

Coca-Cola Case Study

Business Intelligence Tools & Techniques for Sales



Submitted By :

Talha Ansari (47)
Saherish Kazi(D1)

Guided By :

Dr. Sonali Sonavane



Brief Overview of Coca-Cola India & Sales Domain

Company Background

- Established in India in 1993 as a subsidiary of the global Coca-Cola Company
- Offers popular beverage brands including Coca-Cola, Thums Up, Sprite, Fanta, and Maaza

Sales Domain Focus

- Focuses on boosting sales across diverse markets—urban and rural
- Analyzes factors like product demand, seasonality, and retailer engagement
- India is the fifth largest market for The Coca-Cola Company globally





1 Data Sources

POS systems, distributor databases, CRM data, and market surveys

2 ETL Layer

Tools like Informatica or Talend extract, transform, and load data into the data warehouse

3 Data Warehouse

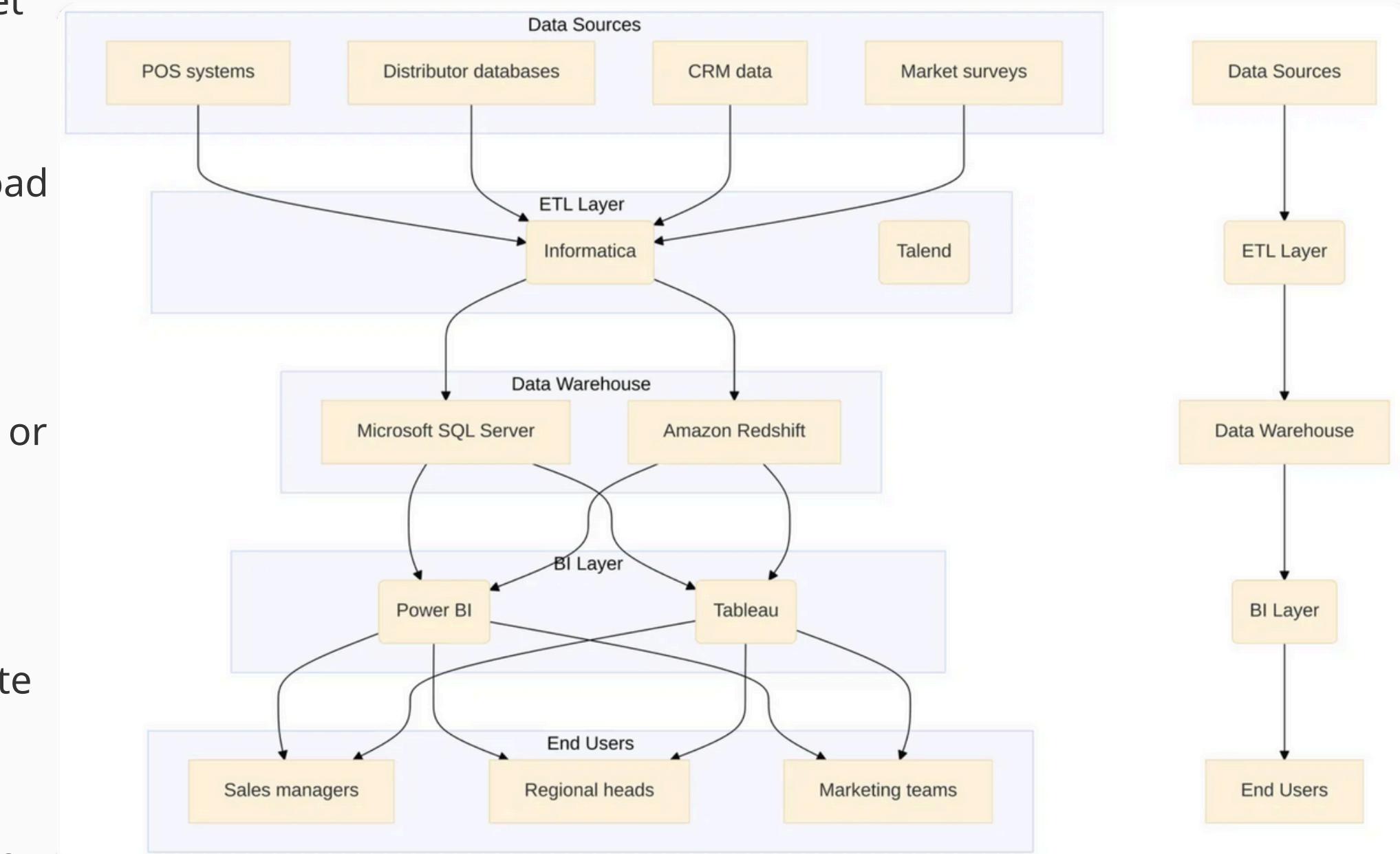
Central storage using platforms like Microsoft SQL Server or Amazon Redshift

