

A wooden liquor cabinet with multiple shelves. The shelves are filled with various bottles of alcohol. The top shelf has bottles of Grand Marnier, Bailey's, and others. The middle shelf features Jameson, Canadian Club, Hennessy, Remy Martin, and others. The bottom shelf includes Campari, Amaretto, Absolut, Stolichnaya, and Jack Daniel's. The text "IOWA LIQUOR SALES ANALYSIS" is overlaid in the center.

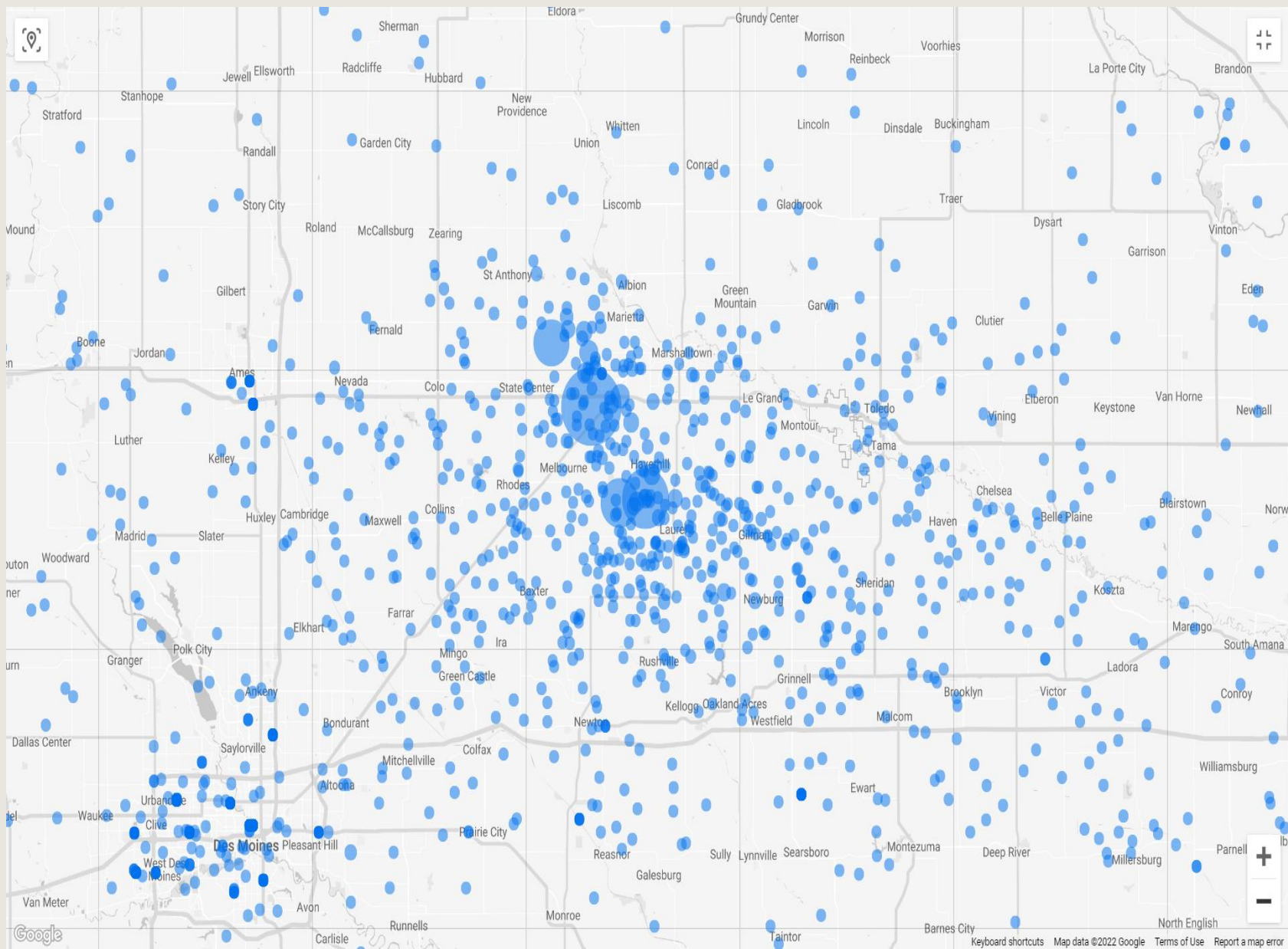
# IOWA LIQUOR SALES ANALYSIS



# DATA DESCRIPTION

- Dataset contains the spirits purchase information of Iowa Class “E” liquor licensees by product and date of purchase from January 1, 2012 to current.
- The dataset consists of 25 Million observations of liquor sales.
