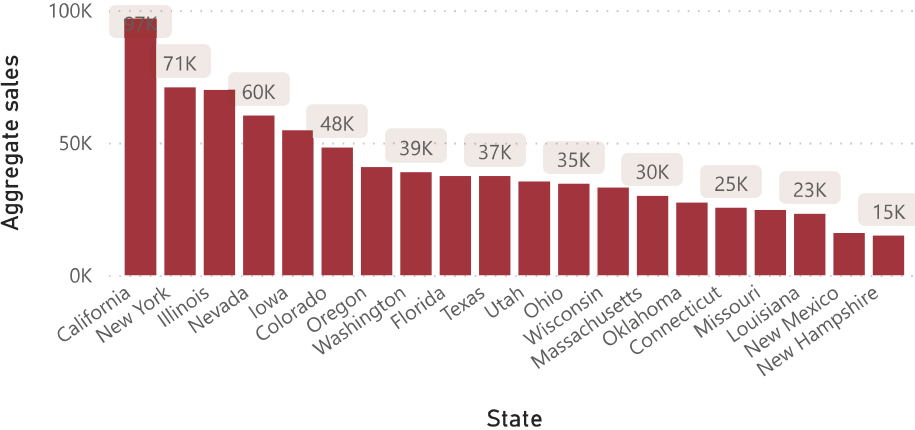


# REPORT ON SALE OF BEVERAGES IN UNITED STATES

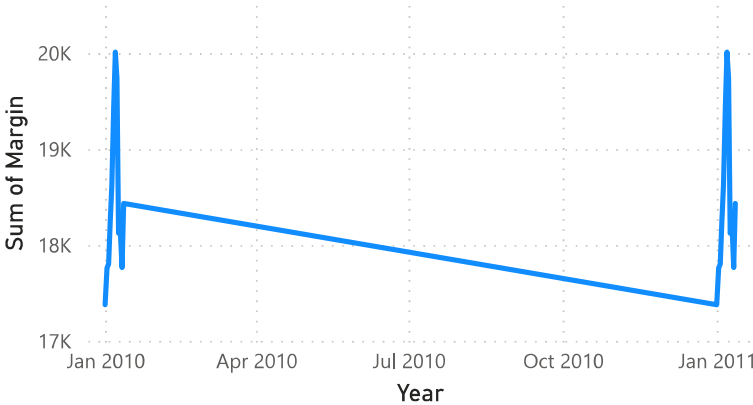
PRODUCTS    MARKETS    STATES

13    4    20

Aggregate Sales by State



Margin over various time period

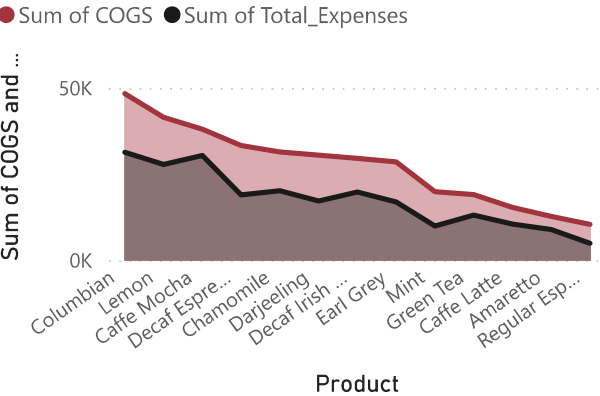


Sum of Margin trended up, resulting in a 6.08% increase between Friday, January 1, 2010 and Wednesday, January 12, 2011.

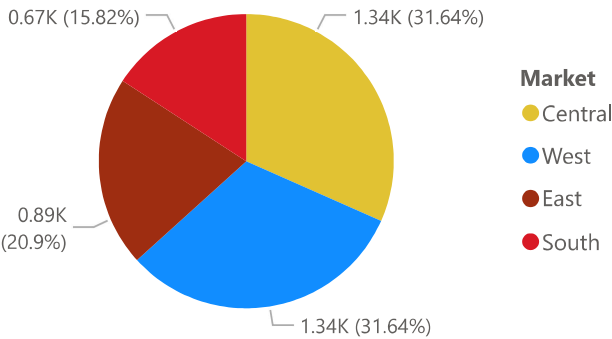
Sum of Margin started trending up on Friday, January 1, 2010, rising by 4.29% (746) in 8 days.

Sum of Margin jumped from 17378 to 18124 during its steepest incline between Friday, January 1, 2010 and Saturday, January 9, 2010.