4 BI Layer

Visualization and reporting tools (Power BI, Tableau) create dashboards and reports

5 End Users

Sales managers, regional heads, and marketing teams use these insights for data-driven decisions





Data Warehousing & ETL

Microsoft SQL Server and Informatica to collect and clean sales data from POS systems and distributors

Reporting & Visualization

Power BI and Tableau to create interactive dashboards showing real-time sales trends

Predictive Analytics

Forecasting demand during peak seasons like summer or festivals

OLAP

Multi-dimensional analysis by product, region, or sales channel to identify best performing areas or SKUs





Purpose

- ✓ Collect, clean, and integrate large volumes of data from different sales sources like POS systems, distributors, and CRM

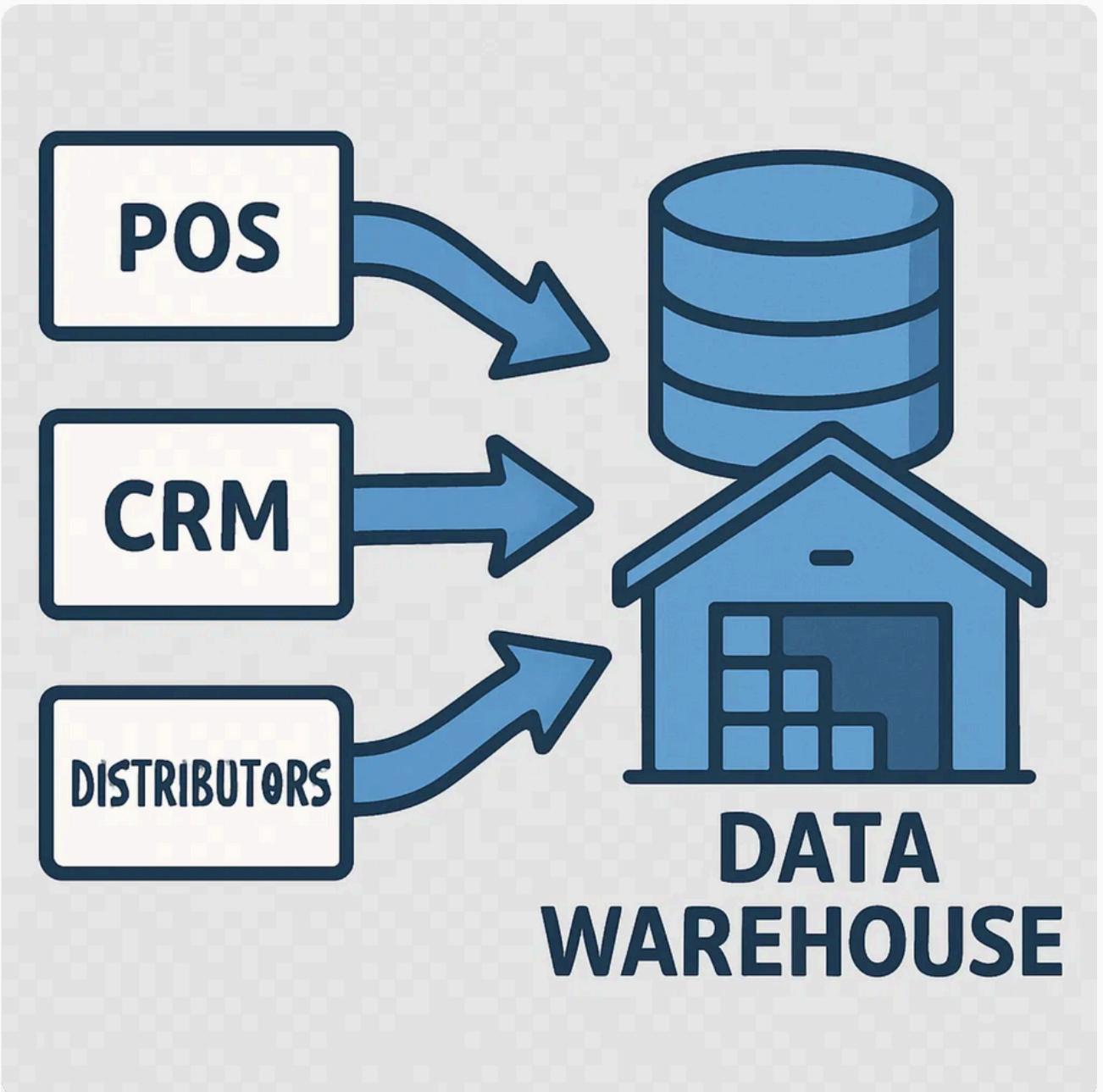
Tools Used

 **Microsoft SQL Server** ,  **Amazon Redshift** for data storage

 **Informatica**  **Talend** for ETL processes

How It Helps

- ✓ Ensures accurate, centralized data storage
- ✓ Makes data ready for analysis





Purpose

- Transform data into interactive dashboards & reports

Tools Used

**Power BI****Tableau****QlikView**

How It Helps

- Sales managers track real-time sales by product, region, time period
- Identify trends and anomalies quickly





