



New American vodka product launch in Iowa

by Maks Piotrowski

30.07.2024

Business task

Objective: Identify the most effective date and store locations within specific Iowa counties for the introduction of a new American vodka.

Geographical Focus: Analyze past sales data to pinpoint high-performance liquor stores across selected counties in Iowa, ensuring the chosen locations align with potential market demand for vodka.

Promotional Strategy: Selection of stores for exclusive advertising campaigns, special promotions, and dedicated display units such as specialized shelves or coolers exclusively for this new product.



**Generated by DALL-E 3*

Dataset

Name: Iowa Liquor Sales

Provider: Alcoholic Beverages Division

Description: This dataset contains the spirits purchase information of Iowa Class "E" liquor licensees by product and date of purchase from 1.01.2012 to current. The dataset can be used to analyze total spirits sales in Iowa of individual products at the store level.

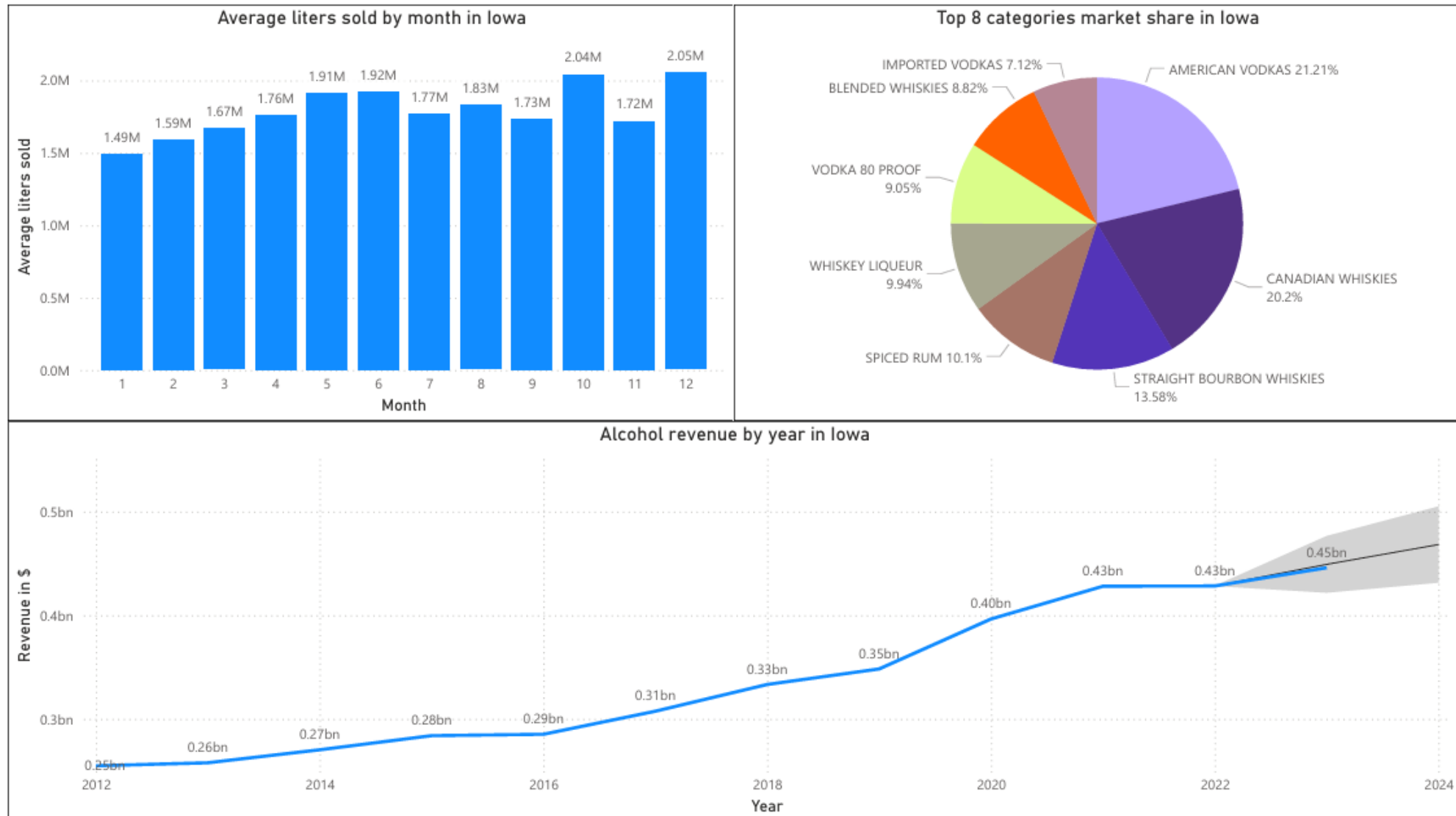
Updates: This dataset is updated monthly

