

Iowa Liquor Sales

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How many total products are in the table? How many products with over 100 counts are in each category?



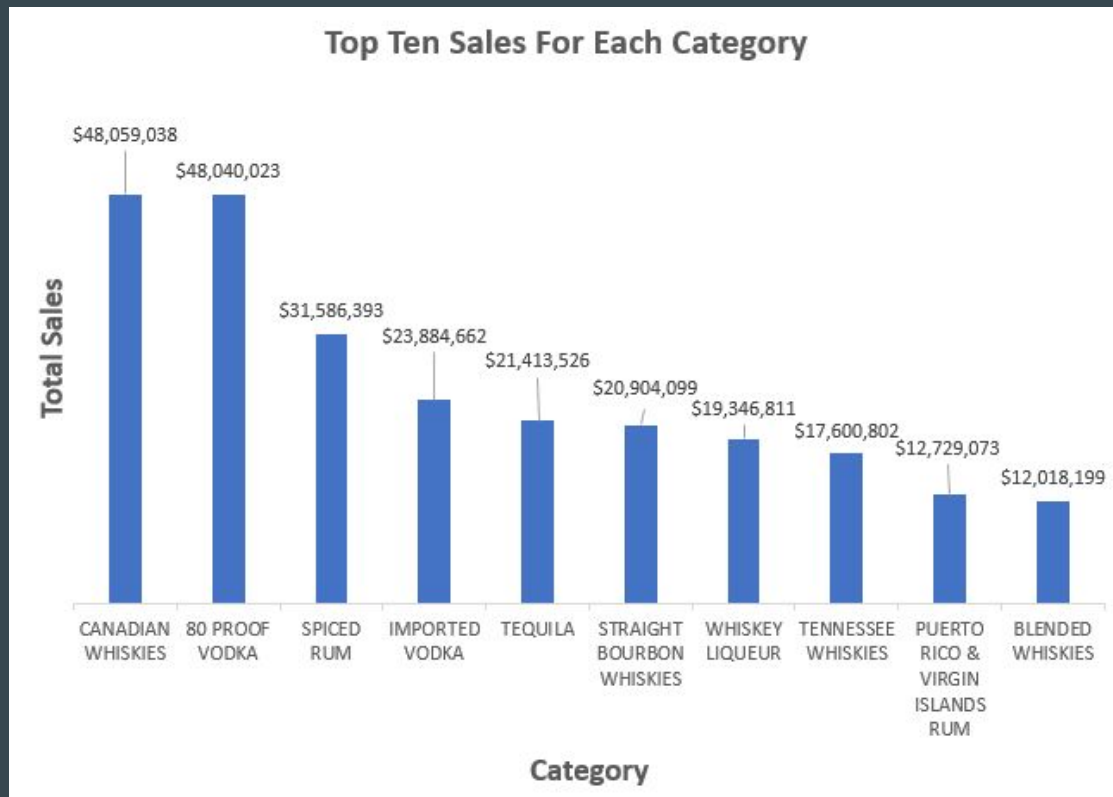
There are a total of 9,977 products. This graph represents the count of items in each category, filtering it by having the count of number of over 100 items.

Which products sell the best based on the total sales?

Row Labels	Total Sales	Total Bottle Qty
Captain Morgan Spiced Rum	\$12,864,502.25	645,801
Black Velvet	\$12,863,376.81	828,393
Jack Daniels Old #7 Black Lbl	\$10,530,016.84	429,146
Crown Royal Canadian Whisky	\$6,231,299.41	226,493
Hawkeye Vodka	\$5,380,753.20	500,070
Fireball Cinnamon Whiskey	\$4,758,904.71	279,771
Crown Royal	\$4,056,735.73	181,894
Captain Morgan Spiced Barrel	\$3,774,545.06	141,005