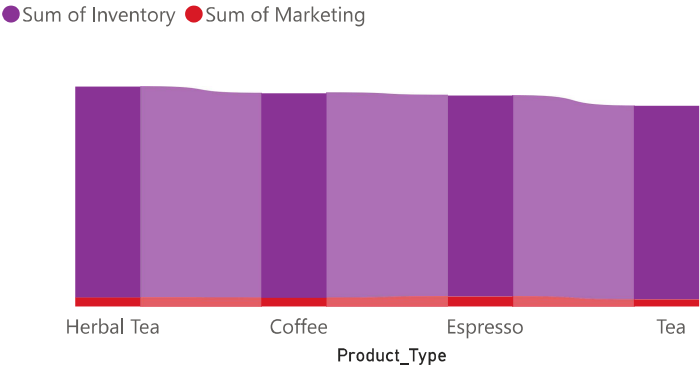
COGS and Total Expenses of Product



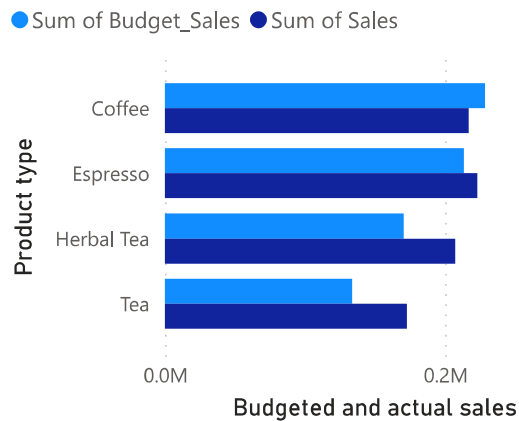
Market Distribution based on market size



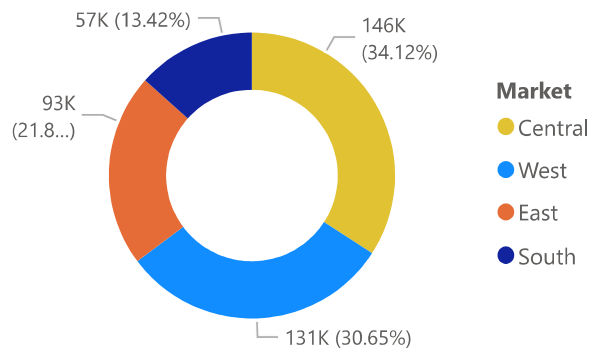
Inventory and Marketing expenses of each Product



Budgeted sales and actual sales of each product type



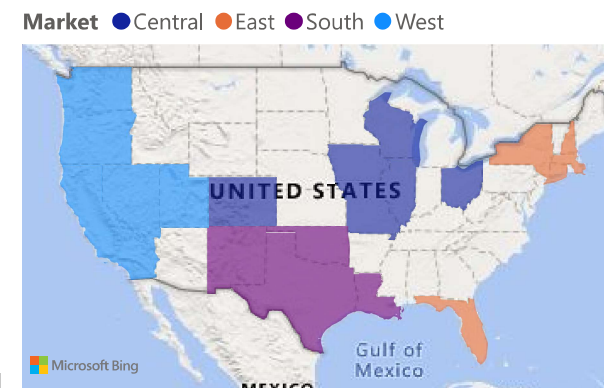
Budget Margin of Market



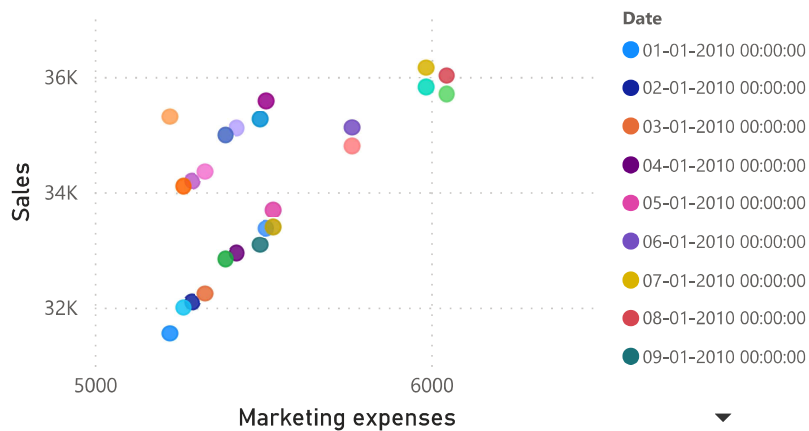
Central had the highest Sum of Budget\_Margin at 146140, followed by West, East, and South.

Central accounted for 34.12% of Sum of Budget\_Margin.

Profit incurred by States in various markets



Relationship between Marketing expenses and sales over the period



Sales of each Type and Product Type



Profit Margin of each Market