Link: [Iowa Liquor Sales | data.iowa.gov](https://data.iowa.gov)



Author: John Hernandez, Unsplash

Exploratory Data Analysis








Strategy A

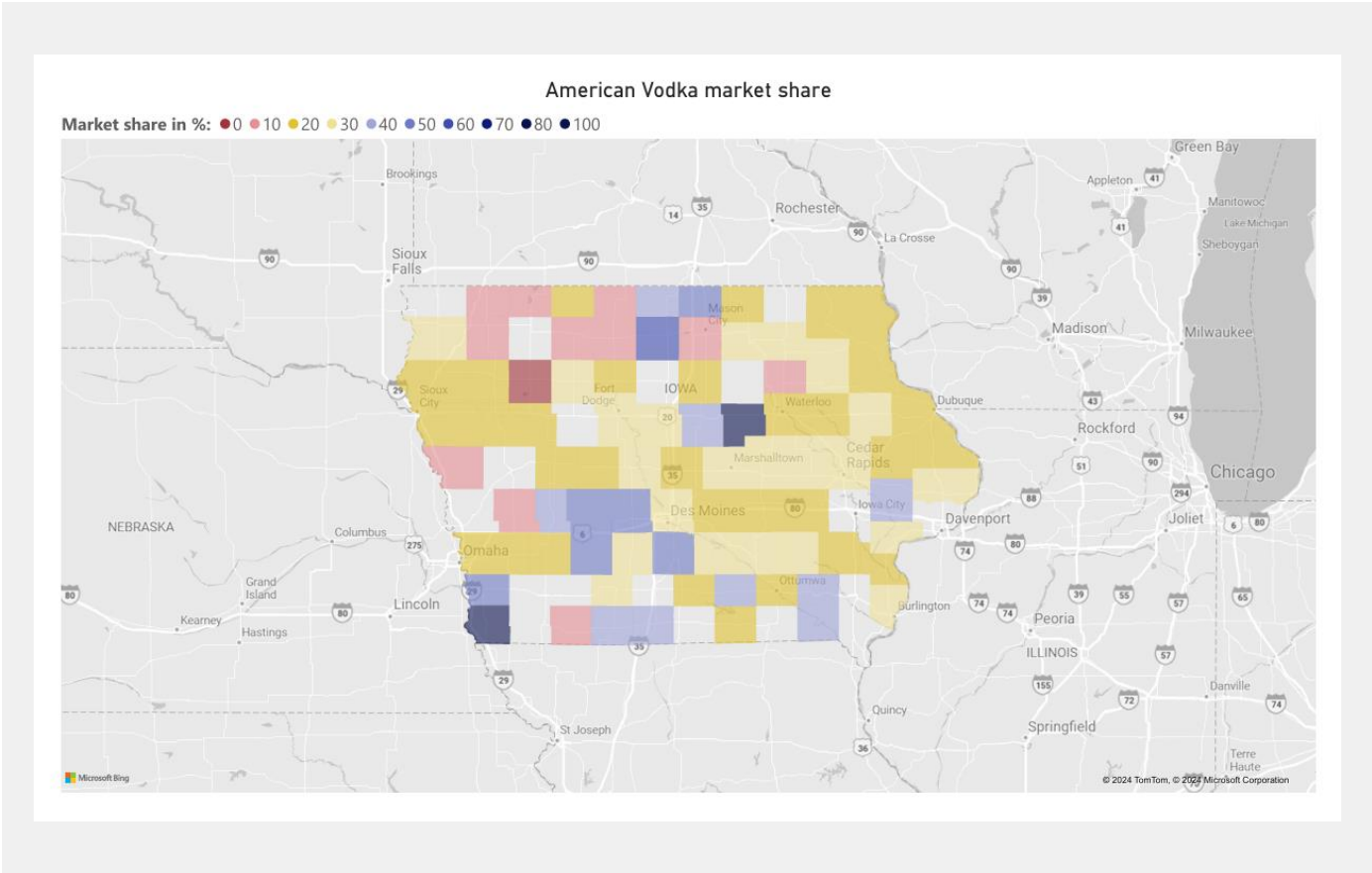
Strategy A

 Targeting counties and stores with already strong liquor sales and a high vodka market share.