- The data consists of columns like Date, City, County, Store location, category of liquor, item description, bottles sold, volume sold, bottle cost etc..
- Data Provided by : Iowa Department of Commerce, Alcoholic Beverages Division
- Reference : <https://data.iowa.gov/Sales-Distribution/Iowa-Liquor-Sales/m3tr-qhgy>

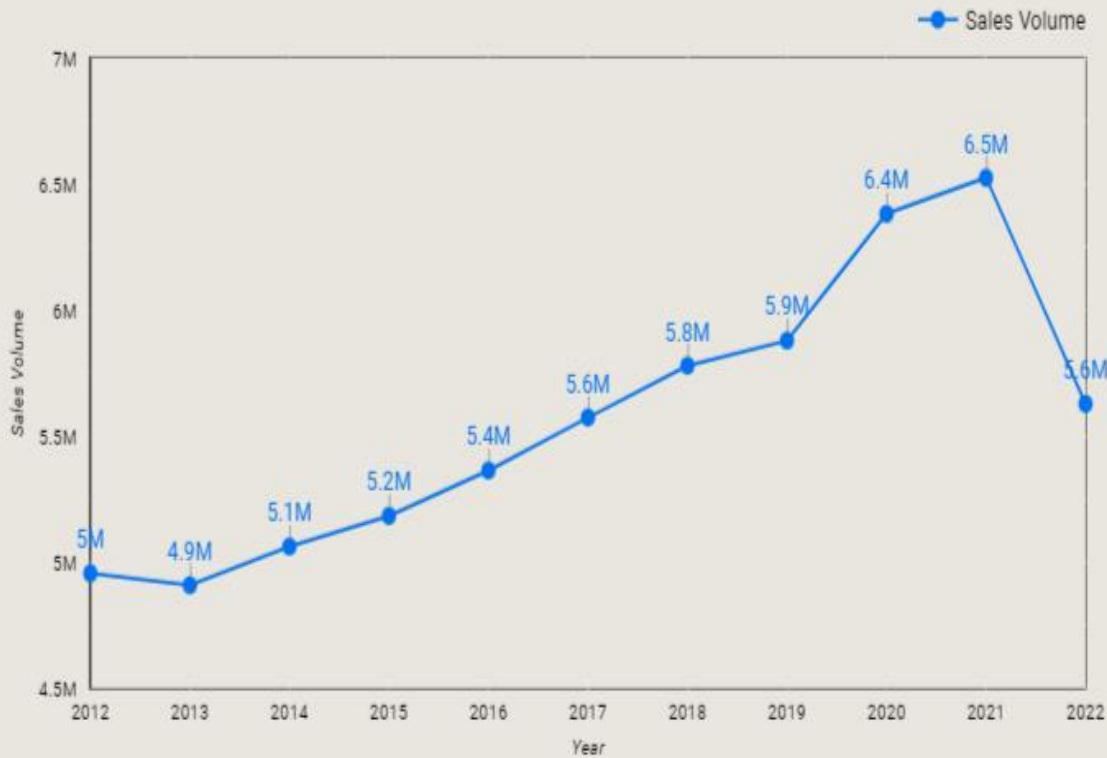
# LIQUOR SALES VOLUME



City	Percentage of sales volume ▾
DES MOINES	11 <div></div>
CEDAR RAPIDS	7 <div></div>
DAVENPORT	5 <div></div>
WEST DES MOINES	4 <div></div>
SIoux CITY	3 <div></div>
COUNCIL BLUFFS	3 <div></div>
AMES	3 <div></div>
WATERLOO	3 <div></div>
DUBUQUE	3 <div></div>
IOWA CITY	3 <div></div>

