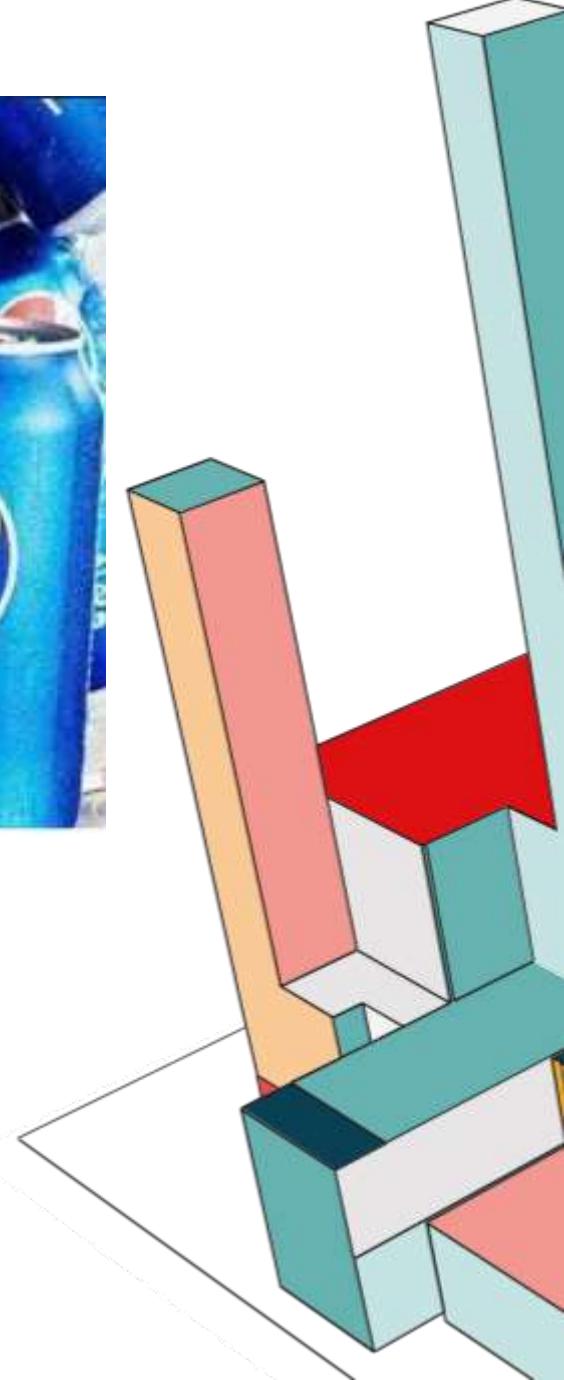
A graphic on the left side of the slide consists of several 3D-style geometric shapes made of colored blocks (red, blue, yellow, orange) arranged in a cluster.

