

TRỰC QUAN HÓA DỮ LIỆU DATASET TRÊN TABLEAU



CASE STUDY: PEPSICO

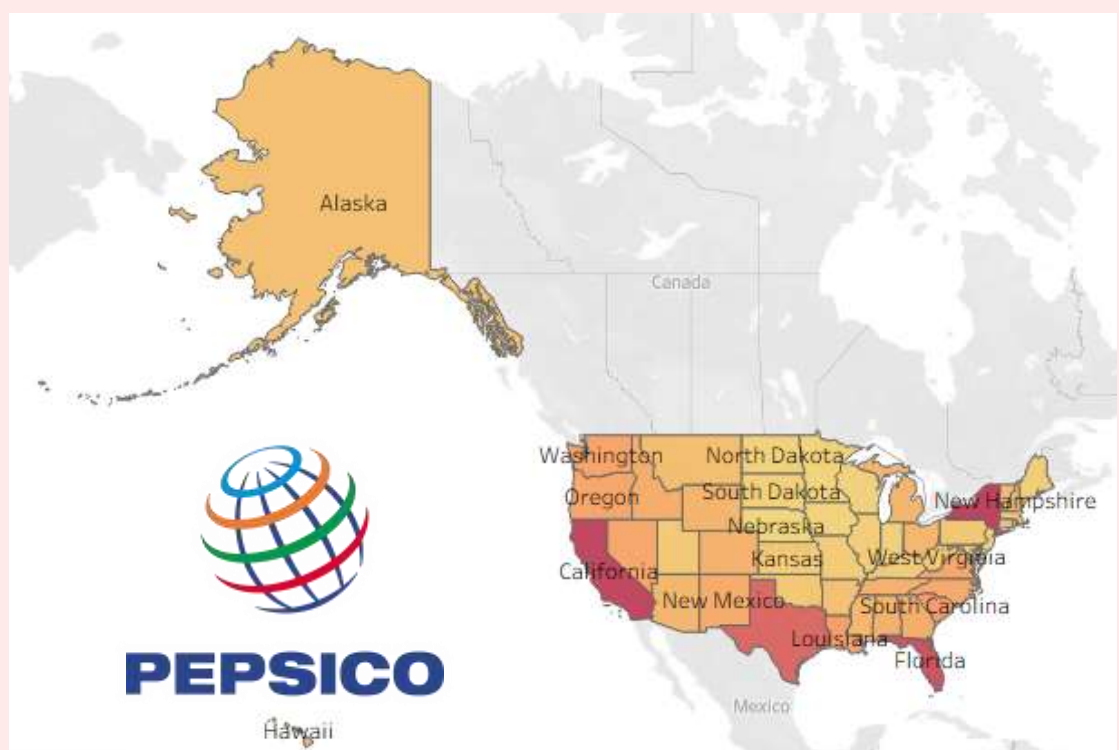


DATA CÔNG TY PEPSI

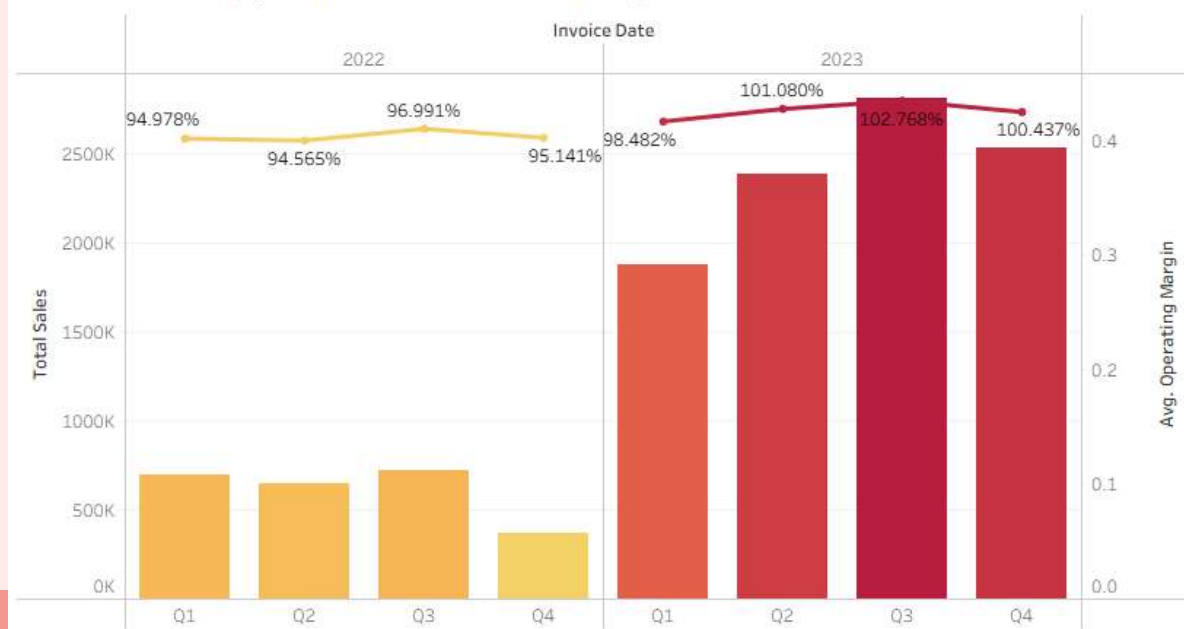
Retailer Dataset

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	\$1,339
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	\$3,050