 Prioritize locations with consumer interest in vodka, reducing the risk.

 Focus on areas with established demand to maximize ROI for marketing expenses.

 Benefit from the existing customer base familiar with and favorable towards vodka.



Target counties

Dallas

Warren

Hardin

Cedar

Guthrie

Mills

County	All alcohols revenue	Vodka revenue
DALLAS	13,962,029.23	2,006,273.91
WARREN	4,556,907.32	740,844.50
HARDIN	2,410,159.14	412,882.34
CEDAR	1,119,174.58	193,191.92
MILLS	824,702.09	156,302.84
GUTHRIE	679,563.04	127,859.28

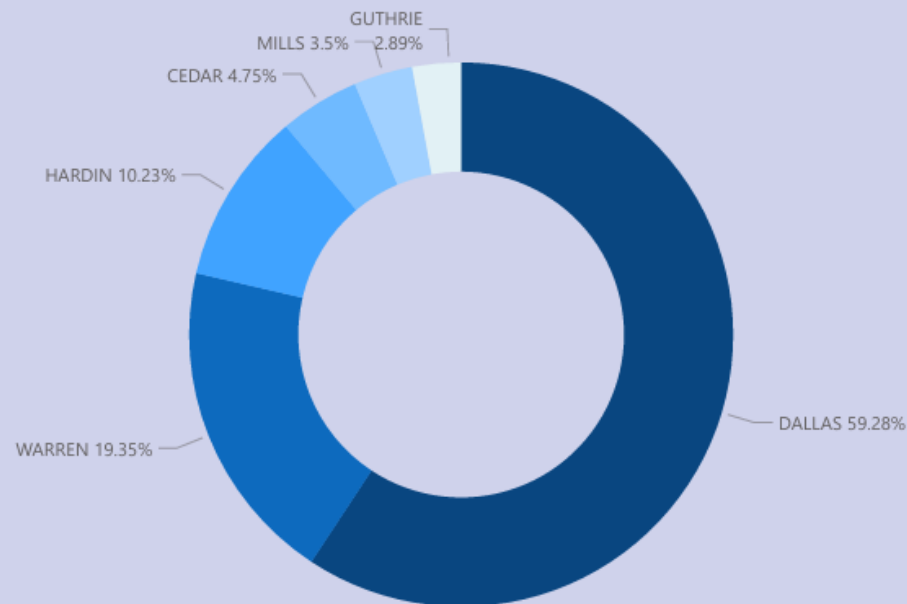
3.64M

Total vodka revenue

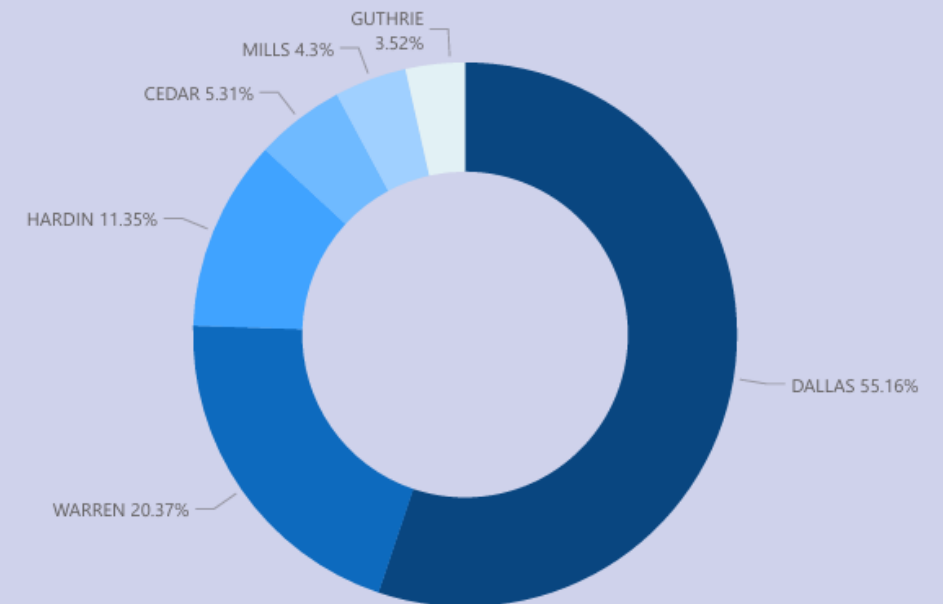
Year

2023

All alcohols revenue by county