TRỰC QUAN HÓA DỮ LIỆU DATASET TRÊN TABLEAU



CASE STUDY: PEPSICO

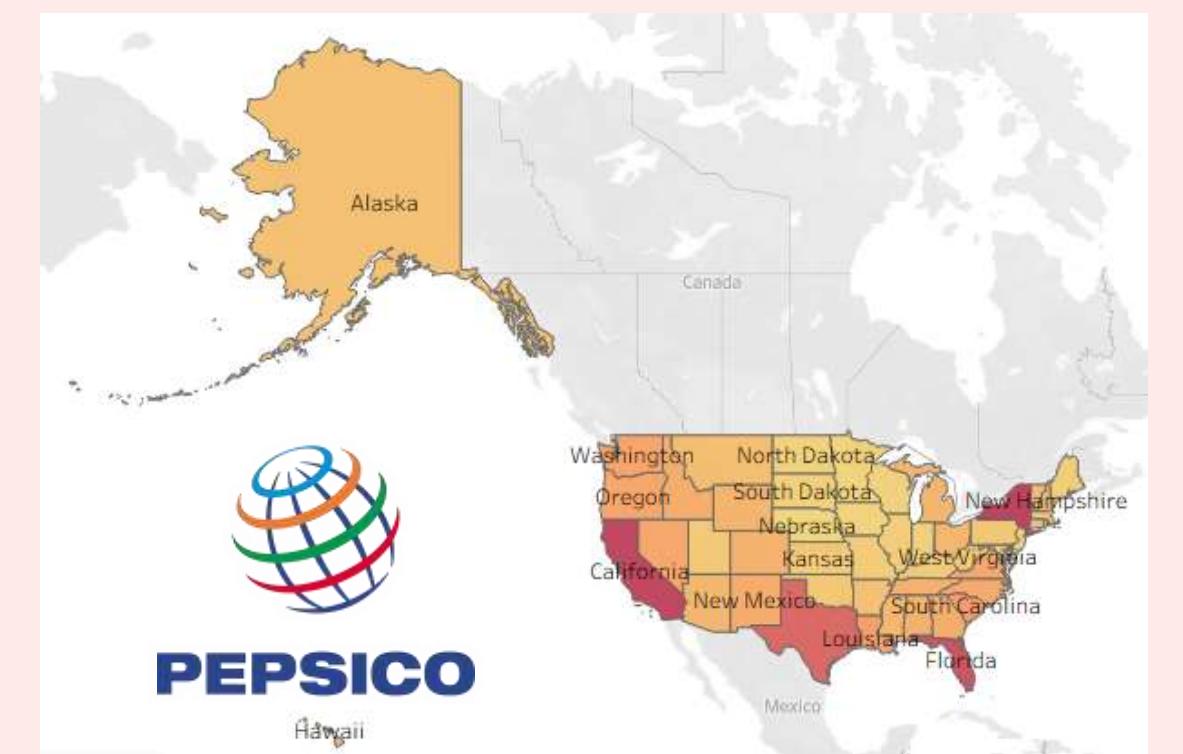


DATA CÔNG TY PEPSI

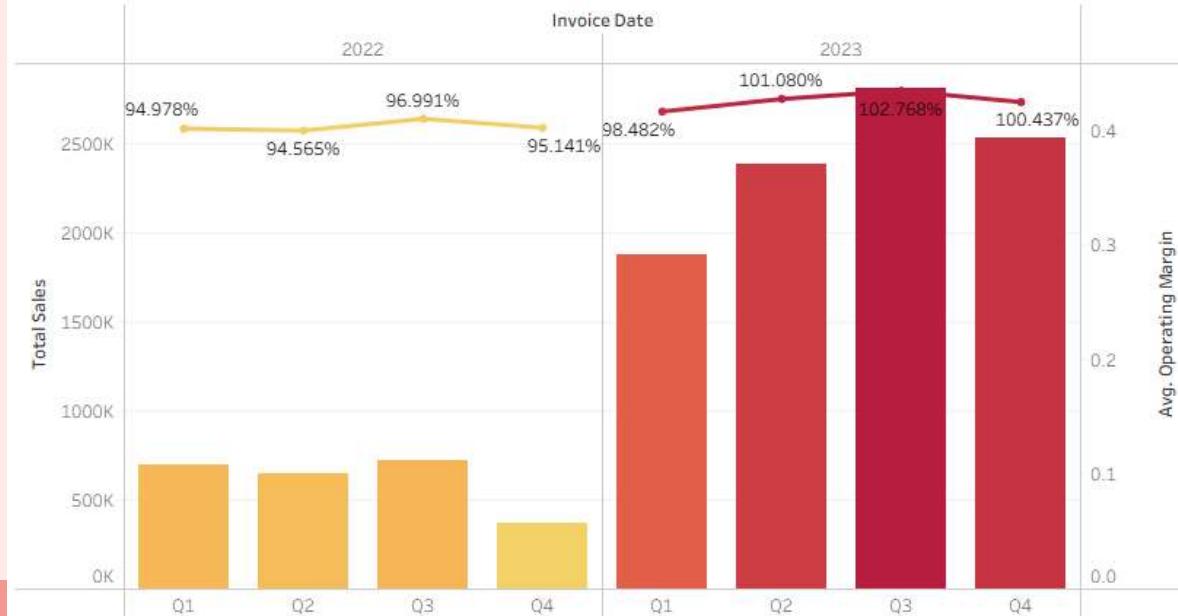
Retailer Dataset

Retailer	Retailer ID	Invoice Date	Region	State	City	Beverage Brand	Price per Unit	Units Sold	Total Sales	Operating Profit
BevCo	1185732	2022-01-01	Northeast	New York	New York	Pepsi	\$0.50	12,000	\$6,000	\$3,000
BevCo	1185732	2022-01-02	Northeast	New York	New York	Diet Pepsi	\$0.50	10,000	\$5,000	\$1,500
BevCo	1185732	2022-01-03	Northeast	New York	New York	7 Up	\$0.40	10,000	\$4,000	\$1,400
BevCo	1185732	2022-01-04	Northeast	New York	New York	Mirinda	\$0.45	8,500	\$3,825	\$1,338
BevCo	1185732	2022-01-05	Northeast	New York	New York	Gatorade	\$0.60	9,000	\$5,400	\$1,620
BevCo	1185732	2022-01-06	Northeast	New York	New York	Aquafina	\$0.50	10,000	\$5,000	\$1,250
BevCo	1185732	2022-01-07	Northeast	New York	New York	Pepsi	\$0.50	12,500	\$6,250	\$3,125
BevCo	1185732	2022-01-08	Northeast	New York	New York	Diet Pepsi	\$0.50	9,000	\$4,500	\$1,350
BevCo	1185732	2022-01-21	Northeast	New York	New York	7 Up	\$0.40	9,500	\$3,800	\$1,330
BevCo	1185732	2022-01-22	Northeast	New York	New York	Mirinda	\$0.45	8,250	\$3,713	\$1,299
BevCo	1185732	2022-01-23	Northeast	New York	New York	Gatorade	\$0.60	9,000	\$5,400	\$1,620
BevCo	1185732	2022-01-24	Northeast	New York	New York	Aquafina	\$0.50	10,000	\$5,000	\$1,250
BevCo	1185732	2022-01-25	Northeast	New York	New York	Pepsi	\$0.50	12,200	\$6,100	\$3,060
BevCo	1185732	2022-01-26	Northeast	New York	New York	Diet Pepsi	\$0.50	9,250	\$4,625	\$1,388
BevCo	1185732	2022-01-27	Northeast	New York	New York	7 Up	\$0.40	9,500	\$3,800	\$1,330
BevCo	1185732	2022-01-28	Northeast	New York	New York	Mirinda	\$0.45	8,000	\$3,600	\$1,260
BevCo	1185732	2022-01-29	Northeast	New York	New York	Gatorade	\$0.60	8,500	\$5,100	\$1,530
BevCo	1185732	2022-01-30	Northeast	New York	New York	Aquafina	\$0.50	9,500	\$4,750	\$1,188
BevCo	1185732	2022-01-31	Northeast	New York	New York	Pepsi	\$0.50	12,000	\$6,000	\$3,000
BevCo	1185732	2022-02-01	Northeast	New York	New York	Diet Pepsi	\$0.50	9,000	\$4,500	\$1,350
BevCo	1185732	2022-02-02	Northeast	New York	New York	7 Up	\$0.40	9,000	\$3,600	\$1,260
BevCo	1185732	2022-02-03	Northeast	New York	New York	Mirinda	\$0.45	8,250	\$3,713	\$1,299
BevCo	1185732	2022-02-04	Northeast	New York	New York	Gatorade	\$0.60	8,250	\$4,950	\$1,485
BevCo	1185732	2022-02-05	Northeast	New York	New York	Aquafina	\$0.50	9,500	\$4,750	\$1,188
BevCo	1185732	2022-02-06	Northeast	New York	New York	Pepsi	\$0.50	12,200	\$6,100	\$3,060
BevCo	1185732	2022-02-07	Northeast	New York	New York	Blackberry	\$0.55	8,750	\$4,938	\$1,525





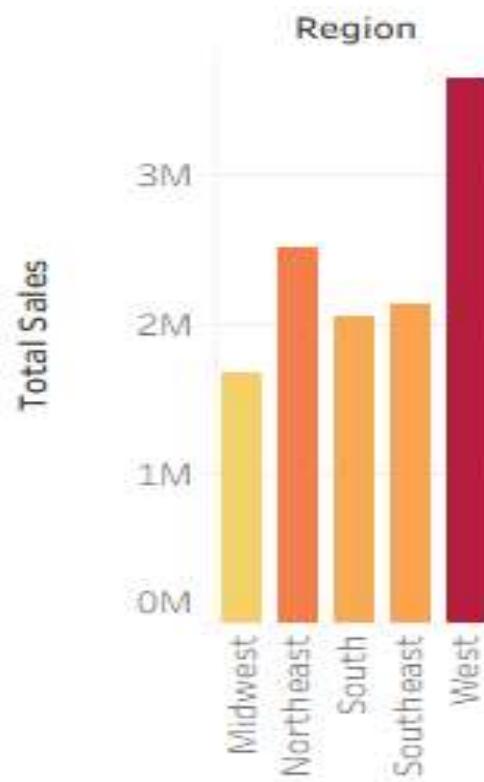
Doanh số theo quý năm 2022 và 2023 ở Hoa Kỳ



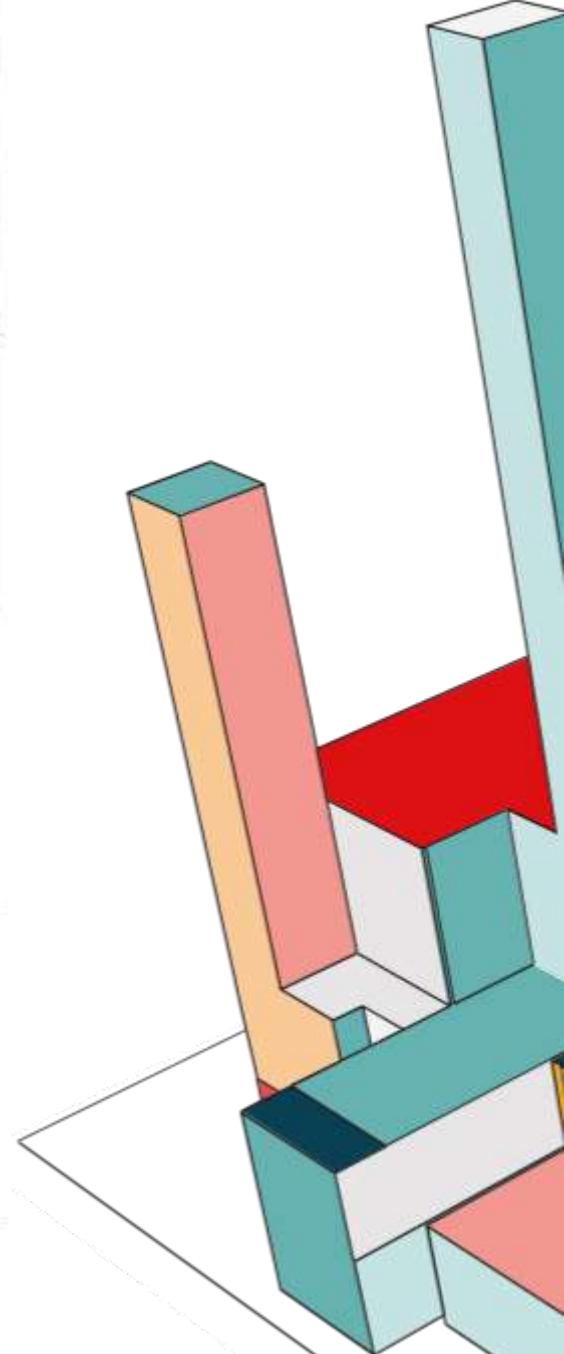
Chọn quý cần xem

- [Q1](#)
- [Q2](#)
- [Q3](#)
- [Q4](#)

Doanh số theo
vị trí vùng miền



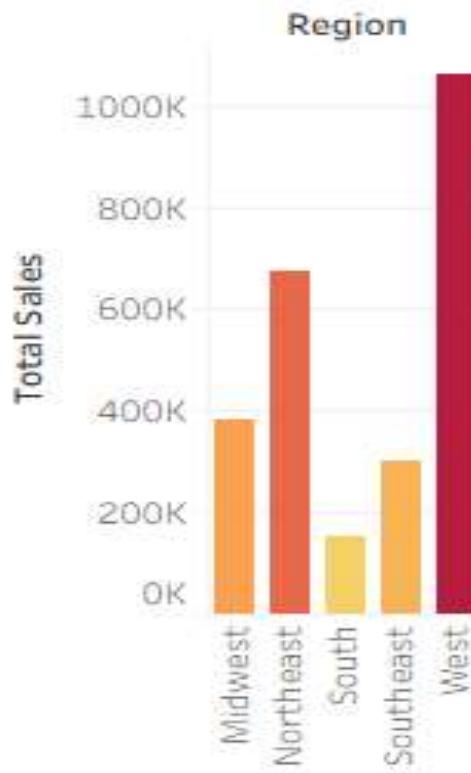
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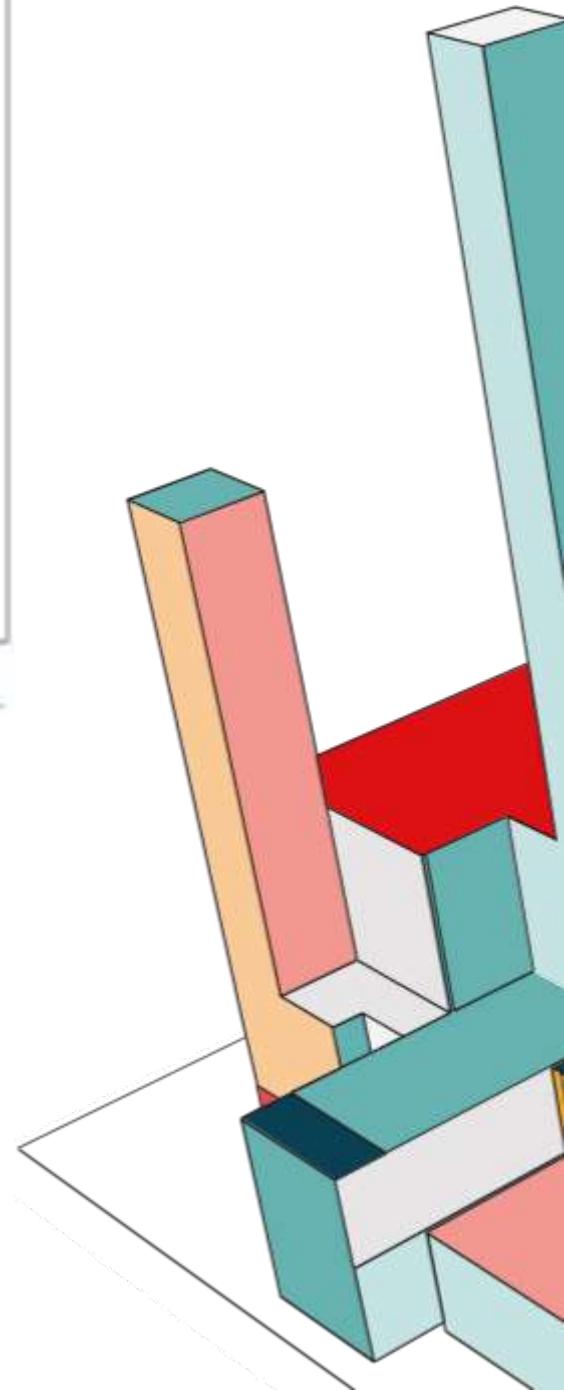
Chọn quý cần xem