Purpose

- Use historical data to forecast future sales

Techniques Used

Time Series Analysis

Analyzing seasonal patterns in beverage sales

Regression Models

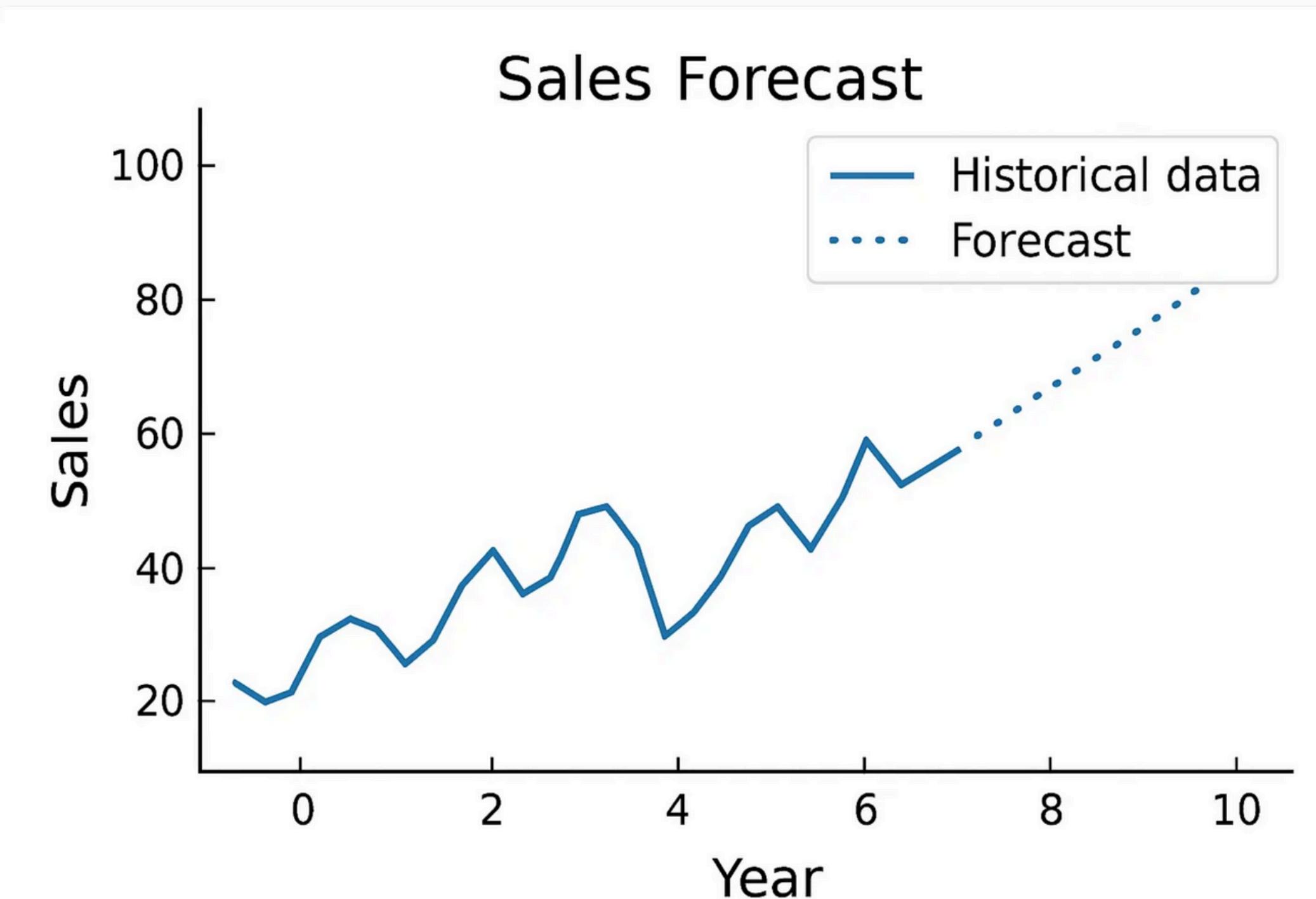
Predicting sales based on multiple variables

Machine Learning

Advanced algorithms for complex predictions

How It Helps

- Predict demand during festivals, summer peaks, or future product launches



Purpose

- Enable multi-dimensional analysis of sales data

How It Helps

- Managers drill down into sales data across multiple dimensions simultaneously
- Detect which products and regions perform best

Example Analysis:

Compare Coca-Cola vs. Maaza sales by city, by month, or by store type to identify optimal product placement and marketing strategies





Improved Decision Making

Data-driven decisions based on real-time insights rather than intuition, leading to better strategic planning.