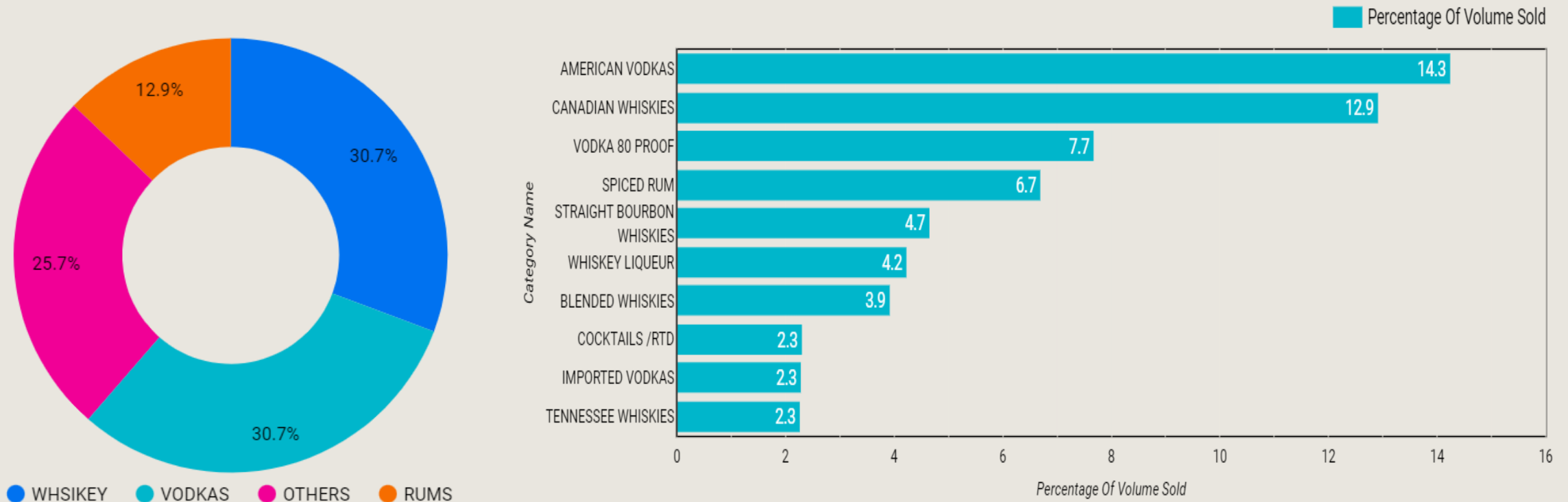
- Bubble map indicates volume sales across IOWA state, size of the bubble represents amount of volume sold.
- Top 10 out of 477 cities contribute to 45% of total volume sales.