- [Q1](#)
- [Q2](#)
- [Q3](#)
- [Q4](#)
- [All](#)

Doanh số theo
vị trí vùng miền



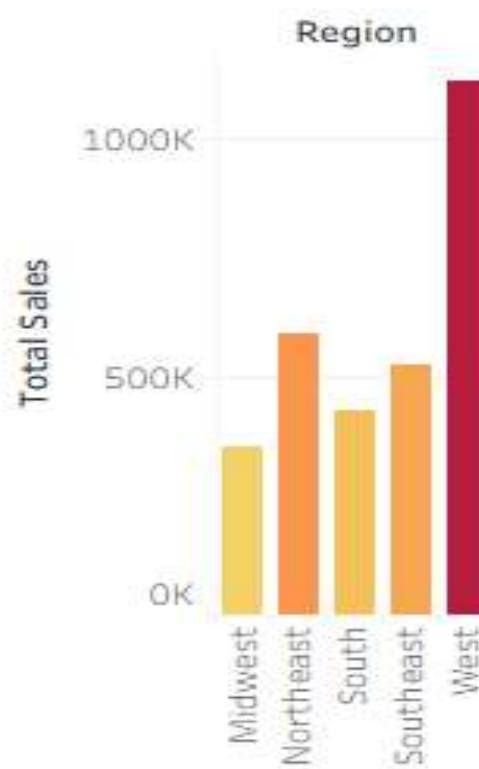
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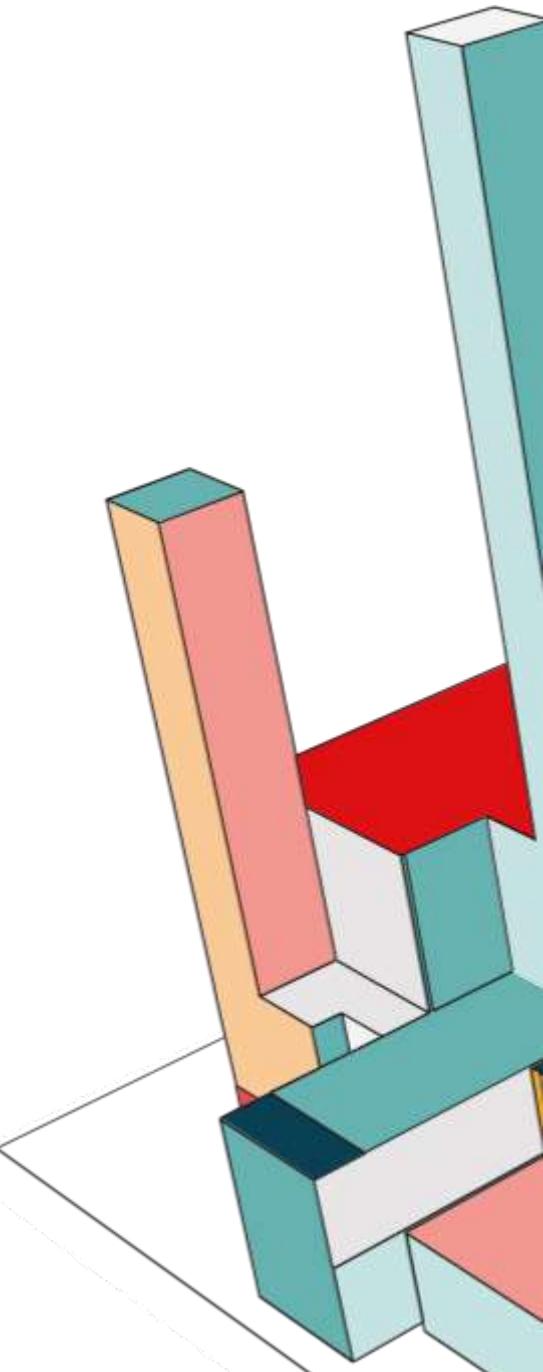
Chọn quý cần xem

- [Q1](#)
- [Q2](#)
- [Q3](#)
- [Q4](#)
- [All](#)

Doanh số theo
vị trí vùng miền



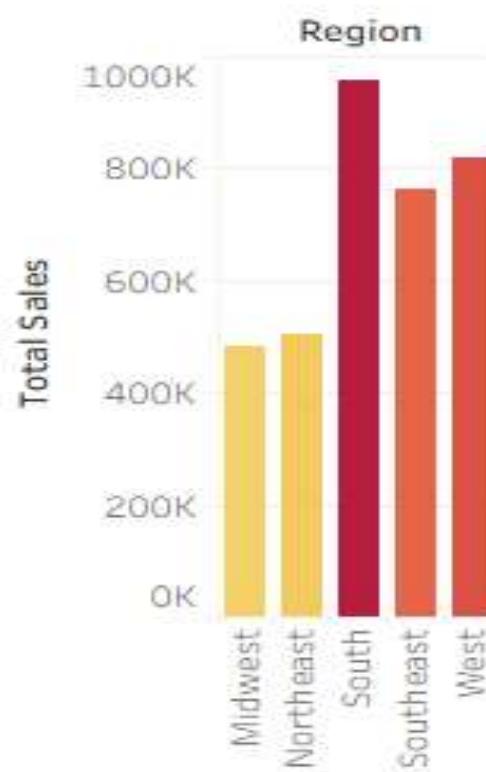
Doanh số theo quý năm 2022 và 2023 ở Hoa Kỳ



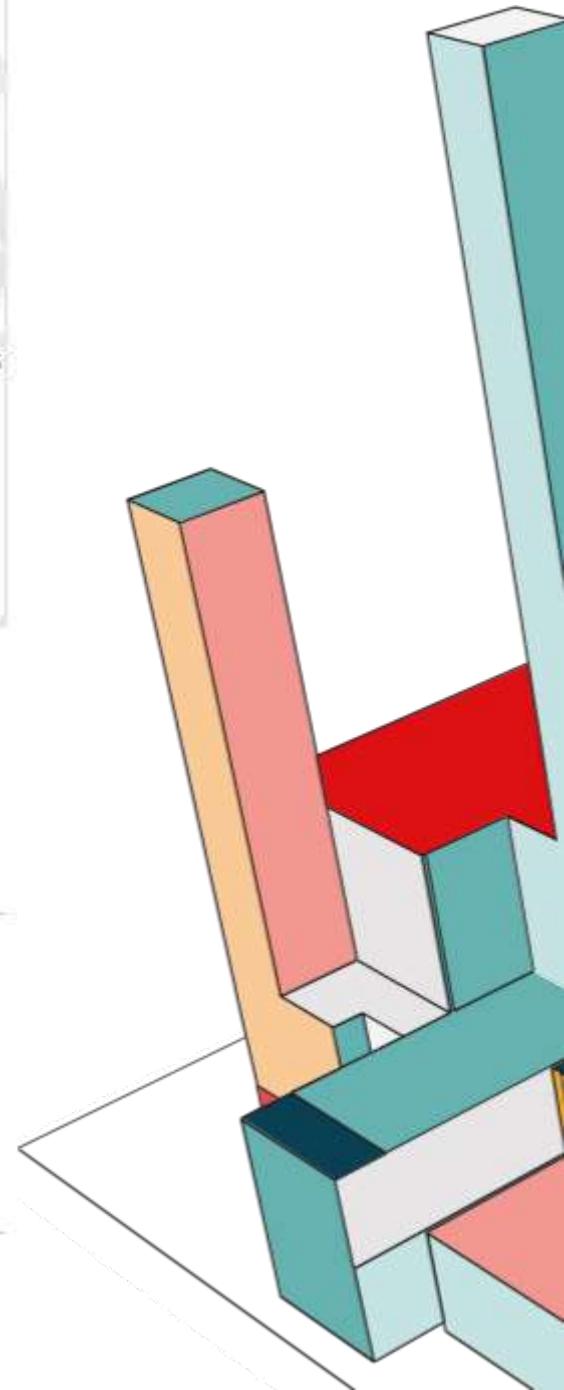
Chọn quý cần xem

- [Q1](#)
- [Q2](#)
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- [All](#)