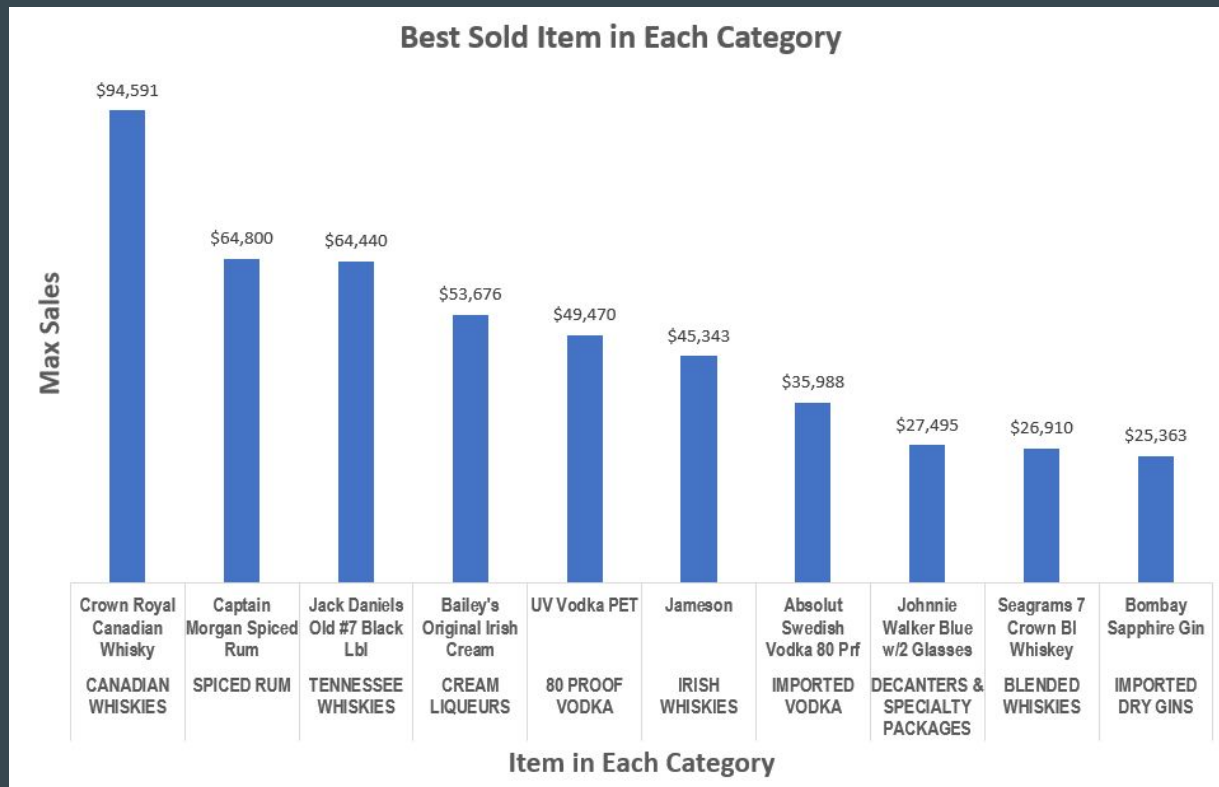
This pivot table shows the top ten products based on the total sales. Notice that Captain Morgan Spiced Rum sold almost 200,000 more bottles than Black Velvet and it sold the best based on total sales.

What are the top 10 categories of liquor sold based on the total amount of sales revenue?



We could assume that Canadian Whiskies and 80 Proof Vodka are fighting for the number one category but Canadian Whiskies won by almost \$20k

From those top 10 categories, which item from each category sold the best based on the highest sales?



Within the top ten categories from the previous slides, these are the best sold items in each category. Knowing that Canadian Whiskies was the number one category, we could see that Crown Royal sold the best in this category.

How many stores have more than \$2,000,000 in total sales? Based on the stores that have more than \$2,000,000 in total sales, which stores should we focus on?

