

Observations :-

* Data Observations :-

Brand

Customer-Age

Payment-mode

quantity - sold

missing
values

quantity - sold

Total - Amount

outlier's

* Beer & Brandy had more Sale Count
Comparitively.

* More people use payment mode as upi
as compare to cash and card.

* Teja wine - lothapatnam had highest total-
revenue per 6-months

- * In total six months all the shops has total-revenue near to 10cr it was 30% of actual records

$$30\% \rightarrow 10cr$$

$$30 \times 3.2 \rightarrow 10 \times 3.2$$

$$\approx 30.2cr \rightarrow \text{for 6 months}$$

- * In total six months almost 25,000 pieces have sold from 6 brand types

- * McDowell's (Whisley) generate highest revenue from all shops

- * In October the sales are high as compare to remaining

- * In urban area (Kothapatnam, Ongole) has highest sale in weekend days.

- * In rural area (Sripada, Koshtalu, Yedugulla) has highest sale in weekdays.

- * Age group b/w 35-44 consuming more liquor irrespective of brand

- * 18-24 group consuming beer more as compare to other

* In (ongole, kothapatnam) the premium liquor going fast due to urban

* In (SNpadu, koshtalu, yedugollapadu) the cheap liquor going fast.

* for next six months (ongole) Brand will have more sales whereas SNpadu will have low sales

* for next six months the growth rate for Beer should be increasing.