Increased Operational Efficiency

Streamlined processes and optimized resource allocation based on accurate data analysis.



Enhanced Market Responsiveness

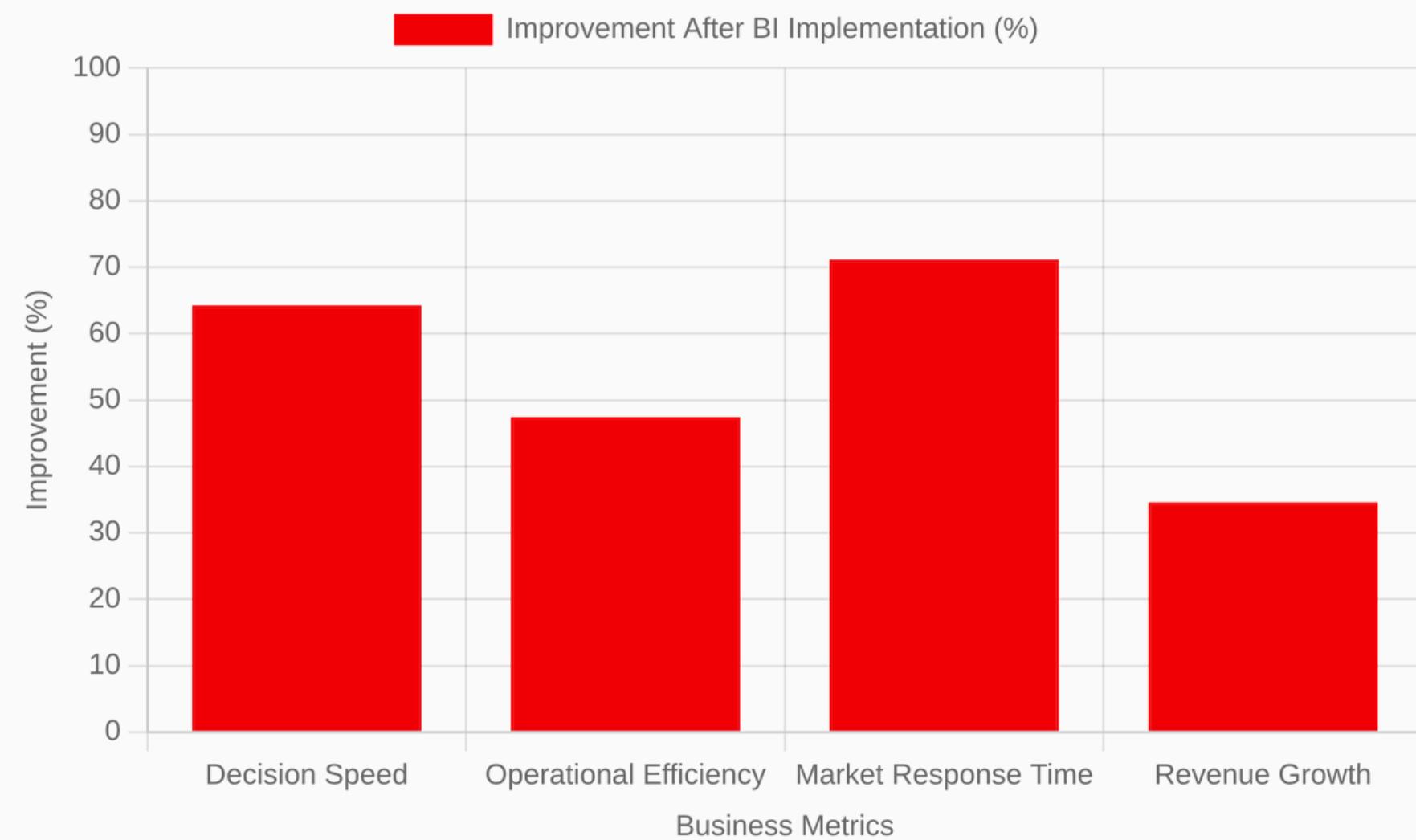
Quicker adaptation to market trends and consumer preferences through timely insights.



Revenue Growth

Increased sales through targeted marketing, optimized pricing, and improved product placement.

Key Performance Improvements



Thanks
you.