Positive Report of Alcohol Sales in the cities of Iowa from March 2017 to September 2017
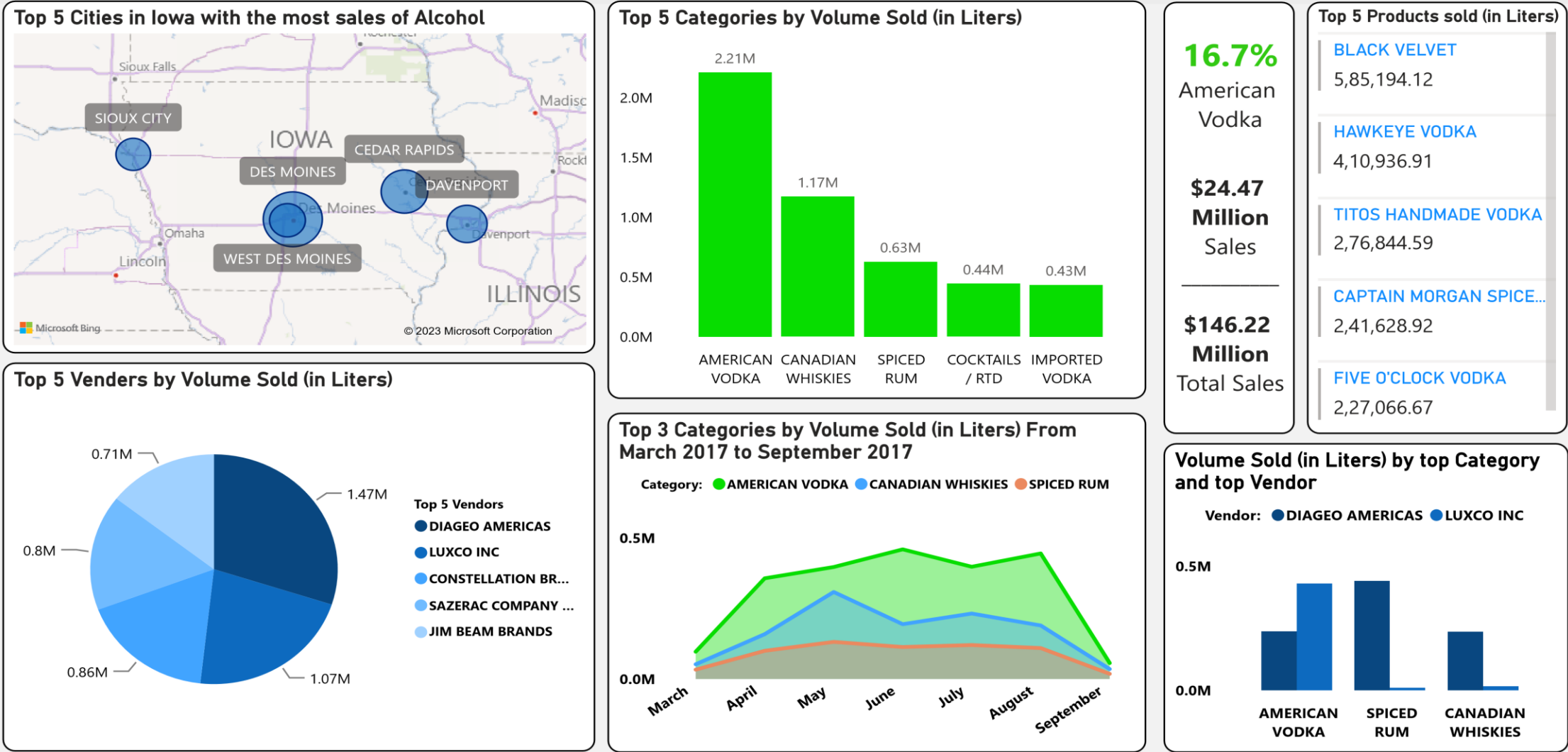

Top 5 Cities in Iowa with the most sales of Alcohol

SIOUX CITY
CEDAR RAPIDS
DES MOINES
DAVENPORT
WEST DES MOINES

IOWA
Sioux Falls
Madiso
Rockf
Omaha
Des Moines
Lincoln
avenport
ILLINOIS
Microsoft Bing
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Top 5 Categories by Volume Sold (in Liters)