Doanh số theo
vị trí vùng miền



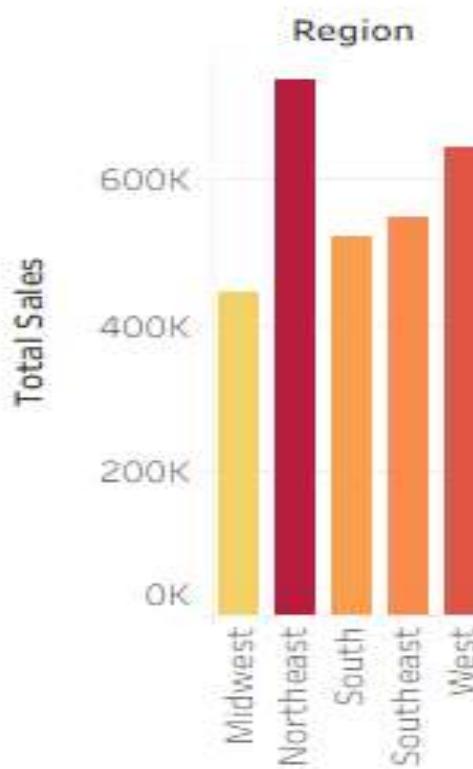
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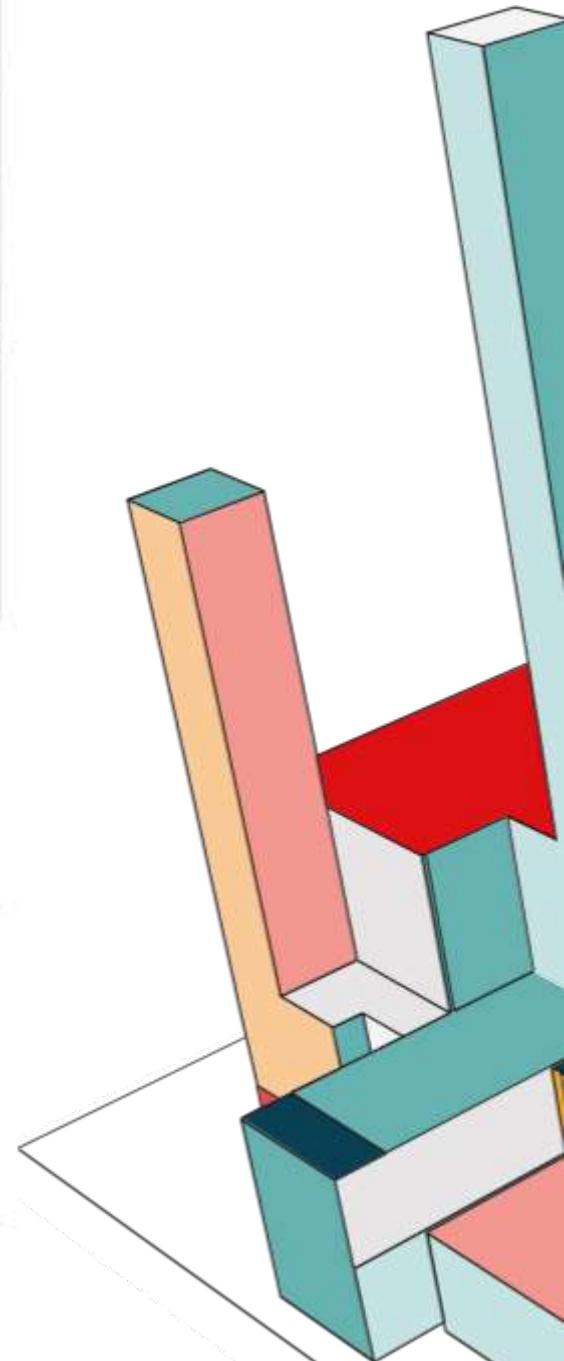
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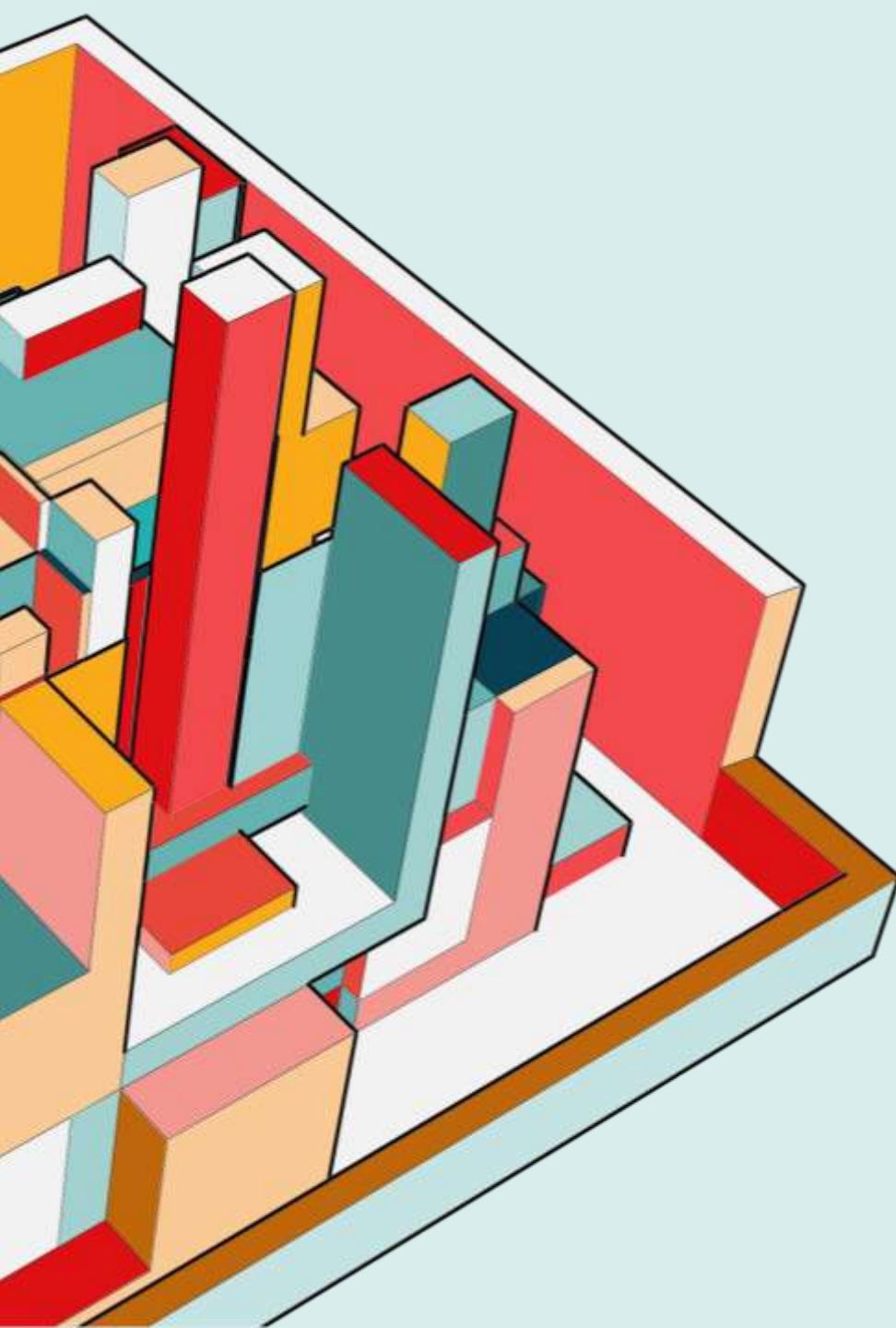
- [Q1](#)
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- [All](#)

