

Observations :-

* Data Observations :-

Brand

Customer-Age

Payment-mode

Quantity - sold

Quantity - sold

Total - Amount

missing values

outlier's

* Beer & Brandy had more Sale Count
Comparatively.

* More people use payment modes as up!
as compare to cash and card.

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

- * In total six months all the shops had total revenue near to locr it was 30% of actual record & $30\% \rightarrow 10 \times 3.2 \rightarrow 30.2 \text{ crt} \rightarrow \text{for 6 Month}$
- * In total, six months almost 25,000 pieces were sold from 6 brand types
- * McDowell's (whisky) generate highest revenue from all shops
- * In October the sales are high as compare to remaining
- * In urban area (Kothapetnam, Ongole) has highest sale in weekend days.
- * In rural area (SN pads, Hoskotlu, Yedugullu) 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 (Cengole, Kothapetnam) the premium liquor going fast due to urban
- * In (SN padu, Koshtalu, Yedugollapadu) the cheap liquor going fast.
- * for Next Six months (Cengole) Brand will have more sales whereas SN padu will have less sales
- * for Next six months the growth rate for Beer should be increasing.