- 2.21M — AMERICAN VODKA
- 1.17M — CANADIAN WHISKIES
- 0.63M — SPICED RUM
- 0.44M — COCKTAILS / RTD
- 0.43M — IMPORTED VODKA

16.7% American Vodka

$24.47 Million Sales

$146.22 Million Total Sales

Top 5 Products sold (in Liters)

- BLACK VELVET — 5,85,194.12
- HAWKEYE VODKA — 4,10,936.91
- TITOS HANDMADE VODKA — 2,76,844.59
- CAPTAIN MORGAN SPICE... — 2,41,628.92
- FIVE O'CLOCK VODKA — 2,27,066.67

Top 5 Venders by Volume Sold (in Liters)

- 1.47M
- 1.07M
- 0.86M
- 0.8M
- 0.71M

Top 5 Vendors
- DIAGEO AMERICAS
- LUXCO INC
- CONSTELLATION BR...
- SAZERAC COMPANY ...
- JIM BEAM BRANDS

Top 3 Categories by Volume Sold (in Liters) From March 2017 to September 2017

Category: AMERICAN VODKA CANADIAN WHISKIES SPICED RUM

0.5M
0.0M
March April May June July August September

Volume Sold (in Liters) by top Category and top Vendor

Vendor: DIAGEO AMERICAS LUXCO INC

0.5M
0.0M
AMERICAN VODKA SPICED RUM CANADIAN WHISKIES

Figure 1. The positive dashboard report highlights the leading performers in the Iowa liquor market, including the top-selling Products, Categories, and Vendors. It sheds light on categories that have exhibited exceptional sales achievements, offering valuable insights to enhance the distillery's sales strategy. For example, "American Vodka" stands out as the dominant category, contributing to 16.7% of the total sales.

Negative Report of Alcohol Sales in the cities of Iowa from March 2017 to September 2017
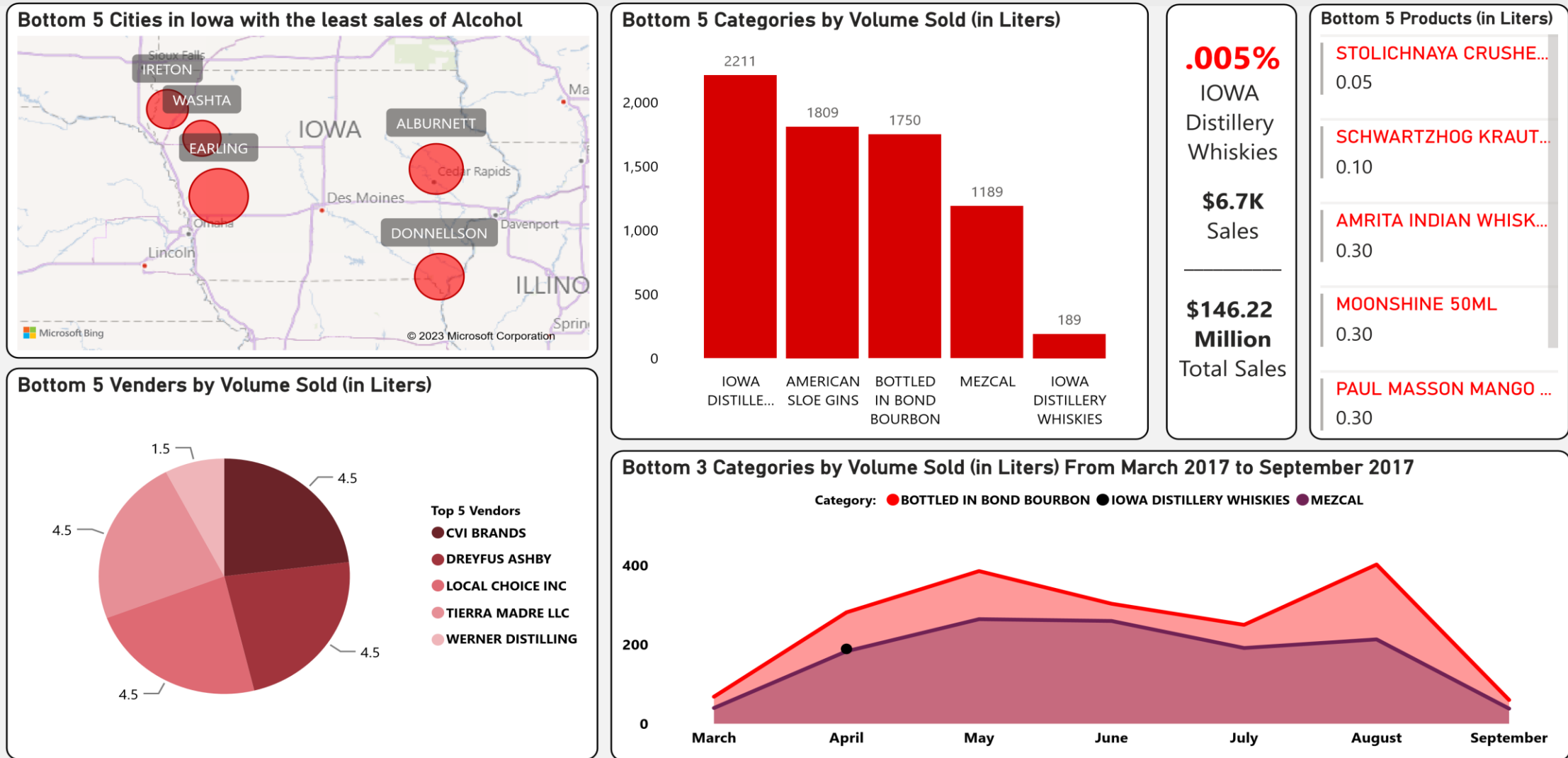
Bottom 5 Cities in Iowa with the least sales of Alcohol