Doanh số theo vị trí vùng miền

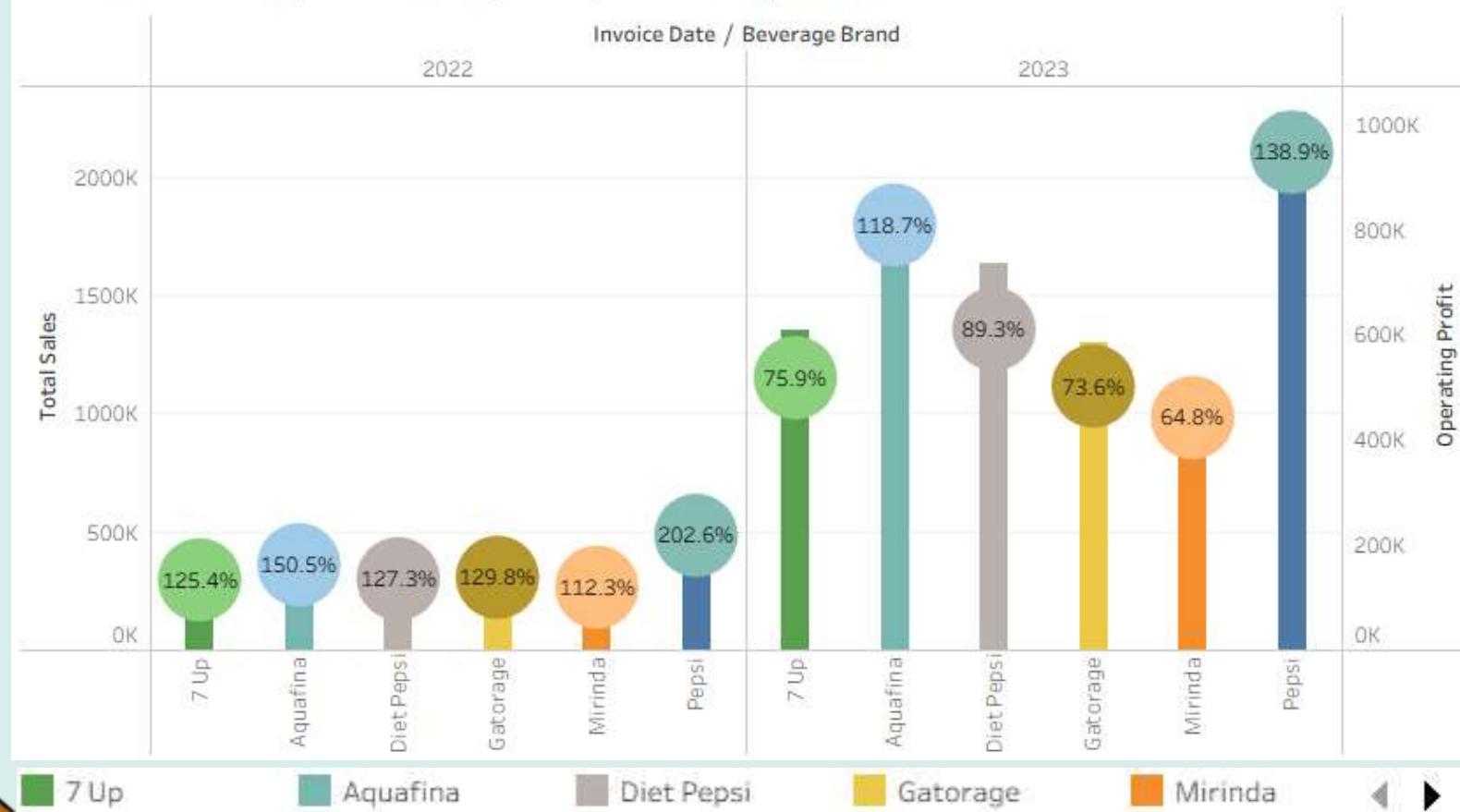


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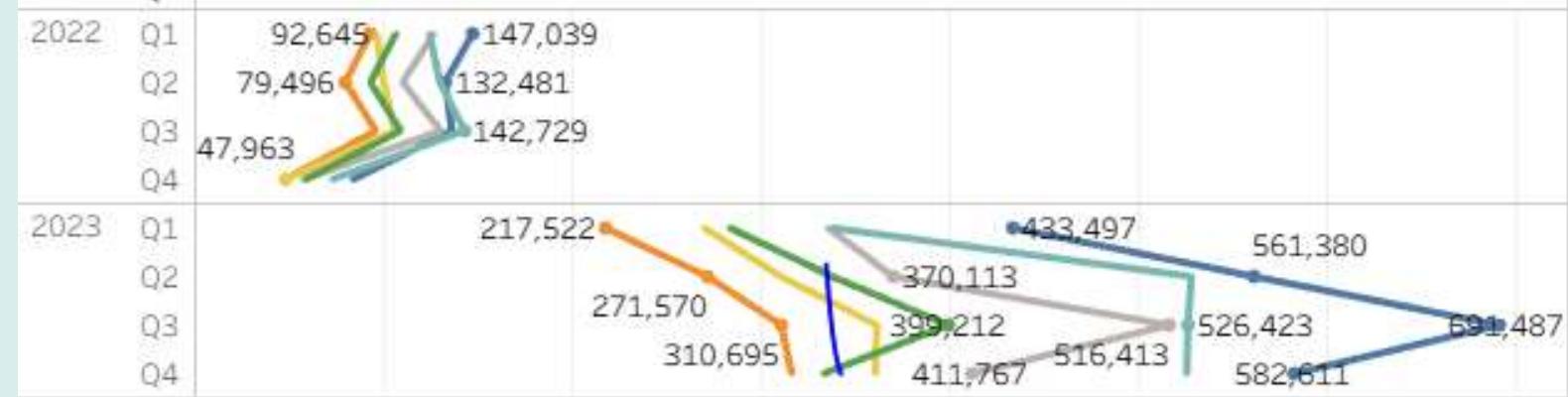




Doanh số bán và phần trăm lợi nhuận của sản phẩm

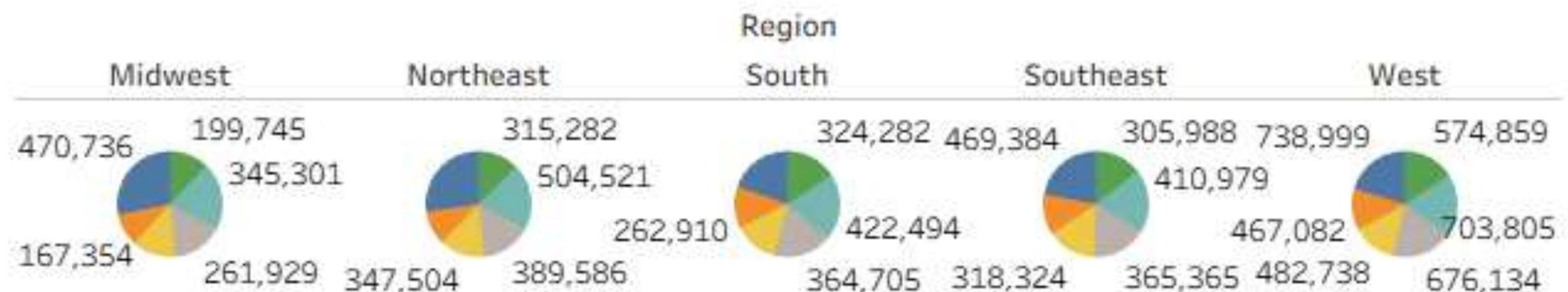


Year ... Q ..



% of Total Avg. Operating..	96.98%	104.33%	95.20%	97.69%	100.32%	105.47%
% of Total Avg. Operating..	82.51%	123.05%	94.38%	81.18%	71.21%	147.57%
Total Sales	1,720,156	2,387,098	2,057,718	1,652,063	1,431,552	2,768,077
Units Sold	3,922,690	4,338,270	4,355,260	3,066,830	3,172,360	5,933,200

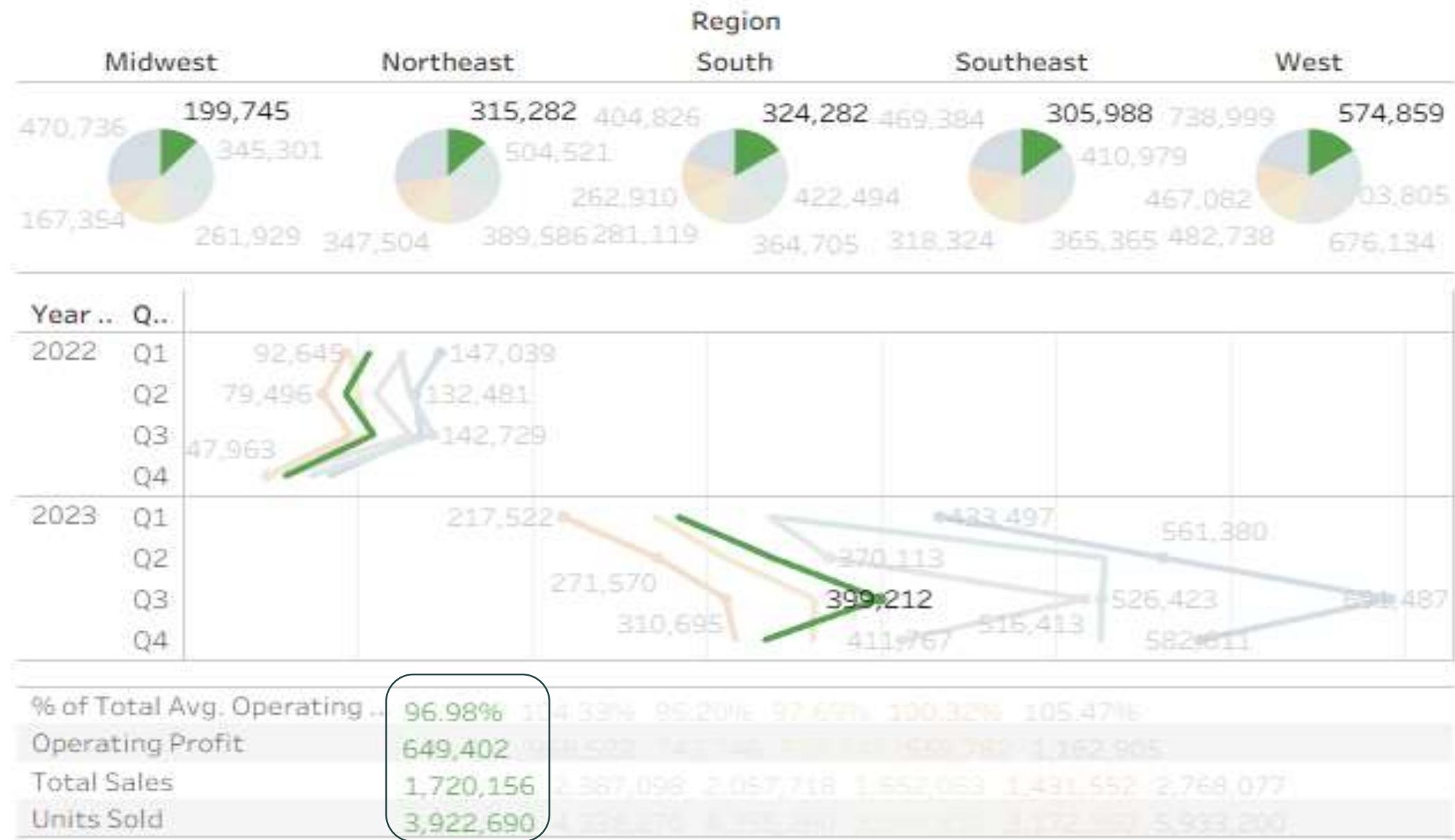
Doanh số bán sản phẩm theo vùng miền ở Hoa Kỳ



