

Opening a Successful Liquor Store in Iowa

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The Goal

Choose the best zip code for a new liquor store
See what the most successful stores are doing

The Data

Collected by Iowa ABD

2.7 million sales from 1/5/15-3/31/16

Top-Selling Liquor Stores in Iowa

Store Number	Total Sales	Variety	Best Seller	Zip Code
2633	\$9,839,393.08	1000	Juarez Tequila Gold	50320
4829	\$8,742,779.31	859	Barton Vodka	50314
2512	\$4,155,665.47	1239	Barton Vodka	52240
3385	\$3,947,176.01	333	Barton Vodka	52402
3420	\$3,422,351.55	209	Barton Vodka	50311

Zip Codes with Highest Total Liquor Sales

Zip Code	Total Sales	# of Liquor Stores	Median Sales
50314	\$10,657,730	6	\$303,064.48
50320	\$10,500,740	9	\$72,311.77
52402	\$9,202,527	28	\$83,003.60
52240	\$8,946,889	20	\$87,918.83
50010	\$7,334,014	21	\$82,226.48

50314

4829: \$8,742,779.31

2190: \$1,228,51.74

4062: \$338,913.02

3772: \$267,215.93

4849: \$69,909.62

5032: \$10,338.90

50320

2633: \$9,839,393.08

4301: \$203,146.08

3678: \$153,638.89

4141: \$82,718.77

4622: \$72,311.77

4603: \$46,080.50

4798: \$40,840.98

4800: \$39,079.28

2849: \$23528.57

Zip Codes With Highest Median Sales Per Store

Zip Code	Median Sales	Stores Nearby	City	County	Total Sales
52411	\$1,024,513.33	1	Cedar Rapids	Linn	\$1,024,513.33
51351	\$645,340.00	2	Milford	Dickinson	\$1,290,679.99
52087	\$478,291.67	1	Manchester	Delaware	\$478,291.67
50428	\$431,777.01	4	Clear Lake	Cerro Gordo	\$1,670,837.95
50327	\$386,819.64	1	Pleasant Hill	Polk	\$386,81964

ZIP Code 52411

Pros:

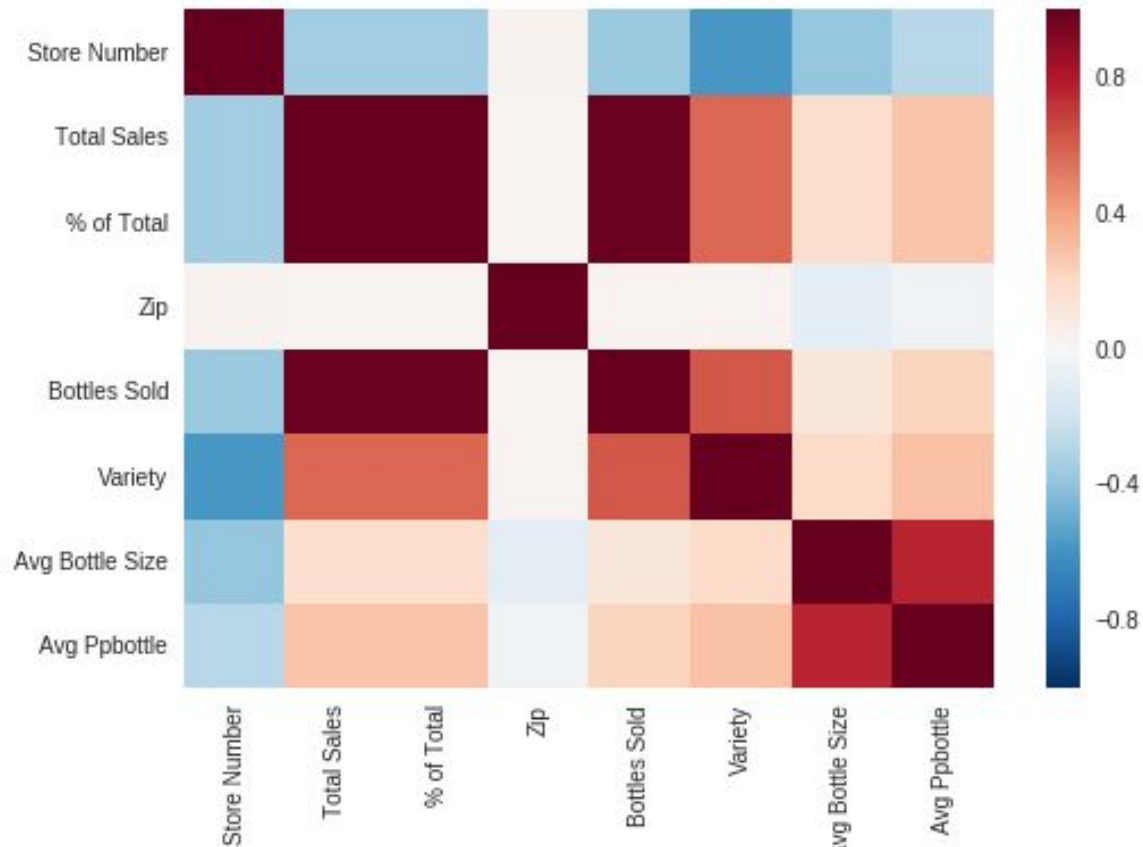
Only one other store to compete with

Largest market for liquor among zip codes with 1 liquor store

Cons:

Hard cap on potential growth

The Variables



Variety and Bottle Sizes

More variety -> More sales

Higher average bottle price -> Higher Total Sales

Include small bottles in your inventory

Common Best Sellers

Barton Vodka

Black Velvet

Juarez Tequila Gold

Captain Morgan Spiced Rum

Hawkeye Vodka