Northern California Winery Sales: Analysis and Optimization

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Abstract

Amid one of the largest, and most fruitful wine markets in the world, this Northern California winery is beginning to look into methods of analyzing and optimizing its sales mix and sales force. This paper looks through some of the basic summary statistics relevant to the sales of this Northern California winery, attempting to turn the data into actionable knowledge. Then, with some assumptions, models will be evaluated to try and determine how to optimize the winery’s future sales.

Keywords: Add keywords here. To replace this (or any) tip text with your own, just select it and then start typing. Don’t include space to the right or left of the characters in your selection.

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Globally, [x amount] of wine is sold and consumed annually. Of that consumption [x amount] occurs in the United States. This global market is being served by [x amount] wineries, with [x amount] being in California. The northern California wineries produce about [x percent] of the global wine production. Highly competitive markets, like this, have driven countless businesses to try to harness data analytics and optimization to increase their margins and profits. This paper conducts analytics and optimization on the sales of a Norther California winery.

# Heading 1

The first two heading levels get their own paragraph, as shown here. Headings 3, 4, and 5 are run-in headings used at the beginning of the paragraph.

## Heading 21

For APA formatting requirements, it’s easy to just type your own footnote references and notes. To format a footnote reference, select the number and then, on the Home tab, in the Styles gallery, click Footnote Reference.

### **Heading 3.**

Include a period at the end of a run-in heading. Note that you can include consecutive paragraphs with their own headings, where appropriate.

#### ***Heading 4.***

When using headings, don’t skip levels. If you need a heading 3, 4, or 5 with no text following it before the next heading, just add a period at the end of the heading and then start a new paragraph for the subheading and its text. (Last Name, Year)

##### *Heading 5.*

Like all sections of your paper, references start on their own page, as you see on the page that follows. Just type in-text citations as you do any text of your paper, as shown at the end of this paragraph and the preceding paragraph. (Last Name, Year)

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References

Last Name, F. M. (Year). Article Title. *Journal Title*, Pages From - To.

Last Name, F. M. (Year). *Book Title.* City Name: Publisher Name

Footnotes

1Add footnotes, if any, on their own page following references. The body of a footnote, such as this example, uses the Normal text style. (Note: If you delete this sample footnote, don’t forget to delete its in-text reference as well. That’s at the end of the sample Heading 2 paragraph on the first page of body content in this template.)

Tables

Table 1

Table Title

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| Row Head | 123 | 123 | 123 | 123 |
| Row Head | 456 | 456 | 456 | 456 |
| Row Head | 789 | 789 | 789 | 789 |

Note: Place all tables for your paper in a tables section, following references (and, if applicable, footnotes). Start a new page for each table, include a table number and table title for each, as shown on this page. All explanatory text appears in a table note that follows the table, such as this one. Use the Table/Figure style, available on the Home tab, in the Styles gallery, to get the spacing between table and note. Tables in APA format can use single or 1.5-line spacing. Include a heading for every row and column, even if the content seems obvious. A table style has been setup for this template that fits APA guidelines. To insert a table, on the Insert tab, click Table.

Figures

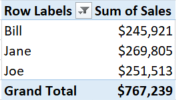
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Figure 1. Total Sales per sales representative

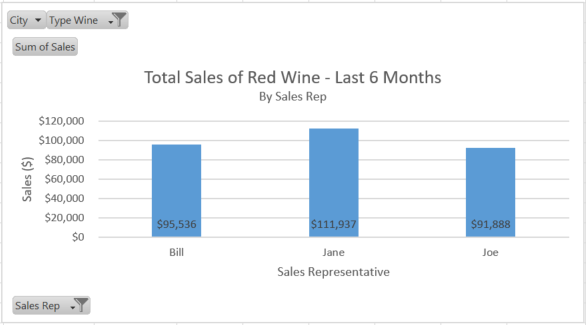


Figure 2. Total red wine Sales over the last 6 months

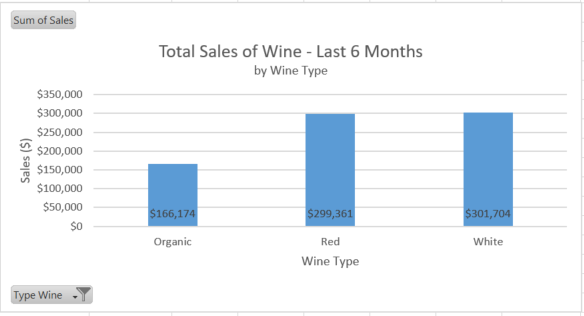


Figure 3. Total wine sales over the last 6 months.