- █ [7 Up](#)
- █ [Aquafina](#)
- █ [Diet Pepsi](#)
- █ [Gatorade](#)
- █ [Mirinda](#)
- █ [Pepsi](#)



Doanh số bán sản phẩm theo vùng miền ở Hoa Kỳ

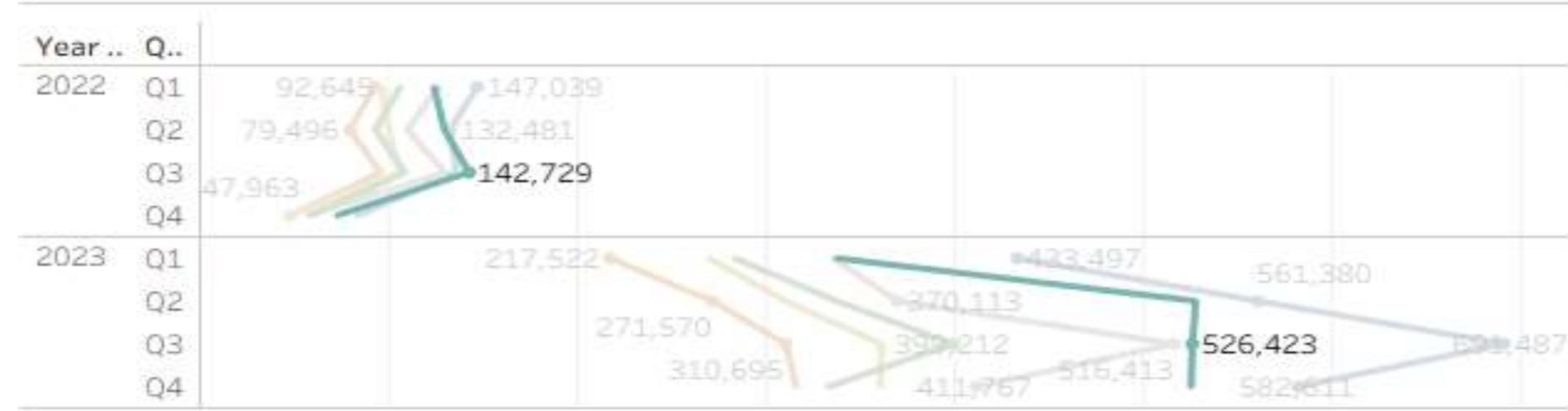
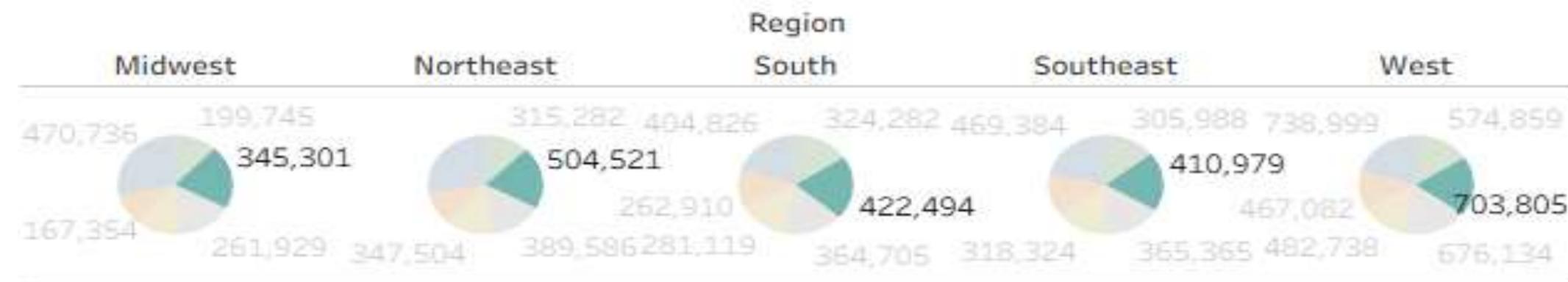


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Doanh số bán sản phẩm theo vùng miền ở Hoa Kỳ

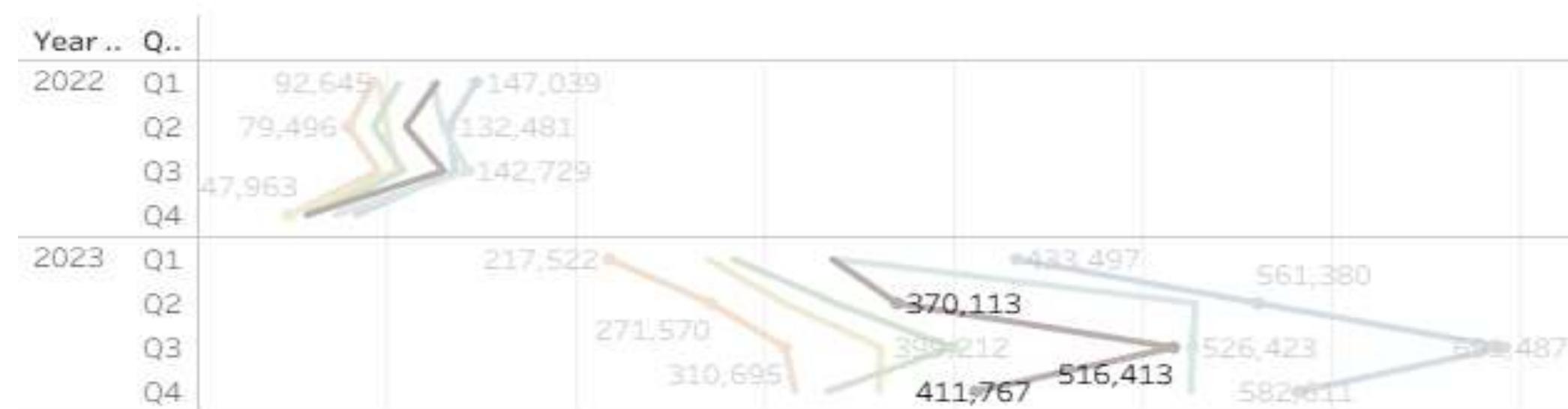
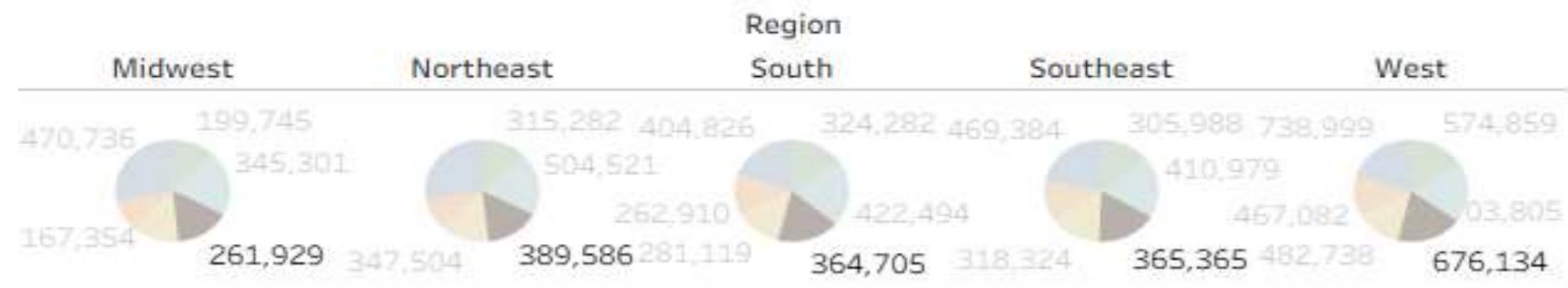
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% of Total Avg. Operating...	96.98%	104.33%	95.20%	97.59%	100.32%	105.47%
Operating Profit	629,402	968,522	721,118	731,531	599,789	1,162,905
Total Sales	1,720,156	2,387,098	2,057,713	1,662,063	1,431,552	2,768,077
Units Sold	3,522,961	4,338,270	3,779,959	3,779,959	3,933,290	3,933,290