Vodka revenue by county



Target stores

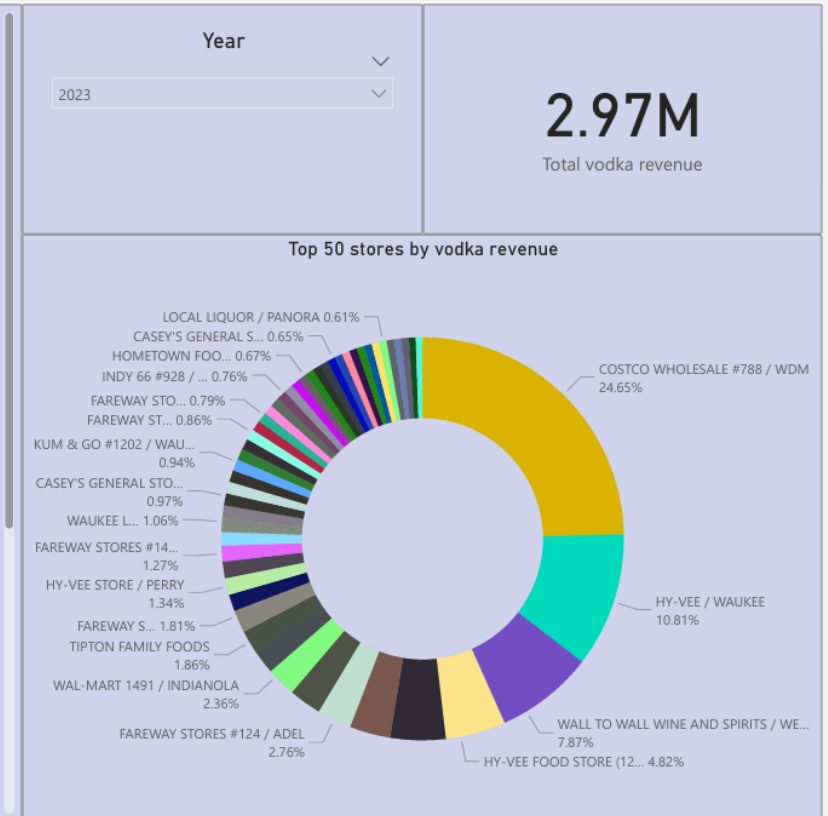
Top Performers Overview: Table lists the top 50 stores based on total revenue, collectively generating \$2.97 million in 2023.

Market Dominance: Some stores significantly outperform others, indicating key locations where the new vodka product could be successfully introduced.

Targeted Marketing: Use this data to tailor marketing strategies for these stores, including specialized promotions and exclusive product placements.

Investment Justification: The substantial revenue from these stores justifies investment in targeted advertising and customized display units to maximize visibility and sales of the new product.

