Beverage Sales Dashboard

4/1/2022   7/1/2022

Ask a question about your data

Try one of these to get started

| count cities | maximum total sale |
| data sorted by state | maximum operating margin |

Beverage Brand	Total Sales	Units Sold	Avg Price per Unit	Operating Profit	Operating Margin
Coca-Cola	465,098	1004000	0.46	186,018	0.39
Dasani Water	436,250	748500	0.57	162,926	0.38
Diet Coke	304,150	651000	0.46	104,019	0.35
Sprite	269,763	612250	0.41	95,326	0.35
Powerade	254,725	469000	0.53	92,864	0.36
Fanta	225,813	508750	0.42	83,043	0.37
Total	**1,955,798**	**3993500**	**0.47**	**724,197**	**0.37**

Total Sales Overview
This section provides a comprehensive view of the total sales performance across different beverage brands over a specified period.
This detailed breakdown helps in understanding not just the volume of sales but also the profitability and pricing strategy effectiveness for each brand.

Operating Profit Analysis

Key influencers   Top segments

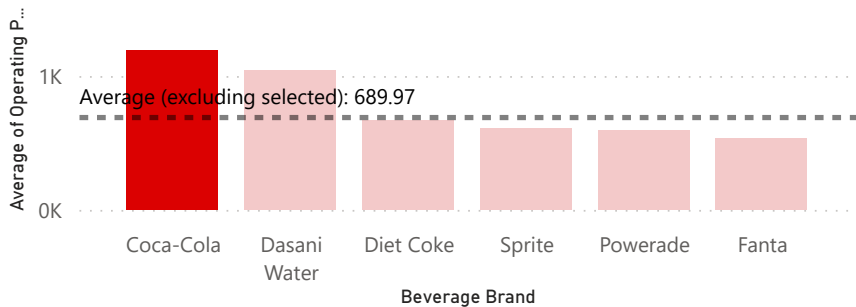What influences Operating Profit to [Increase ▼] ?

Beverage Brand is Coca-C...   502.4

← Operating Profit is more likely to increase when Beverage Brand is Coca-Cola than otherwise (on average).

Average (excluding selected): 689.97

Average of Operating P...

1K

0K

Coca-Cola | Dasani Water | Diet Coke | Sprite | Powerade | Fanta

Beverage Brand

☐ Only show values that are influencers

Sales by State

Region ● Midwest ● Northeast ● South ● Southeast ● West

Microsoft Bing   © 2024 Microsoft Corporation

Sales by State
This section displays sales performance geographically across different states.
This visualization can help in identifying regional market strengths and areas for potential growth, allowing for targeted marketing and distribution strategies.
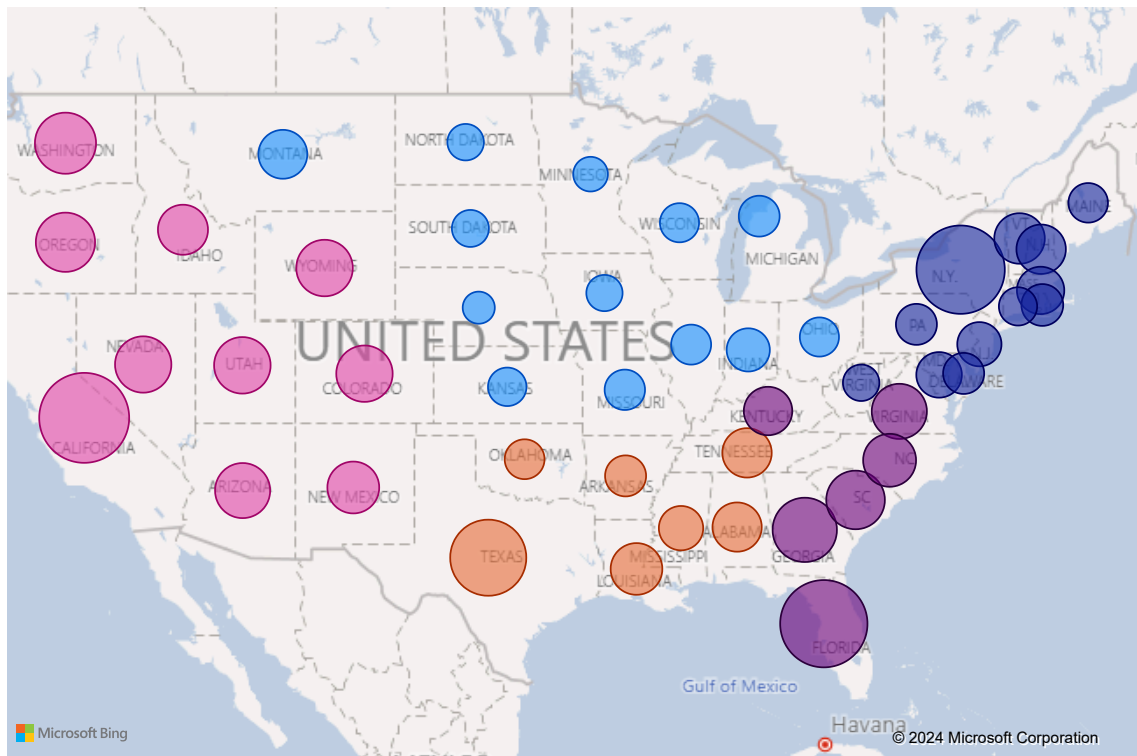
Power BI Work Example by Nicole Lyu

Operating Profit Analysis
This part of the dashboard focuses on the analysis of operating profit, identifying key factors that influence profit increases, particularly looking at how different beverage brands perform. The analysis singles out Coca-Cola as a significant influencer on operating profit increases, providing a visual comparison against other brands and highlighting the average operating profit across them. This analysis is crucial for understanding the impact of brand performance on overall profitability.