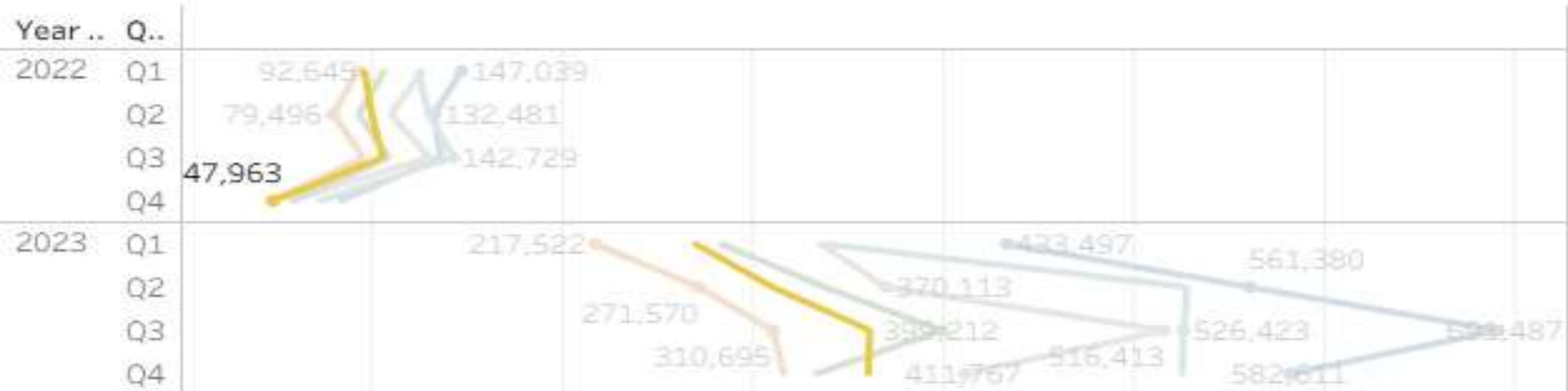
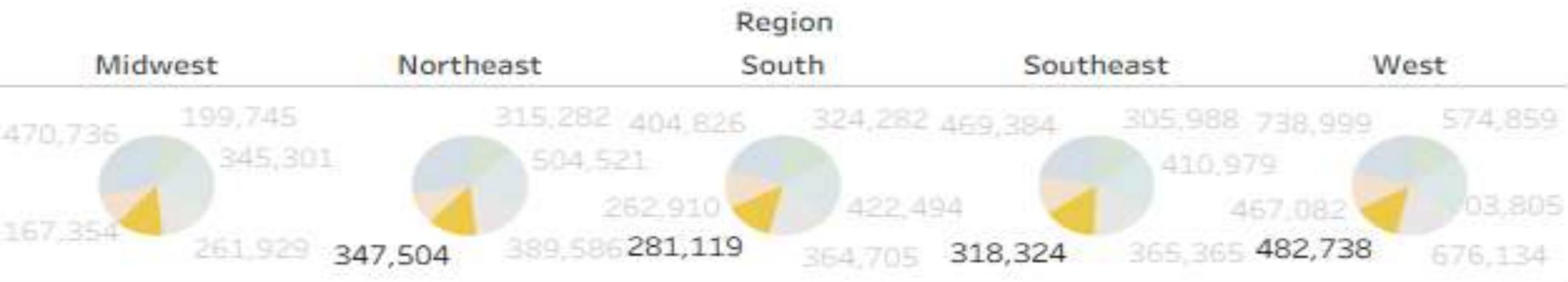
Doanh số bán sản phẩm theo vùng miền ở Hoa Kỳ



% of Total Avg. Operating ..	96.98%	104.33%	95.20%	97.53%	100.32%	105.47%
Operating Profit	649,402	989,521	743,746	1,155,999	1,162,905	
Total Sales	1,720,156	2,387,726	2,057,718	2,652,062	2,431,552	2,768,077
Units Sold	3,922,590	4,358,258	4,355,260	4,722,350	5,933,200	



Doanh số bán sản phẩm theo vùng miền ở Hoa Kỳ



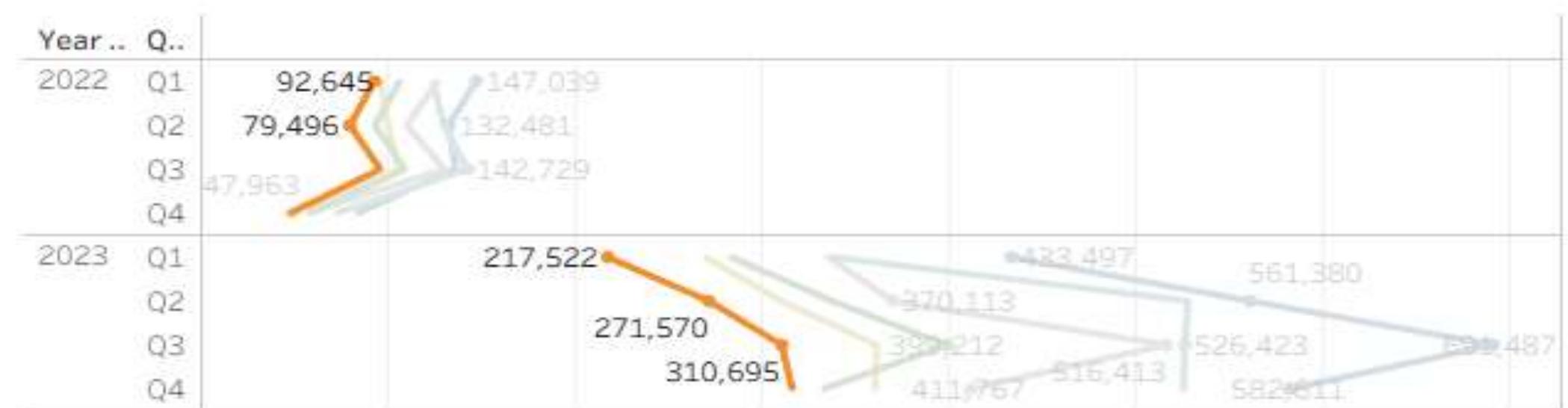
% of Total Avg. Operating ..	96.98%	104.93%	95.21%	97.69%	100.92%	105.47%
Operating Profit	649,402	381,522	781,748	638,141	659,728	1,162,905
Total Sales	1,720,156	1,2,387,036	1,056,718	1,652,063	1,431,552	2,768,077
Units Sold	3,022,000	2,387,036	2,056,718	3,066,830	2,431,552	5,099,077

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Gatorage



Doanh số bán sản phẩm theo vùng miền ở Hoa Kỳ



% of Total Avg. Operating ...	96.98%	104.33%	95.20%	97.61%
Operating Profit	649,402	975,522	993,704	1,062,905
Total Sales	1,720,156	2,987,098	2,057,718	2,768,077
Units Sold	3,522,950	4,331,270	4,754,570	5,939,290