Row Labels	Total Sales
Hy-vee #3 / Bdi / Des Moines	\$13,920,087
Central City 2	\$11,942,400
Sam's Club 6344 / Windsor Heights	\$6,159,480
Sam's Club 8162 / Cedar Rapids	\$5,734,722
Hy-vee Wine and Spirits / Iowa City	\$5,665,144
Costco Wholesale #788	\$4,907,466
Lot-a-spirits	\$4,289,170
Sam's Club 8238 / Davenport	\$3,308,626
Hy-Vee Wine and Spirits #2	\$3,169,984
Benz Distributing	\$3,129,507
Hy-vee Wine and Spirits / Coralville	\$2,920,928
Sam's Club 6514 / Waterloo	\$2,862,978
Sam's Club 6432 / Sioux City	\$2,652,495
Wilkie Liquors	\$2,534,348
Sam's Club 6568 / Ames	\$2,523,731
Costco Wholesale #1111 / Coralville	\$2,402,474
Hy-vee Food and Drug / Clinton	\$2,395,405
Charlie's Wine and Spirits,	\$2,299,524
Hy-vee Food Store #2 / Council Bluff	\$2,256,249
I-80 Liquor / Council Bluffs	\$2,163,609
Hy-vee Food Store / Carroll	\$2,154,994
Liquor Downtown / Iowa City	\$2,138,975
Hy-vee #4 / Wdm	\$2,072,855
Hy-vee #1044 / Burlington	\$2,055,957

Row Labels	Average Sales
Costco Wholesale #788	\$1,825.69
Costco Wholesale #1111 / Coralville	\$1,361.18
Sam's Club 6344 / Windsor Heights	\$1,106.23
Sam's Club 8162 / Cedar Rapids	\$803.75
Sam's Club 6432 / Sioux City	\$739.68
Sam's Club 6568 / Ames	\$738.36
Sam's Club 6514 / Waterloo	\$650.53
Sam's Club 8238 / Davenport	\$623.56
Hy-vee #3 / Bdi / Des Moines	\$472.43
Central City 2	\$462.40
Lot-a-spirits	\$319.73
Benz Distributing	\$248.22
Hy-vee Wine and Spirits / Iowa City	\$235.67
Hy-Vee Wine and Spirits #2	\$229.00
Wilkie Liquors	\$208.59
Charlie's Wine and Spirits,	\$208.52
Hy-vee Wine and Spirits / Coralville	\$206.46
Liquor Downtown / Iowa City	\$204.63
I-80 Liquor / Council Bluffs	\$201.21
Hy-vee Food Store / Carroll	\$160.93
Hy-vee Food Store #2 / Council Bluff	\$154.05
Hy-vee Food and Drug / Clinton	\$146.80
Hy-vee #1044 / Burlington	\$140.93
Hy-vee #4 / Wdm	\$136.14

There are 24 stores that have more than \$2M in total sales. Basing it off of the top ten for both of the sum and average of the total sales but more focused on the average sales, Costco Wholesale#788, Sam's Club in Windsor Heights, and Sam's Club in Cedar Rapids are the top three that seems promising since these stores do well within the total sales and the average sales.

Summary

- We have a total of 9,977 products and these products fall into one of the 25 categories.
- We would like to focus on products that generates the best sales. Captain Morgan Spiced Rum generated the best sales, yet sold almost 200,000 less bottles than Black Velvet.
- The two categories that sold the best compared to the other categories are Canadian Whiskies and 80 Proof Vodka. These are the categories we should focus on.
- Crown Royal Canadian Whisky in the Canadian Whiskies category, Jack Daniels Old#7 Black Label in the Tennessee Whiskies category, and Captain Morgan Spiced Rum in the Spiced Rum category had the highest amount of sales, which also appeared in the top ten items that sold the best. This tells us that people are willing to pay a high amount for these items. These are the liquors we should focus on.
- There are 24 stores that have over \$2M in total sales. The top three stores we should focus on are Costco Wholesales #788, Sam's Club in Windsor Heights, and Sam's Club in Cedar Rapids because these stores do well in both average and total sales.