# LIQUOR SALES YOY AND MOM



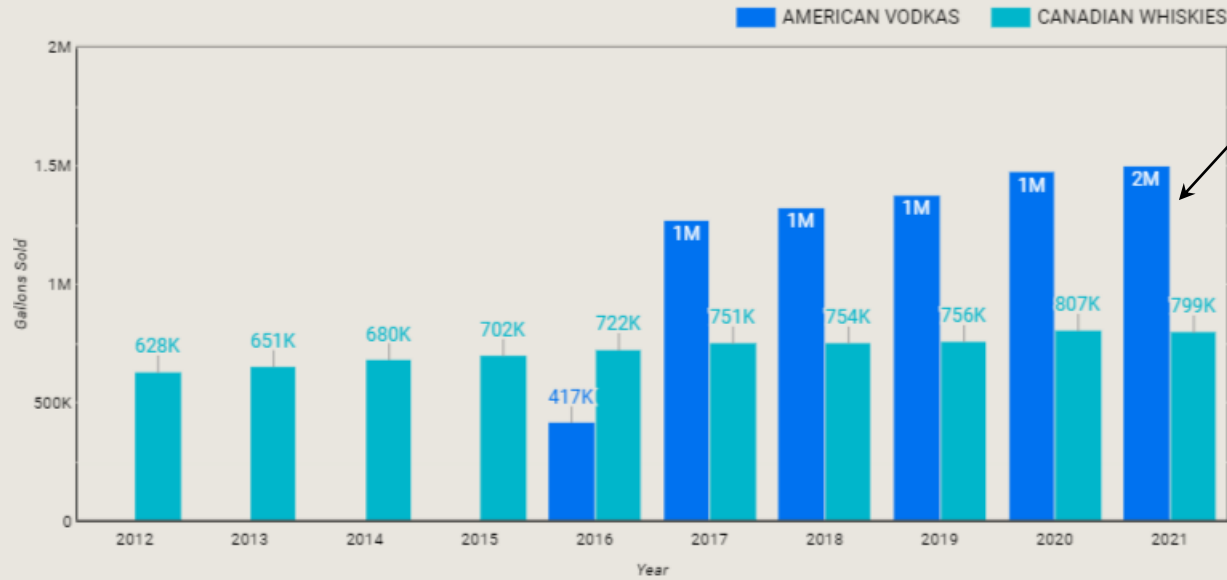
- Liquor sales are growing gradually year on year which is a positive sign to invest in this business.
- Growth of Liquor sales is almost constant (0.1/0.2M increment) till 2019, whereas sales increased by 0.5 M in 2020.
- Sales in initial months are lower compared to the later months.

# PERCENTAGE OF VOLUME CONTRIBUTION – BRAND WISE

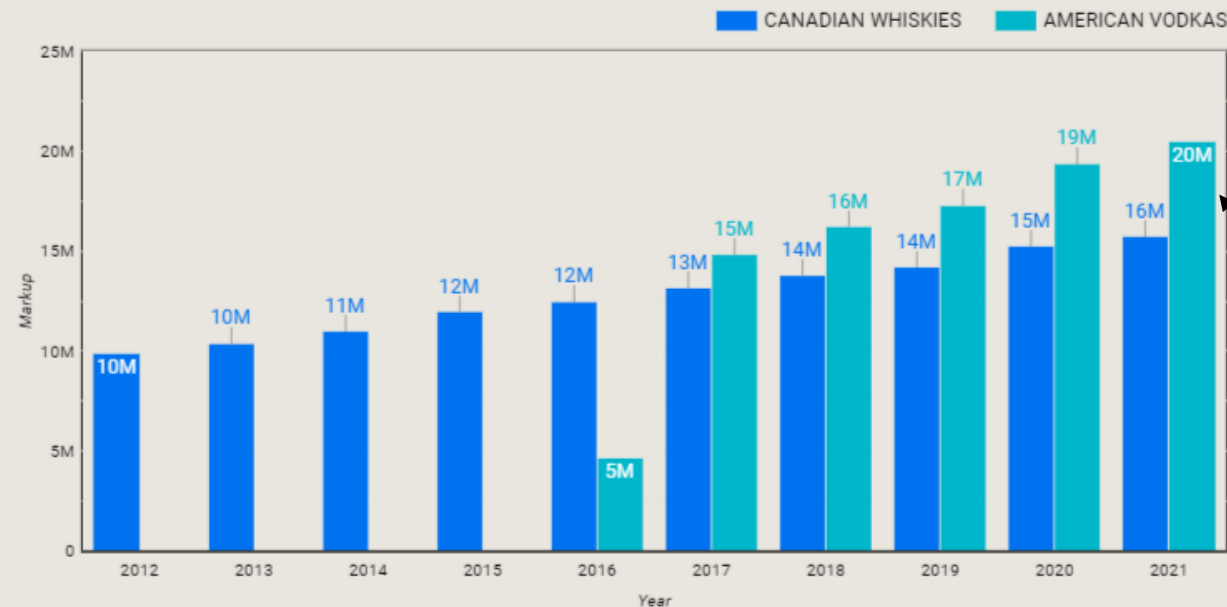


- Whiskey and vodka are the lead contributors which contribute 62% of the total liquor volume sales, followed by Rum, gin and cocktails.
- American vodkas and Canadian whiskies are the popular categories that are bringing more profit to the business.