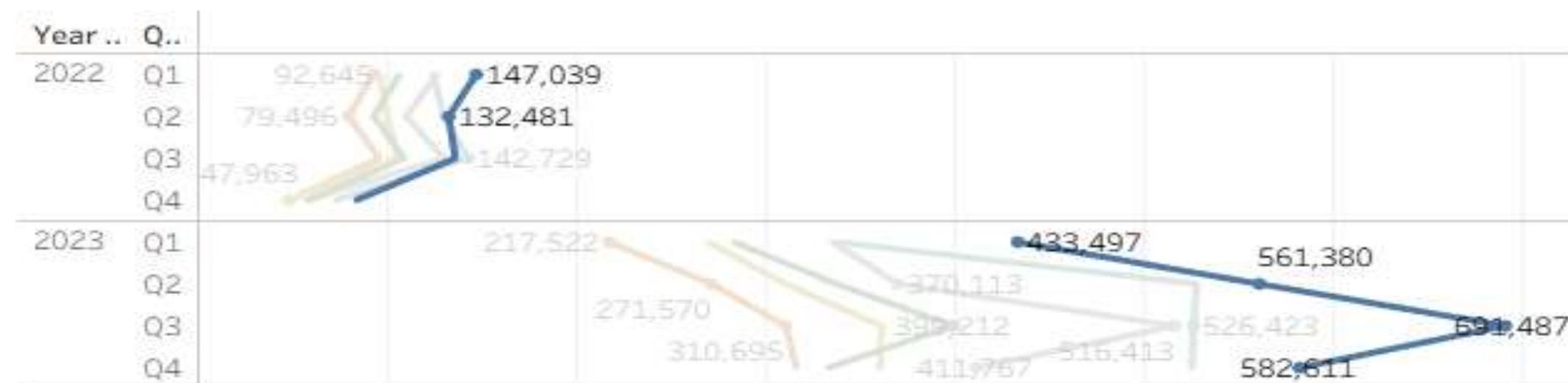
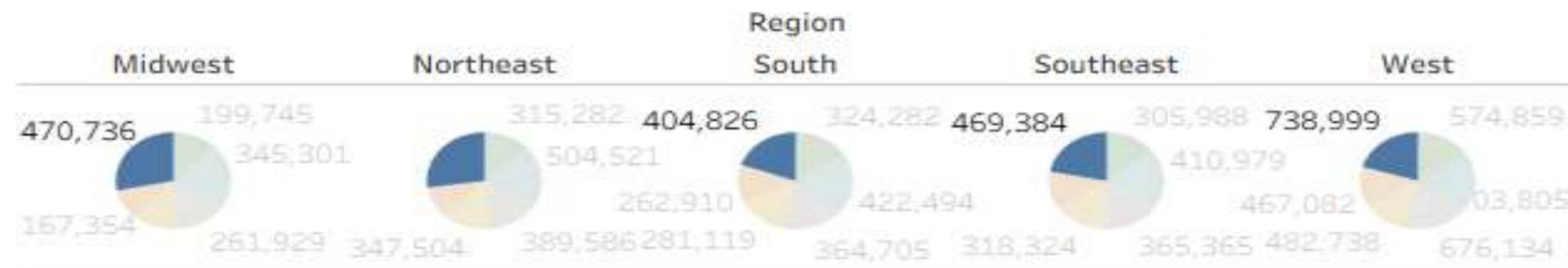
100.32%
559,782
1,431,552
3,172,360

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Mirinda

Doanh số bán sản phẩm theo vùng miền ở Hoa Kỳ



% of Total Avg. Operating ..	96.98%	104.33%	95.20%	47.29%	100.32%
Operating Profit	649,402	956,502	741,748	479,728	532,781
Total Sales	1,720,156	2,367,098	2,057,718	1,462,062	42,332
Units Sold	3,522,610	4,533,270	4,232,310	3,032,360	5,933,200

105.47%
1,162,905

Pepsi

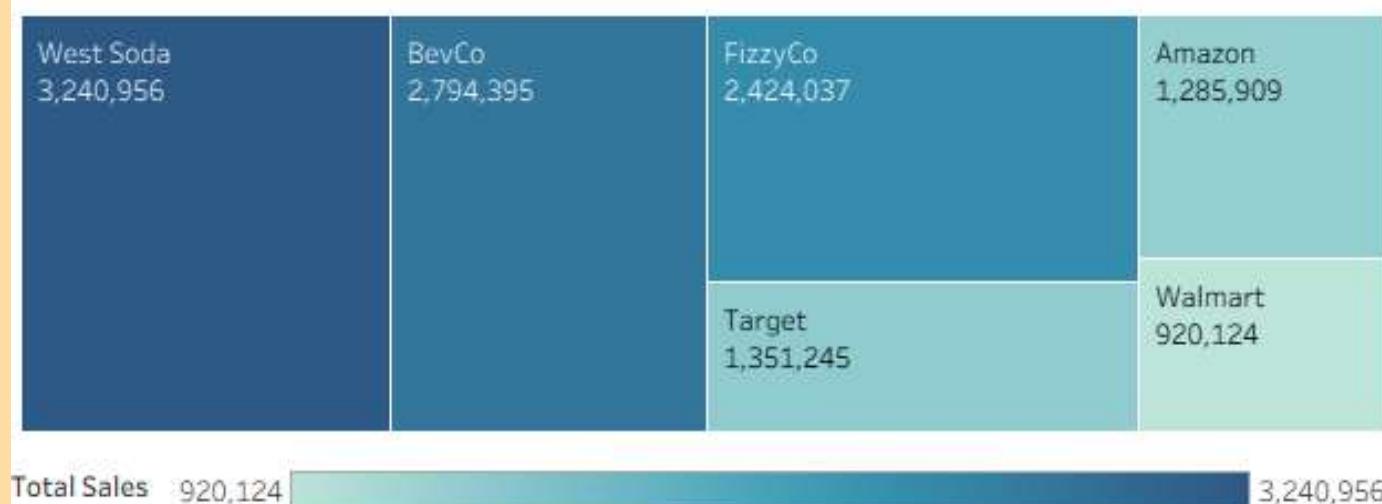


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[Mirinda](#)
[Pepsi](#)
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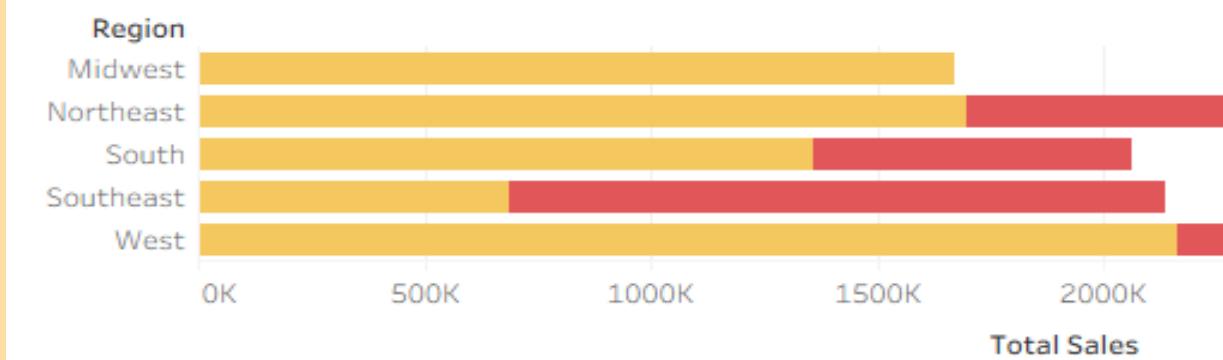
Địa chỉ phân phối tính theo lợi nhuận cao



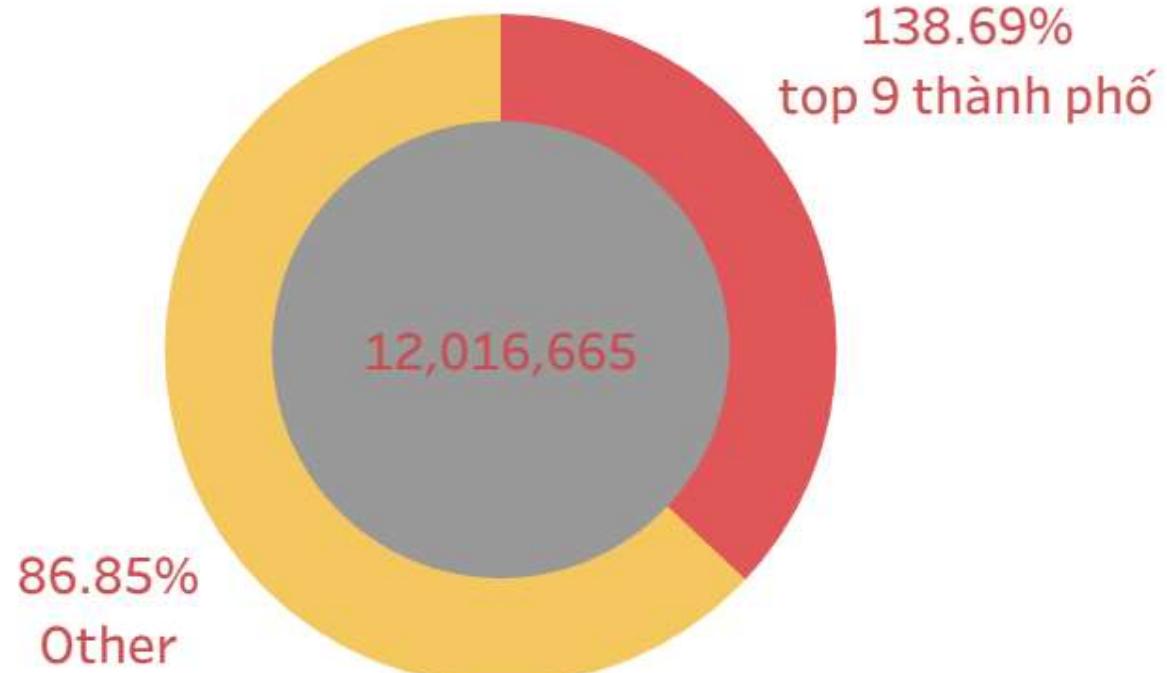
Địa chỉ phân phối tính theo doanh số cao



Vùng miền có thành phố doanh số cao



Lợi nhuận của top 9 thành phố có doanh số cao so với phần còn lại tại Hoa Kỳ



THANK YOU