Store name	Revenue	Vodka revenue
COSTCO WHOLESALE #788 / WDM	3,746,813.86	733,180.50
HY-VEE / WAUKEE	2,300,236.16	321,395.50
WALL TO WALL WINE AND SPIRITS / WEST DES MOINES	4,030,503.89	233,976.93
HY-VEE FOOD STORE (1271) / INDIANOLA	1,316,353.75	143,494.35
FAREWAY STORES #077 / NORWALK	596,092.37	131,839.08
HY-VEE FOOD STORE (1295) / IOWA FALLS	745,934.80	97,565.44
FAREWAY STORES #124 / ADEL	408,017.39	82,203.86
WAL-MART 0886 / FORT DODGE	545,642.61	77,736.93
WAL-MART 1491 / INDIANOLA	493,658.00	70,047.30
FAREWAY STORES #470 / PERRY	287,726.68	57,302.20
TIPTON FAMILY FOODS	428,892.50	55,181.07
FAREWAY STORES #657 / INDIANOLA	308,541.05	53,871.03
FAREWAY STORES #559 / IOWA FALLS	158,753.75	39,790.17
HY-VEE STORE / PERRY	254,771.92	39,765.93
RUSS'S MARKET #30	146,407.02	39,547.58
FAREWAY STORES #147 / CARLISLE	259,695.03	37,662.41
KWIK SHOP #541 / GLENWOOD	115,668.76	32,251.86
WAUKEE LIQUOR & FOOD MART / WAUKEE	254,806.04	31,643.34
WAL-MART 1546 / IOWA FALLS	148,954.92	31,627.68
CASEY'S GENERAL STORE #3640 / WAUKEE	95,204.37	28,843.73
HY-VEE FOOD STORE / ELDORA	116,964.89	28,184.46
KUM & GO #1074 / WDM	102,447.46	27,932.25
KUM & GO #1202 / WAUKEE	109,469.55	27,918.26
JUBILEE FOODS	129,269.72	26,995.98
HOMETOWN FOODS / PANORA	129,038.90	25,526.62
FAREWAY STORES #989 / WAUKEE	123,218.83	25,488.88
WHISKEY WOLF LIQUOR / GLENWOOD	226,064.15	25,035.49
FAREWAY STORES #882 / ELDORA	132,799.22	23,603.11
WORLD LIQUOR & TOBACCO PLUS VAPORS / ADEL	228,601.75	23,042.02
CASEY'S GENERAL STORE #2568 / NORWALK	87,176.80	22,965.66
INDY 66 #928 / INDIANOLA	128,923.69	22,521.15
CASEY'S GENERAL STORE #3422 / NORWAL	97,345.77	21,995.35





Strategy B

Strategy B



Targeting counties and stores with strong liquor sales and low vodka market share



Prioritize locations with consumer interest in liquors other than vodka for high profit and high risk



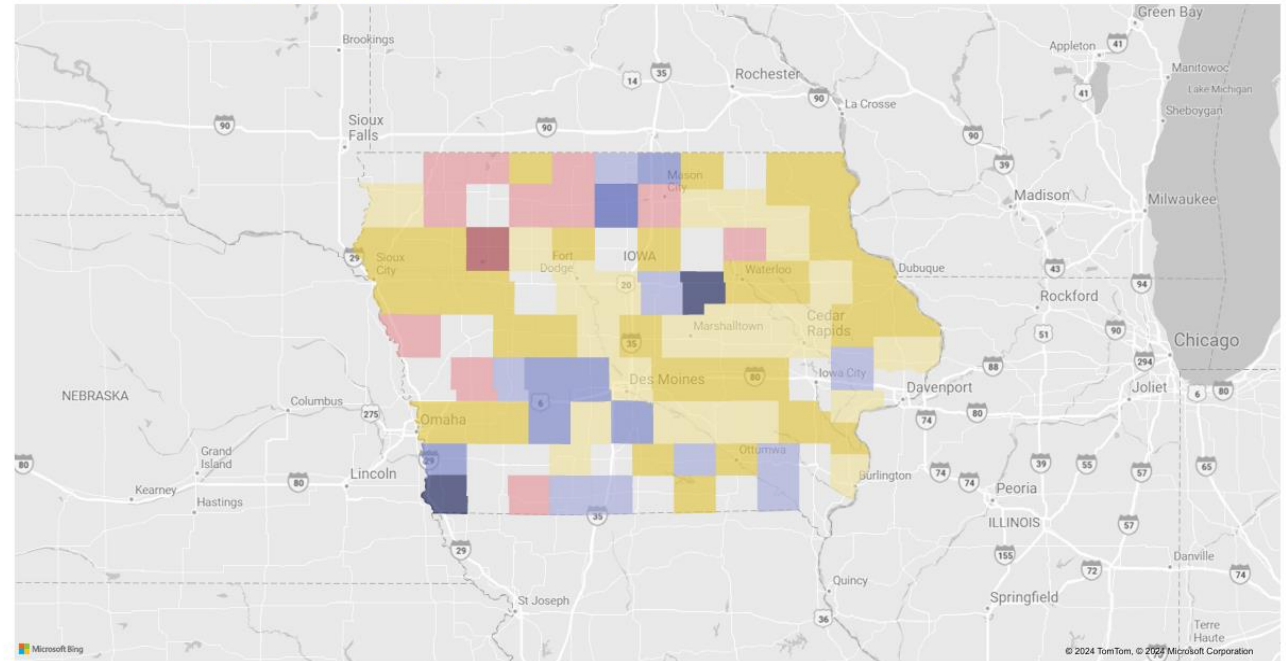
Focus on areas with established high demand for liquors



