

Project Iowa Liquor Sales for 2016

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Iowa Liquor Sales

The data for this project came from the state of Iowa. It was composed of all the sales of liquor from the state distributor to retailers for all of 2015 and the first quarter of 2016. The assignment was to take those numbers and project the total sales for 2016 using the first quarter sales of 2016. A linear regression approach was used for building the model.

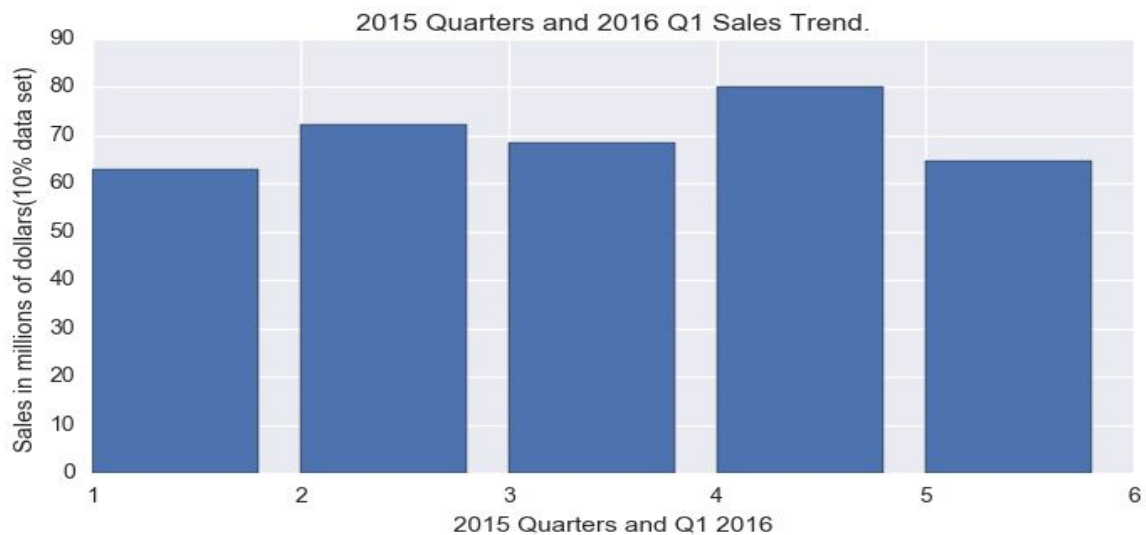


Figure 1. Iowa Liquor sales in millions of dollars for 2015 and 1st Qtr of 2016.

Sales for 2015 was approximately \$278,000.00 and the projected range for 2016 was \$287,000,000 to \$291,500.000. This represents a 3.4% to 4.8% growth.

Assumptions:

1. Population of those over 2016 remains the same. (2014 Iowa pop. growth was only 0.5% - 'Des Moines Register')
2. Economy remains stable. (Iowa's economic growth was slightly negative in the first part of 2015 - 'Des Moines Register')
3. Prices on alcohol remain the same. (Strong USD)
4. No presidential politics in 2017