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	2022-01-28	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	\$0.60	12,200	\$7,320	\$3,660
BevCo	1185732	2022-02-07	Northeast	New York	New York	Diet Pepsi	\$0.50	9,250	\$4,625	\$1,388





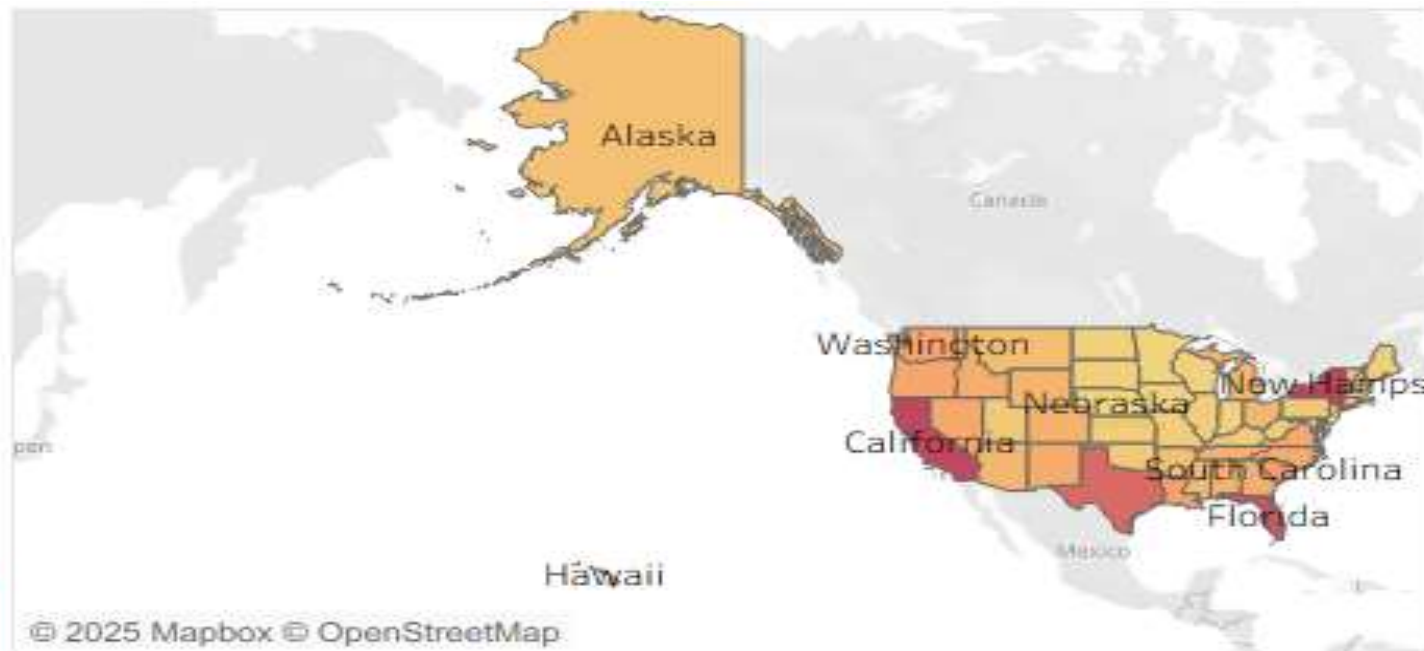
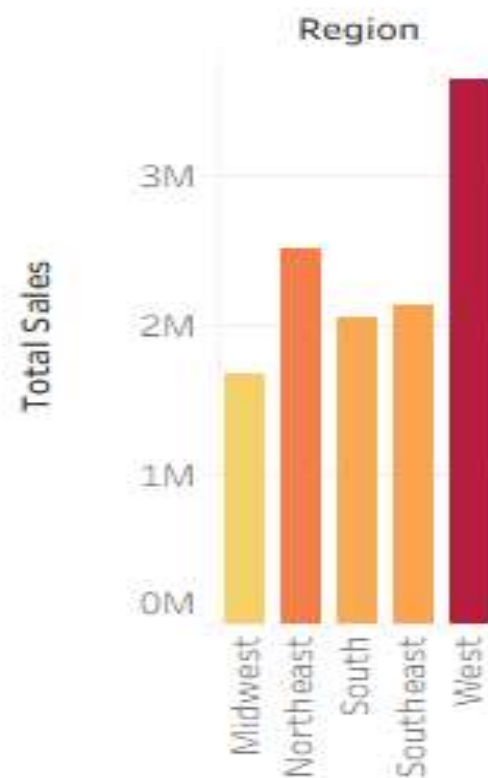
Doanh số theo quý năm 2022 và 2023 ở Hoa Kỳ