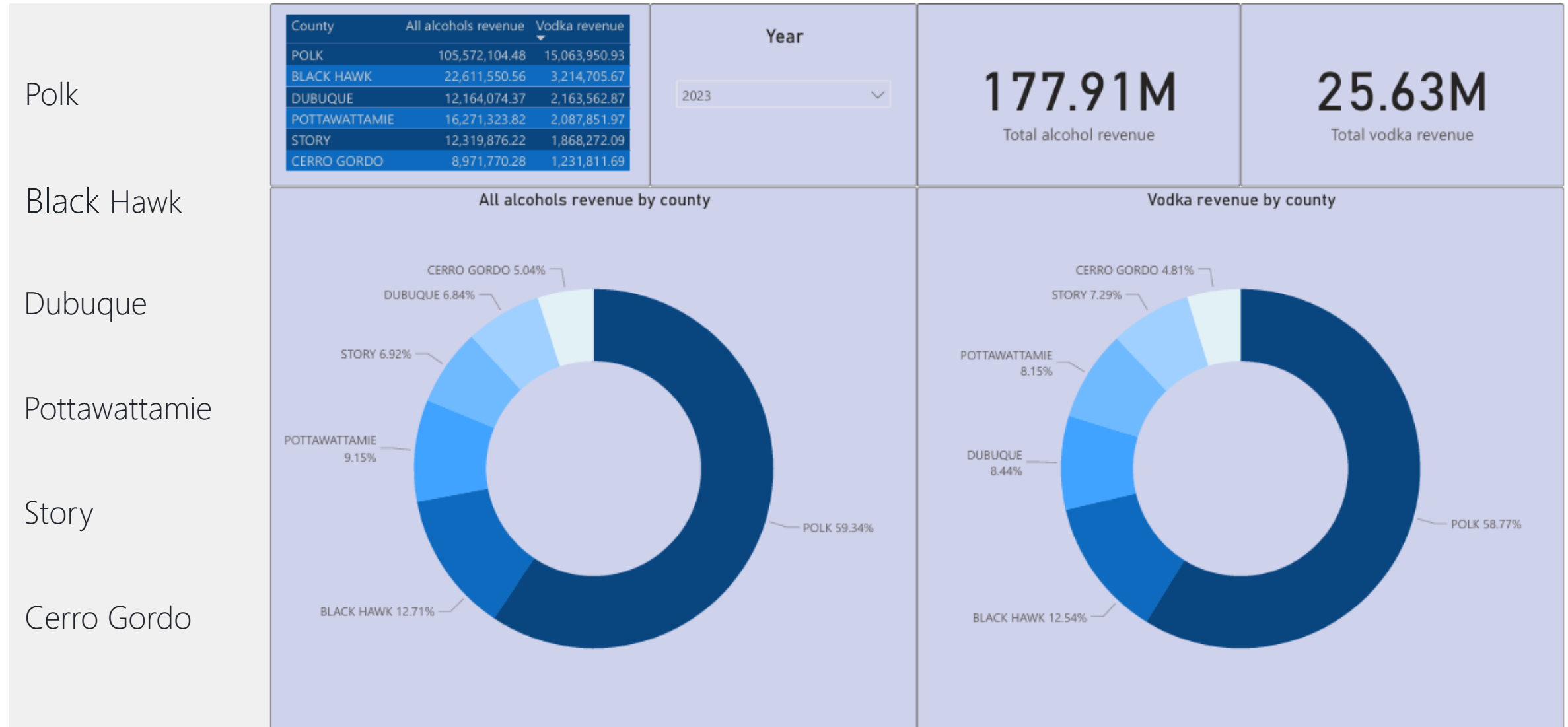
Benefit from the low vodka competition with a chance to convince customers to vodka

