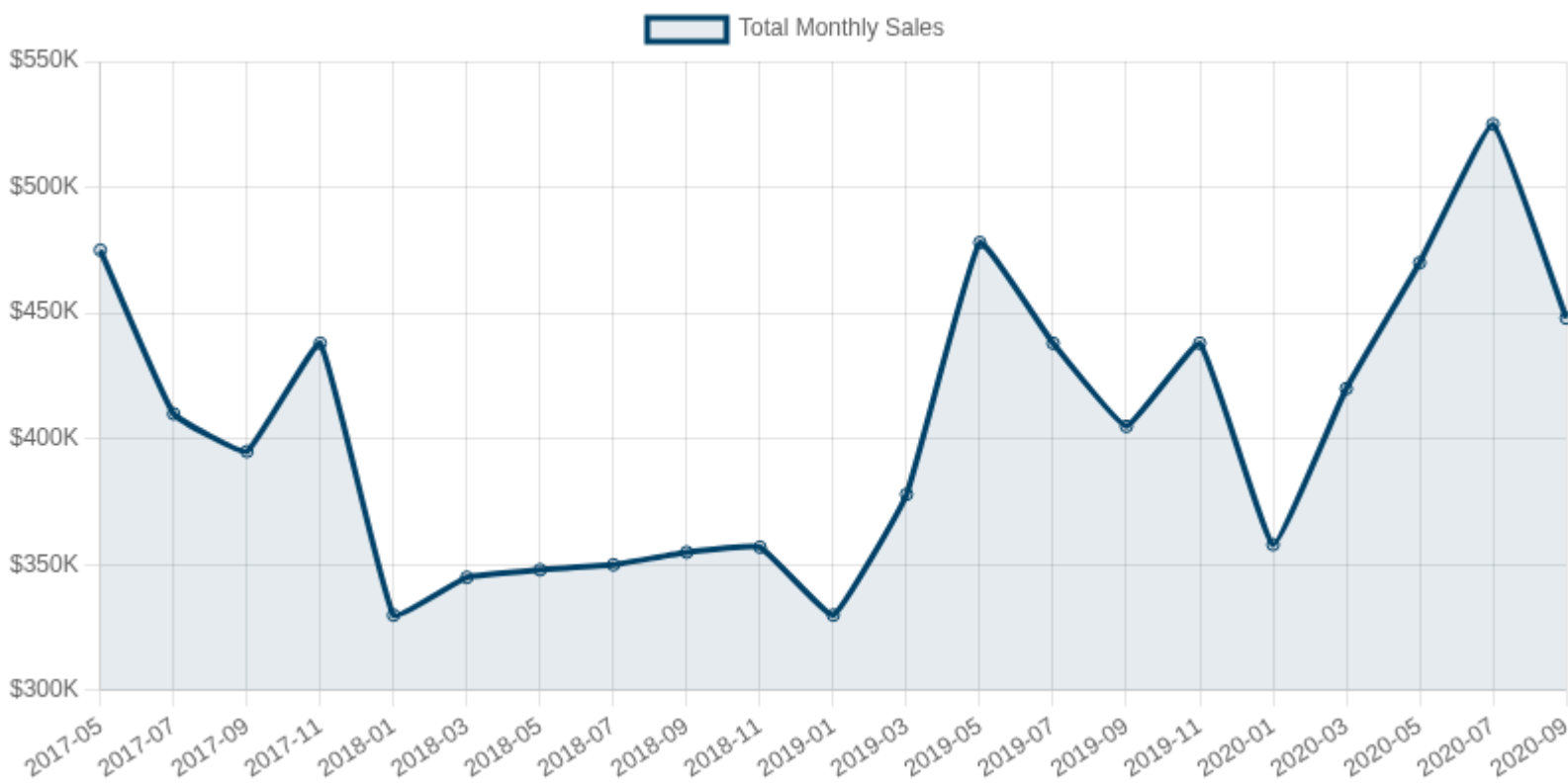


Montgomery County's Data Analysis

An interactive analysis of Montgomery County's sales data reveals a story of volatility, dominance, and a critical mystery from 2018.

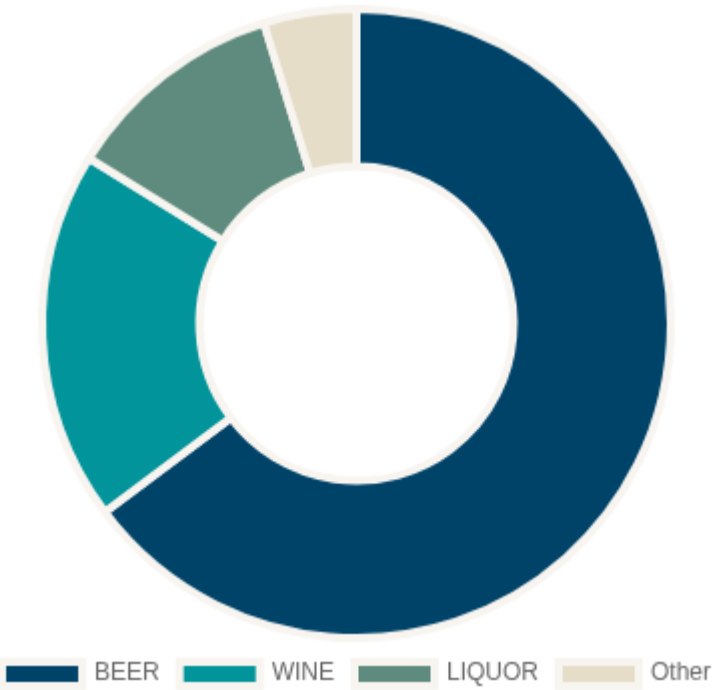
Finding 1: A Volatile Ride

An initial review of total monthly sales reveals a business characterized by high volatility, not smooth seasonality. This suggests revenue is driven by irregular events or inventory cycles. The most significant event is a severe and prolonged sales slump throughout 2018.