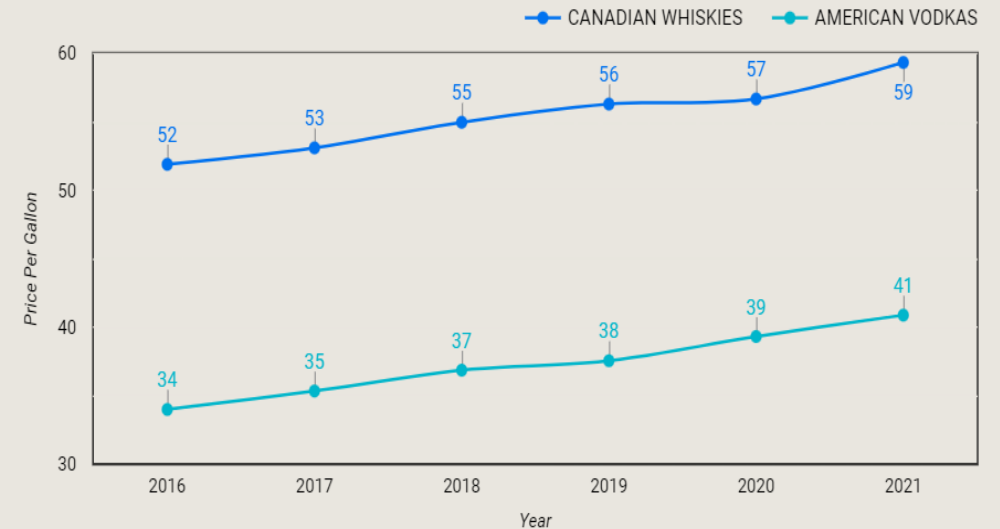
# MARKUP AND VOLUME SALES COMPARISON



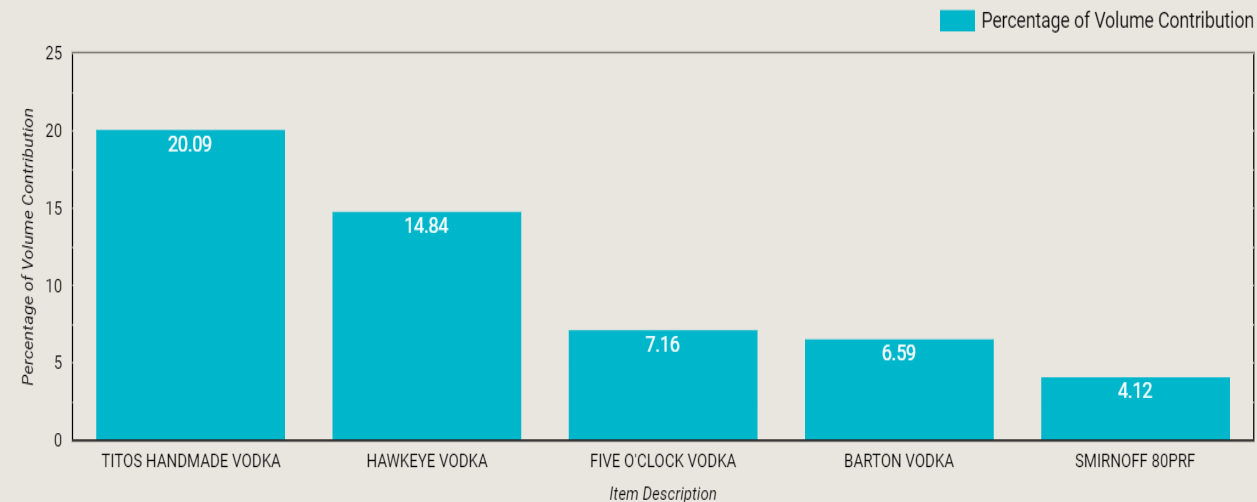
- In 2021, for every one gallon of whiskey sold, 2.5 gallons of vodka is being sold.



- In 2021, for every dollar whiskey made, vodka made \$1.25.