American Vodka market share

Market share in %: 0 10 20 30 40 50 60 70 80 100



Target counties



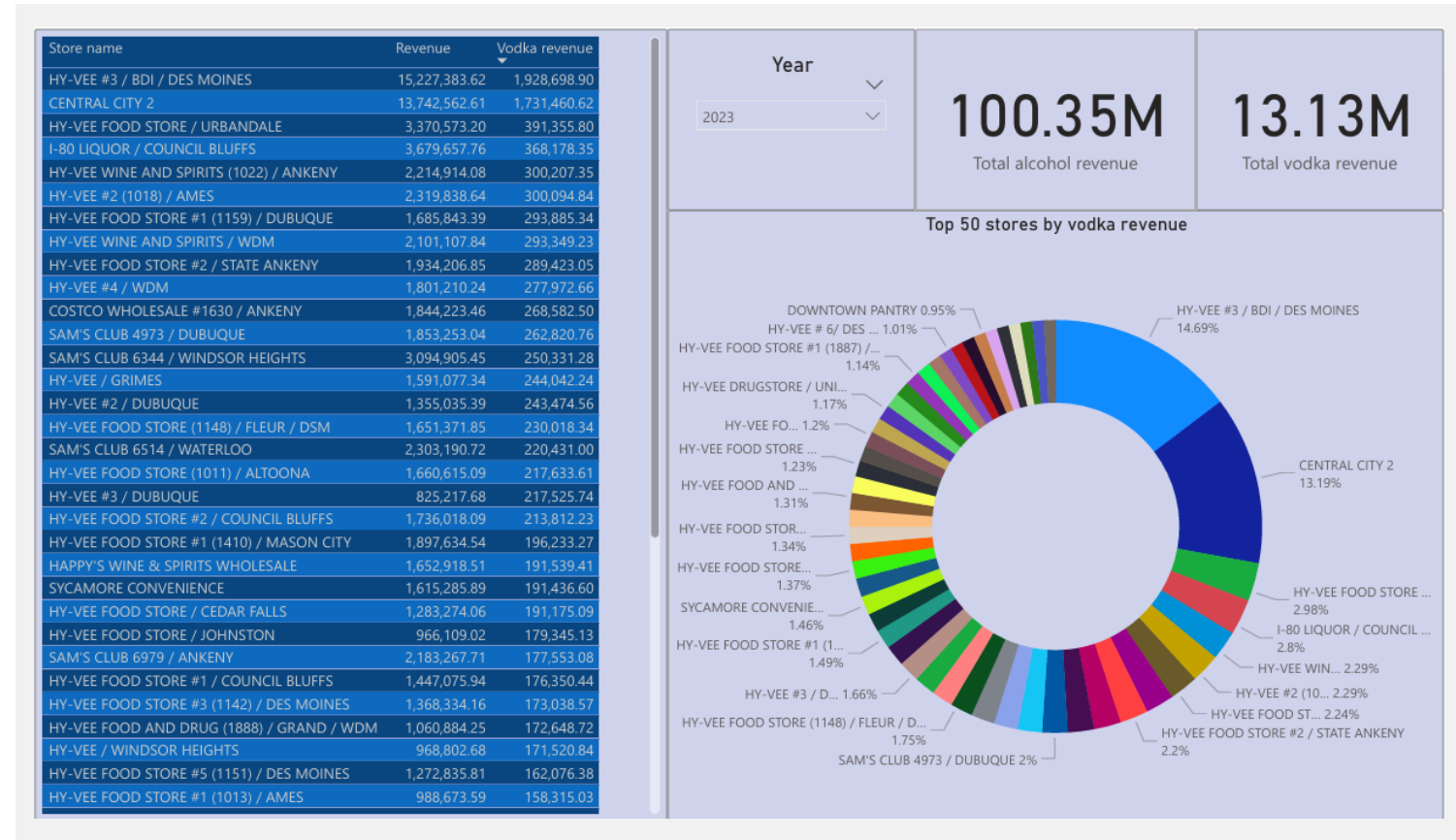
Target stores

Strategic Overview: Focus on regions where overall alcohol sales are high (\$100.35 million), but vodka sales (\$13.13 million) are underrepresented relative to average alcohol market share in Iowa.

Market Potential: Highlight areas with substantial alcohol consumption but lower-than-average vodka sales, indicating potential growth opportunities for the vodka category.

Marketing Strategy: Plan targeted marketing efforts, including exclusive promotions, special pricing strategies, and enhanced in-store visibility, to increase vodka's appeal to consumers in selected stores.

Strategic Goals: The aim is to elevate vodka's profile in markets where it has room to grow, leveraging high general alcohol sales as a springboard for increasing vodka's market share.