Chọn quý cần xem

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

Doanh số theo vị trí vùng miền



72,884 867,046

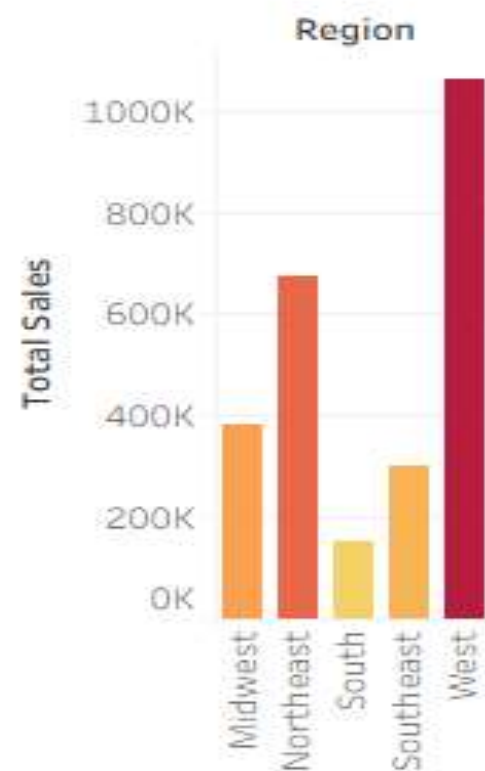
Doanh số theo quý năm 2022 và 2023 ở Hoa Kỳ



Chọn quý cần xem

- ☐ Q1
- ☐ Q2
- ☐ Q3
- ☐ Q4
- ☐ All

Doanh số theo vị trí vùng miền



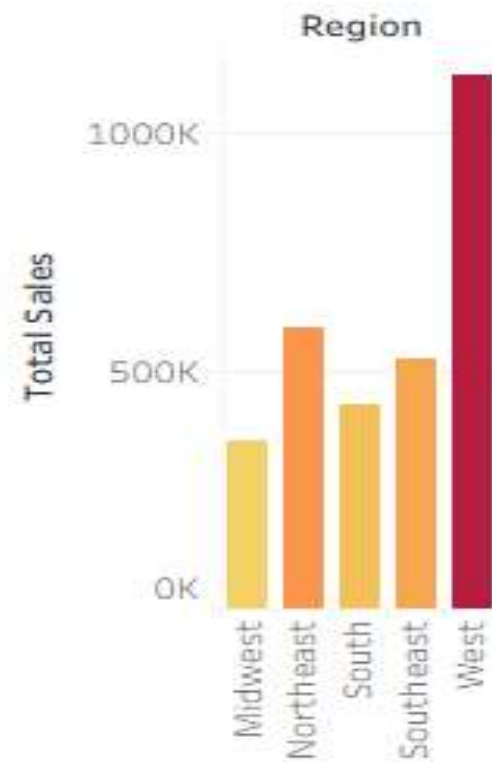
Doanh số theo quý năm 2022 và 2023 ở Hoa Kỳ



Chọn quý cần xem

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

Doanh số theo vị trí vùng miền



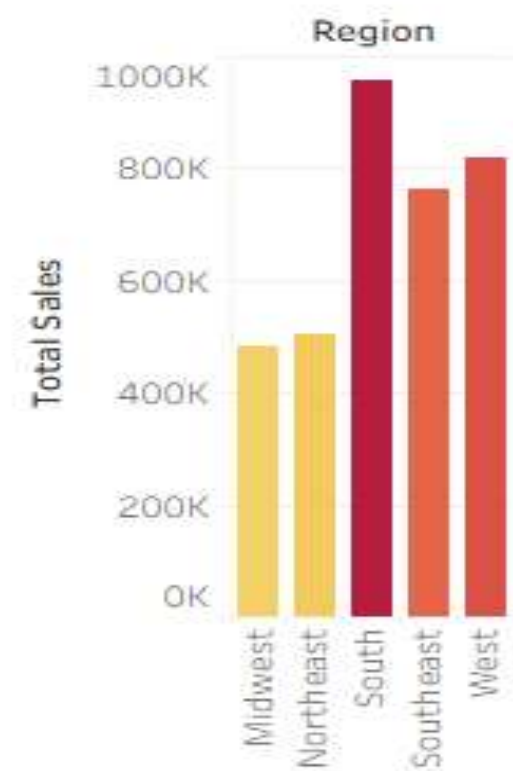
Doanh số theo quý năm 2022 và 2023 ở Hoa Kỳ