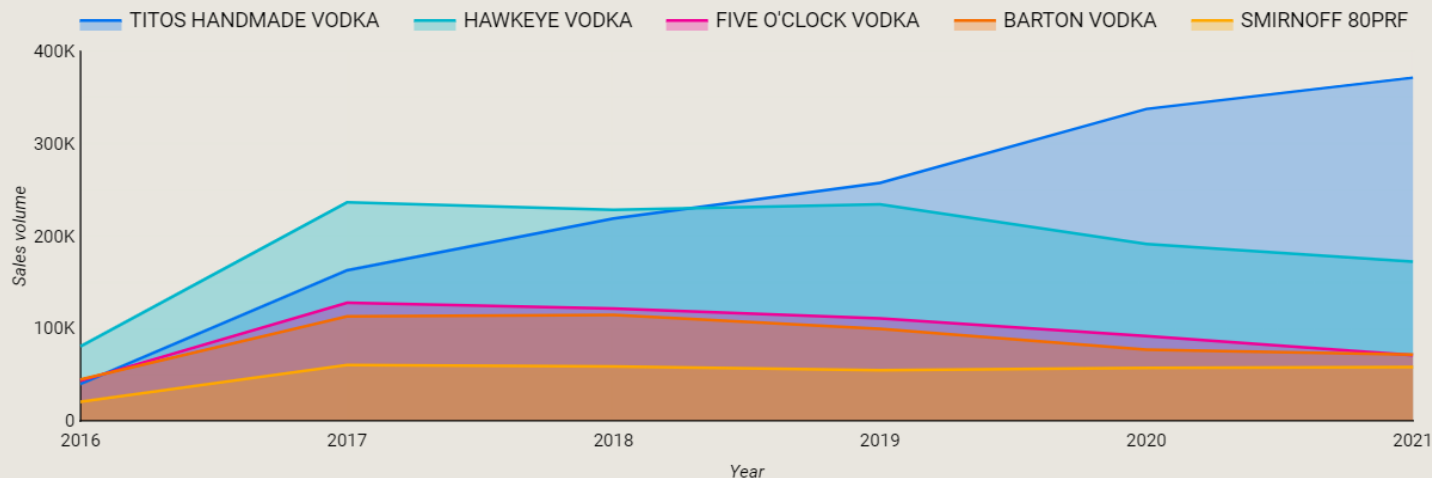


# AMERICAN VODKAS – SUB BRAND ANALYSIS

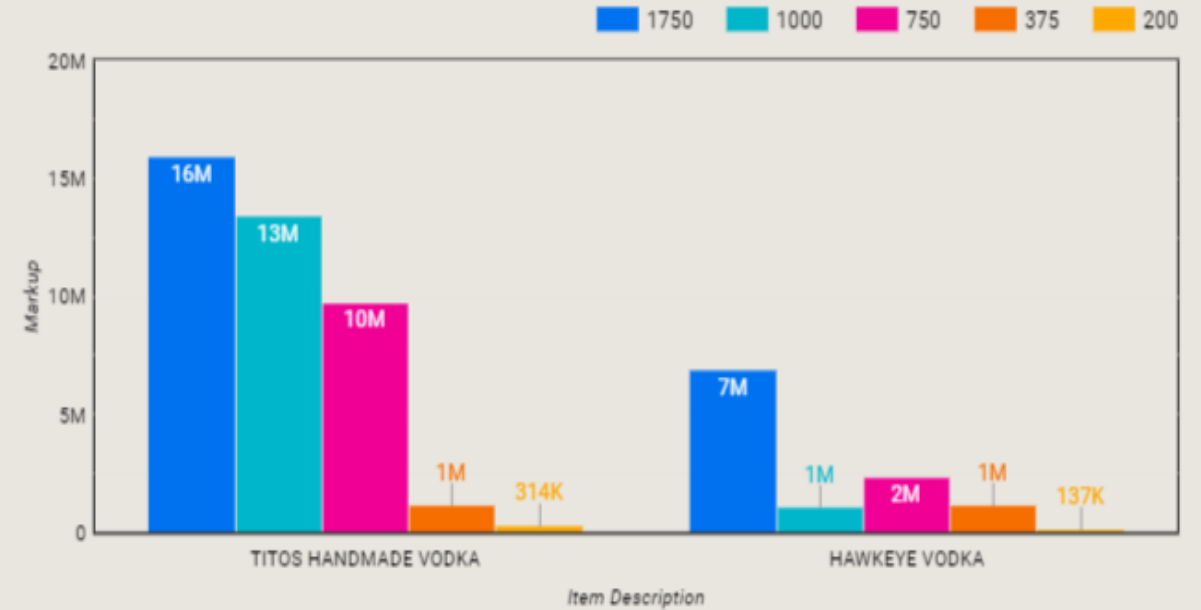
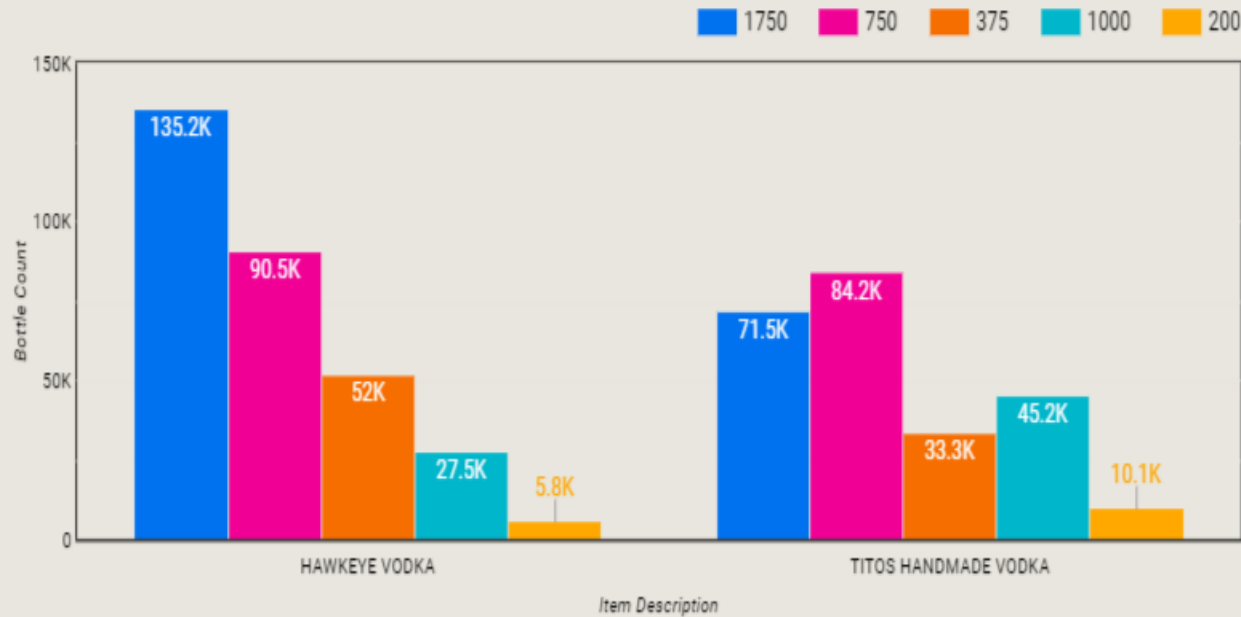


- Out of 303 different American vodkas, Top 5 on the left bar chart contributes to 53% of total American vodka volume sales.
- “Titos Handmade vodka” leading with 20% of total American vodka volume sales, followed by “Hawkeye vodka”.

- Till 2018 “Hawkeye vodka” dominated and from 2018 “Titos handmade vodka” surpassed “Hawkeye vodka”.
- Rest 3 vodkas are almost consistent with the sales over the years.



# MARKUP AND SALES BY BOTTLE SIZE



- In “Titos handmade vodka”, 1000 ML bottles have higher sales, followed by 750 ML and 1750 ML. whereas, Markup from 1750 ML bottle is the highest followed by 1000 ML and 750 ML.
- In Hawkeye 1750 ML bottles have higher sales, and high markup value, Next profitable bottle size is 750 ML.



# THANK YOU!

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