Marketing timeframe

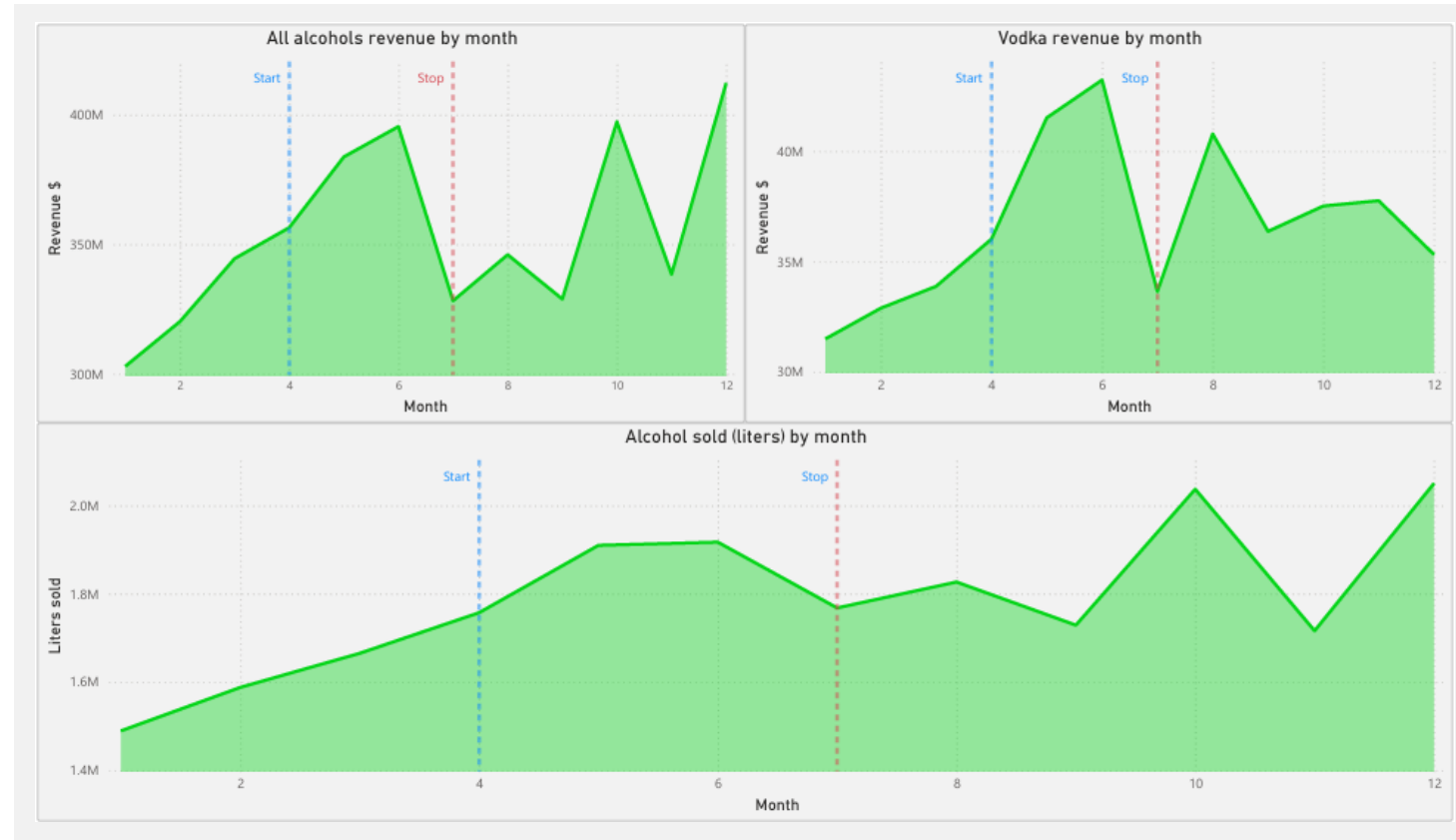
Marketing timeframe

Selected Timeframe: Marketing campaign to run from **April** to **July**, aligning with peak sales periods for vodka, identified through historical sales data.

Seasonal Advantage: The chosen months coincide with the summer vacation season, a time when consumer alcohol consumption typically increases due to social gatherings and holiday celebrations.

Sentimental Purchasing: Capitalize on positive summer experiences associated with relaxation and enjoyment, which can influence consumers to make nostalgic purchases even later in the year.

Long-Term Engagement: Initiatives launched in these months can create lasting impressions, encouraging repeat purchases and establishing brand loyalty among new customers.





THANK YOU

THE END