Hi [ ],

Hope you’re having a good week! I’m writing because I wanted to let you know that I’ve started to look through the Iowa Liquor Sales Database, and I’ve already found some interesting things which I wanted to share with you, as well as my plan of action as far as next steps. The goal here, as I see it, is to target our marketing campaign around which types of liquor sell best in different areas, and I think we’re well on our way to finding that out.

Having taken a preliminary look through the data, I can tell you that there is plenty of it. The data is divided up into Sales, Products, Counties, and Stores tables, and within these we have almost 10,000 individual products, and over 3,000,000 records of sales across the 99 counties of Iowa. As far as the stores, there are 1973 listed (72.2% of which are active), and the majority of the stores with the most sales are part of a chain called Hy-Vee. As far as counties that bring in the most revenue, the vast majority seems to be coming out of Polk County (which contains the population center Des Moines) at 22%, which makes sense since it contains 14% of the population of Iowa. It’s clearly a huge money-maker, and might be a good place to start.

As far as the top-selling liquors, I’ve found that the majority of the best-selling categories throughout the state are vodkas and whiskies. Still, it was difficult to figure this out scientifically because the data is currently sorted into 70 different liquor categories (though it was clear that the top bunch were almost exclusively vodkas and whiskies), when they can clearly be thought of as far as less than that. My plan is to condense these categories into larger buckets, so we can better see which liquor types are doing better than others.

After undertaking that major cleaning (as well as looking for missing values and figuring out whether they’re significant and what to do with them), I will seek to figure out which liquor types sell best by calculating market shares both in terms of number of sales and amount of revenue made from those sales. I will particularly be looking for liquor types that have greater revenue despite possibly having a few less sales (as this would indicate that every sale we create through our marketing campaign would generate more revenue, and we could potentially grow those sale numbers if the demand is already high and create considerably more revenue). Then, I will dive into sales data by county to see where these liquor types might have the most growth opportunity, as well as looking at timing (by month), and finally seeking out the most successful vendors to see who we might partner with.

There is certainly plenty more to do in order to make the proper recommendation, but the necessary data is definitely there, and I’m excited to dive in further!

All the best,

Lee