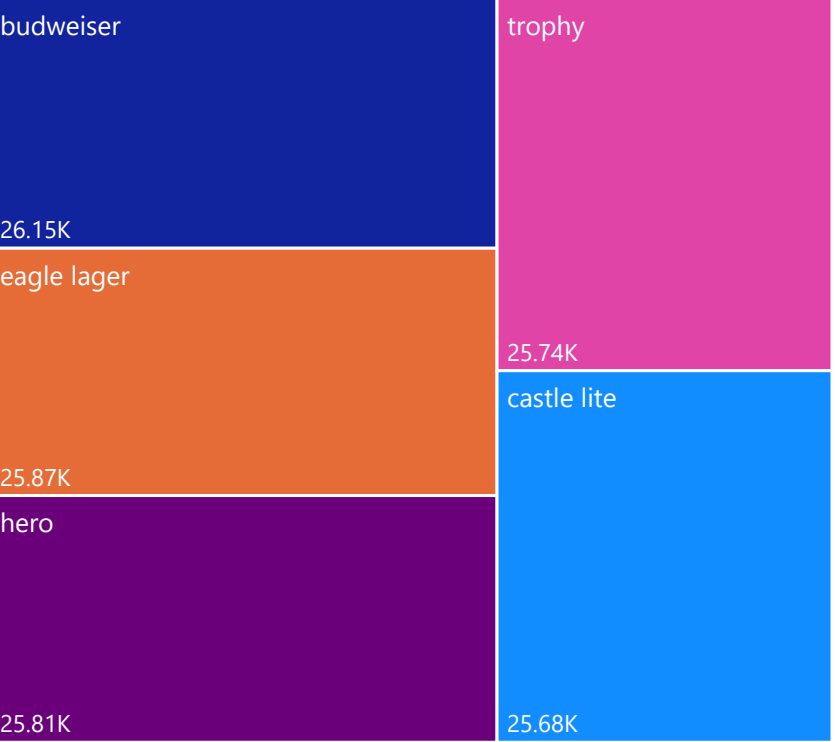


Favourite Malt in Anglophone countries between 2018 and 2019

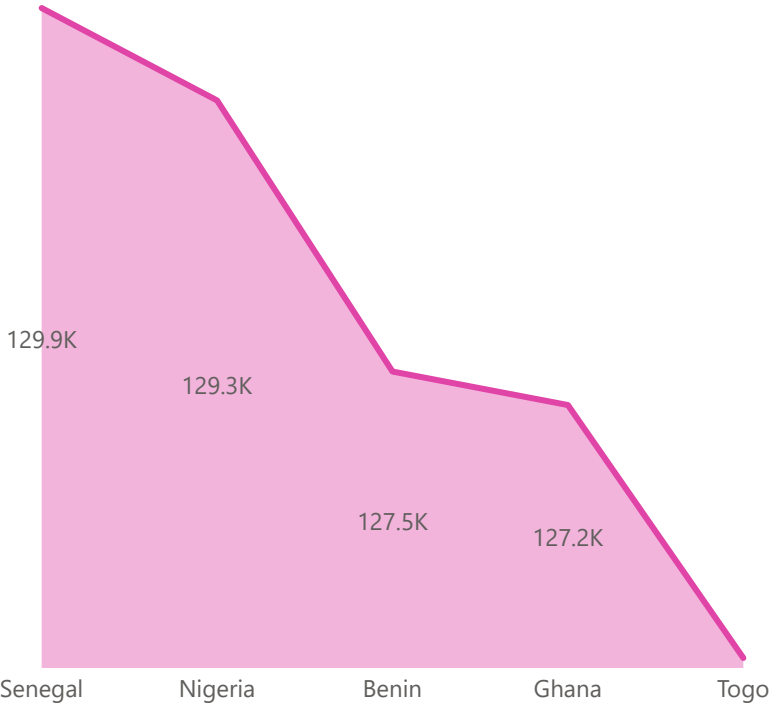
COUNTRIES ● Ghana ● Nigeria



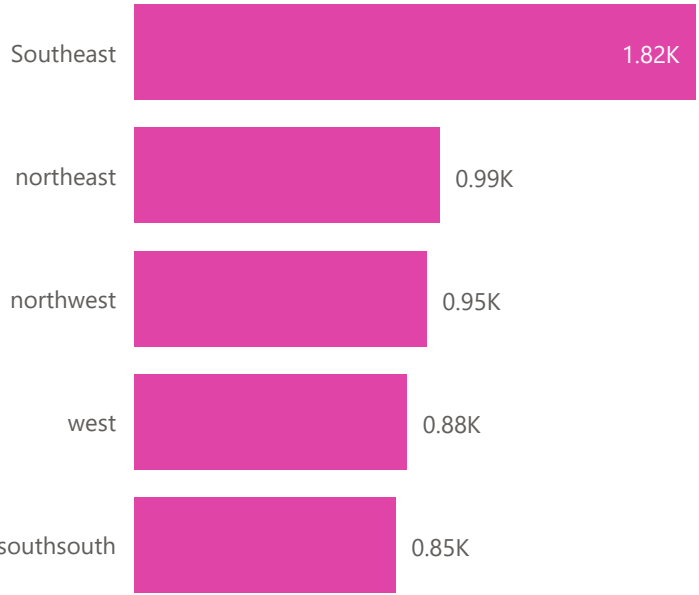
Beers consumed in past three years in Nigeria