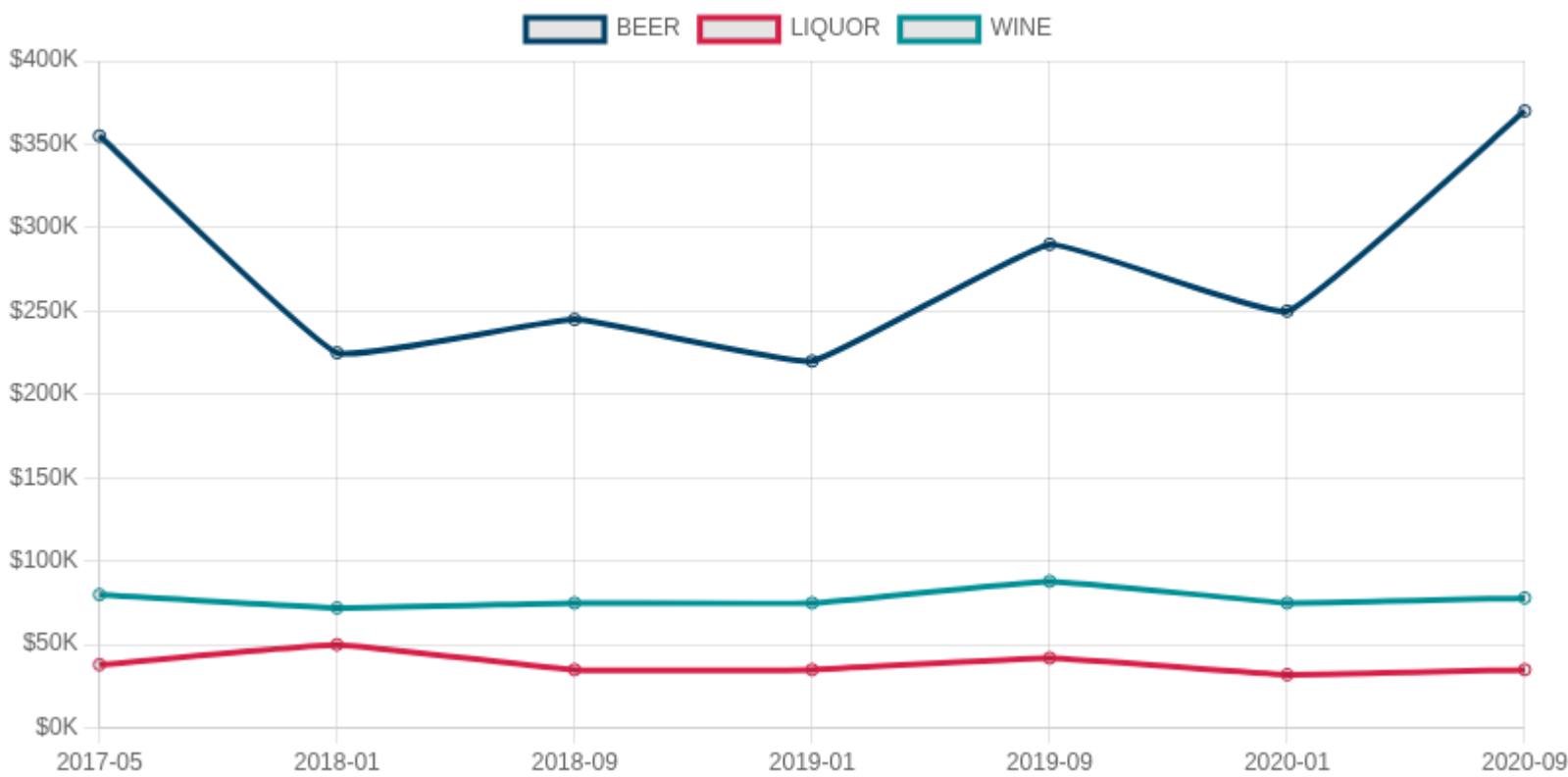
Finding 2: The Dominance of Beer

An analysis of sales by product category shows that revenue is overwhelmingly concentrated in alcoholic beverages. **Beer** is the single most dominant category, generating more than three times the revenue of the next highest category, Wine.



Finding 3: Beer's Performance Dictates Business Health

By plotting the sales of the top three categories over time, it becomes clear that the overall business performance is a direct reflection of beer sales. The volatility, the 2018 slump, and the 2020 peak are all driven almost exclusively by the performance of the beer category.



Finding 4: The 2018 Mystery Uncovered

The 2018 slump was not caused by a single supplier failure. It was a catastrophic, across-the-board sales collapse from every major beer supplier, with an average revenue drop of nearly 80%. This proves the slump was a **systemic event** affecting the entire beer operation.

Supplier	2017 Sales	2018 Sales	% Decrease
CROWN IMPORTS	\$501,610	\$101,611	~80%
MILLER BREWING COMPANY	\$479,216	\$106,634	~78%
ANHEUSER BUSCH INC	\$456,780	\$95,939	~79%

Strategic Recommendations



Investigate the 2018 Failure

Conduct a high-priority internal review to determine the root cause of the 2018 beer sales collapse to prevent its recurrence.



Diversify Supplier Relationships

While strengthening ties with top partners, actively increase business with second-tier suppliers to mitigate concentration risk.



Develop Stable Categories

Create a long-term strategy to grow the predictable Wine and Liquor categories to diversify revenue and reduce volatility.