

# IOWAS LIQUOR SALES

This dashboard provides an insightful analysis of liquor sales and consumption trends. The top left visualization employs a bubble chart to depict the most preferred liquor brands, with "Tito's Handmade Vodka" leading at \$174M, followed by "Black Velvet" at \$153M, and "Fireball Cinnamon Whiskey" at \$100M. Adjacent to this, a bar chart highlights the top five preferred bottle sizes, where the 750ml size dominates with sales of \$1.79B, followed by the 1750ml size at \$1.064B, indicating a strong consumer preference for these volumes. The line chart at the bottom tracks liquor volume consumption year-over-year from 2011 to 2024. The data reveals a general upward trend in consumption, peaking at \$25M in 2022 and 2023, but significantly dropping to \$11M in 2024, which might suggest a recent decline in liquor sales or a shift in consumer behavior. This dashboard effectively combines brand and size preferences with temporal consumption trends to offer a comprehensive view of the liquor market.

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