Bottom 5 Venders by Volume Sold (in Liters)

Top 5 Vendors
- CVI BRANDS
- DREYFUS ASHBY
- LOCAL CHOICE INC
- TIERRA MADRE LLC
- WERNER DISTILLING

Bottom 5 Categories by Volume Sold (in Liters)

Category	Volume
IOWA DISTILLE...	2211
AMERICAN SLOE GINS	1809
BOTTLED IN BOND BOURBON	1750
MEZCAL	1189
IOWA DISTILLERY WHISKIES	189

.005% IOWA Distillery Whiskies

$6.7K Sales

$146.22 Million Total Sales

Bottom 5 Products (in Liters)

Product	Liters
STOLICHNAYA CRUSHE...	0.05
SCHWARTZHOG KRAUT...	0.10
AMRITA INDIAN WHISK...	0.30
MOONSHINE 50ML	0.30
PAUL MASSON MANGO ...	0.30

Bottom 3 Categories by Volume Sold (in Liters) From March 2017 to September 2017

Category: ● BOTTLED IN BOND BOURBON ● IOWA DISTILLERY WHISKIES ● MEZCAL

Figure 2. The negative dashboard report focuses on the underperforming aspects of the Iowa liquor market, including Products, Categories, and Vendors that have struggled to gain traction. It highlights areas where sales performance has not met expectations, prompting a need for strategic adjustments. For instance, it reveals that "Iowa Distillery Whiskies" have faced challenges in achieving significant sales contributing to only .005% of the total sales.

Steps Description and Code Used:

I utilized Microsoft Excel to manipulate my dataset, incorporating a new column to calculate the total price of each product sold. To achieve this, I employed the Sumif() function, which provided the desired outcomes. Subsequently, for the dashboard creation, I turned to Microsoft Power BI.

Regarding **the Positive Dashboard**, I crafted five plots within Power BI by leveraging the Product, Category, Vendor, City, and Total Price columns from the dataset. To identify the top-performing 5 products, categories, vendors, and cities, I harnessed Power BI's Top N filtering capabilities.

Conversely, for **the Negative Dashboard**, I devised four plots using the Product, Category, Vendor, City, and Total Price columns from the dataset. To pinpoint the underperforming 5 products, categories, vendors, and cities, I employed Power BI's Bottom N filtering functionality.