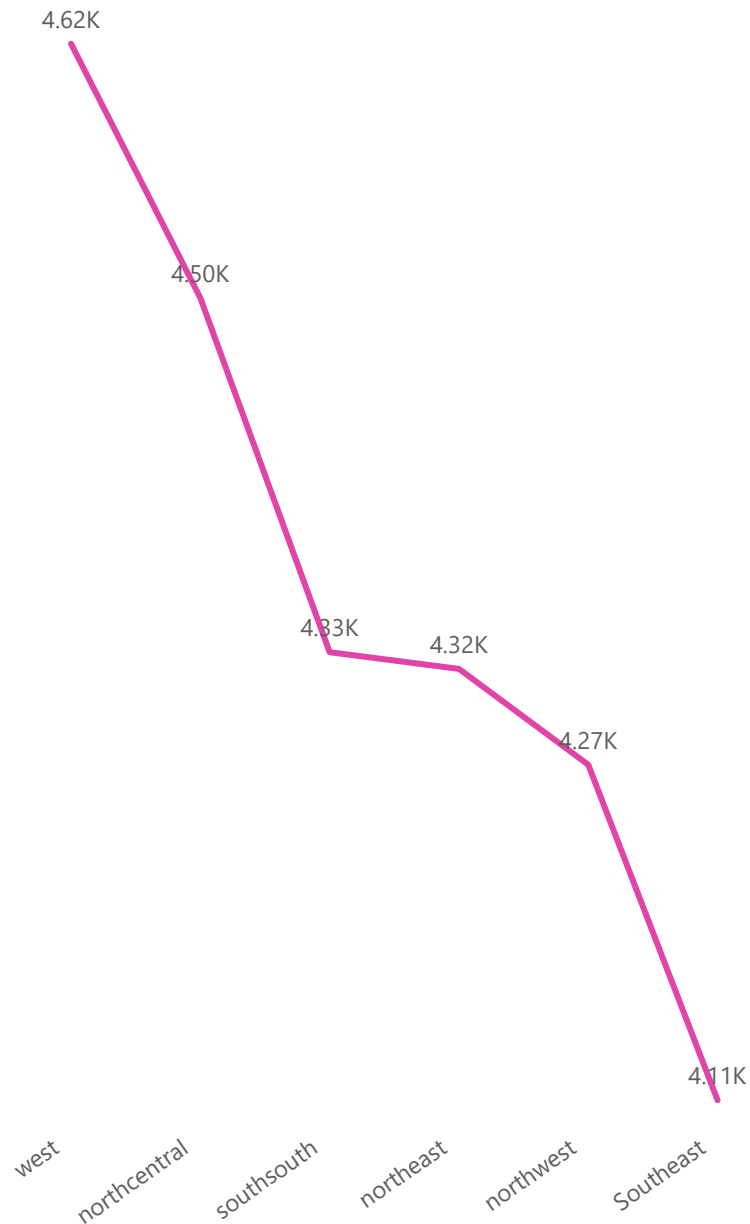
Countries with the highest consumption of beer



Consumption of budweiser in regions in Nigeria 2019



Consumption of budweiser in regions in Nigeria



Main insight

1. The company made a total profit of 106M within three years.
2. The total product sold within those years was 891k.
3. The total profit made in Anglophone countries was around 42M, while in Francophone countries around 63M was made.
4. The country that made the highest profit in the Year 2019 was Ghana with an estimate of 7.1M. They made the most profit in the fourth quarter of the year.
5. The highest profit was made in 2017. The profit tends to decline as we move on to the next years.
6. The top two brands consumed in Ghana were Eagle lager and Castle Lite.
7. customers tend to order more of Trophy, Hero, and Eagle Lager in Francophone countries.
8. According to the analysis, the highest brand that sold the most in Nigeria is Budweiser and the orders were coming from the southeastern part of the country.
9. Senegal tend to consume more beers more than any other countries.

Recommendation

From the analysis, profit tends to decline as the years goes by which brings me to this few suggestions:

1. There must be improvement in our Product Quality
2. There should be more promotion and advertisement for the brands that yielded low profit.
3. we can also improve on healthy communication between Management and suppliers
4. we must identify each region from each countries where the brands make less profit and increase our level of promotion on it.