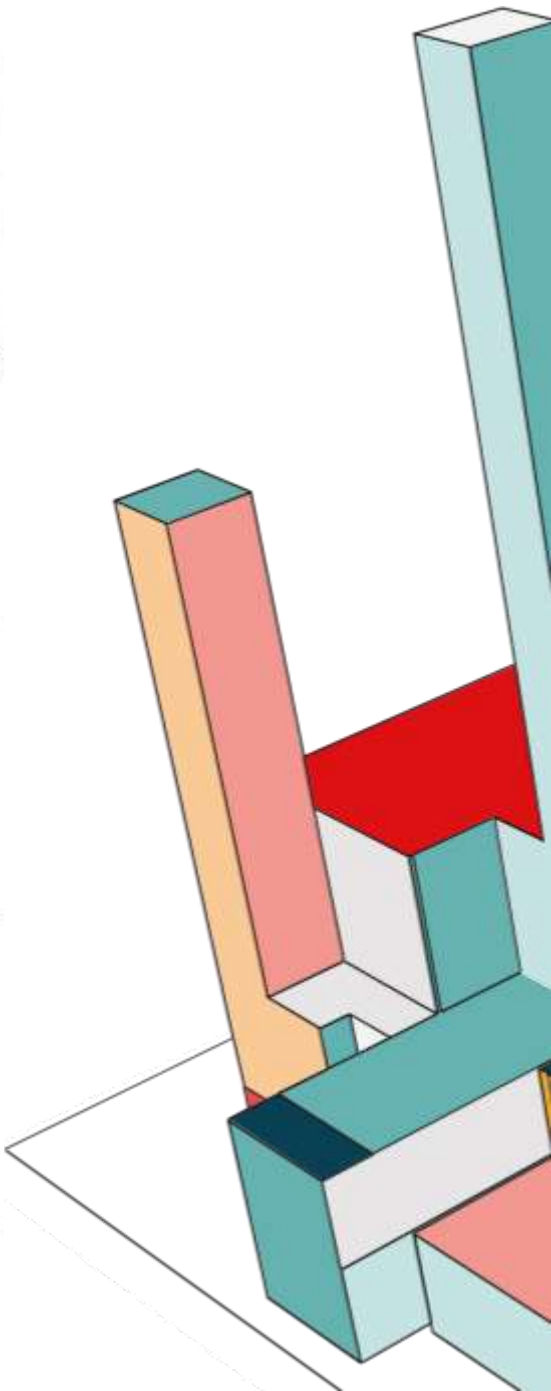
Chọn quý cần xem

- ☐ Q1
- ☐ Q2
- ☐ Q3
- ☐ Q4
- ☐ All

Doanh số theo vị trí vùng miền



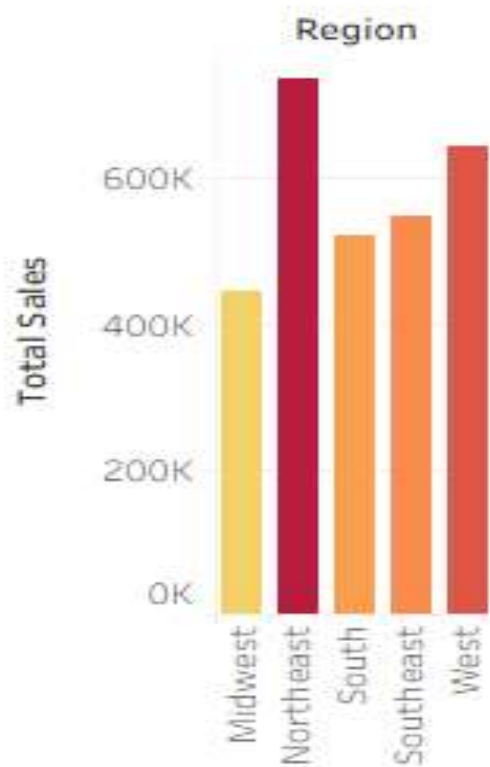
Doanh số theo quý năm 2022 và 2023 ở Hoa Kỳ



Chọn quý cần xem

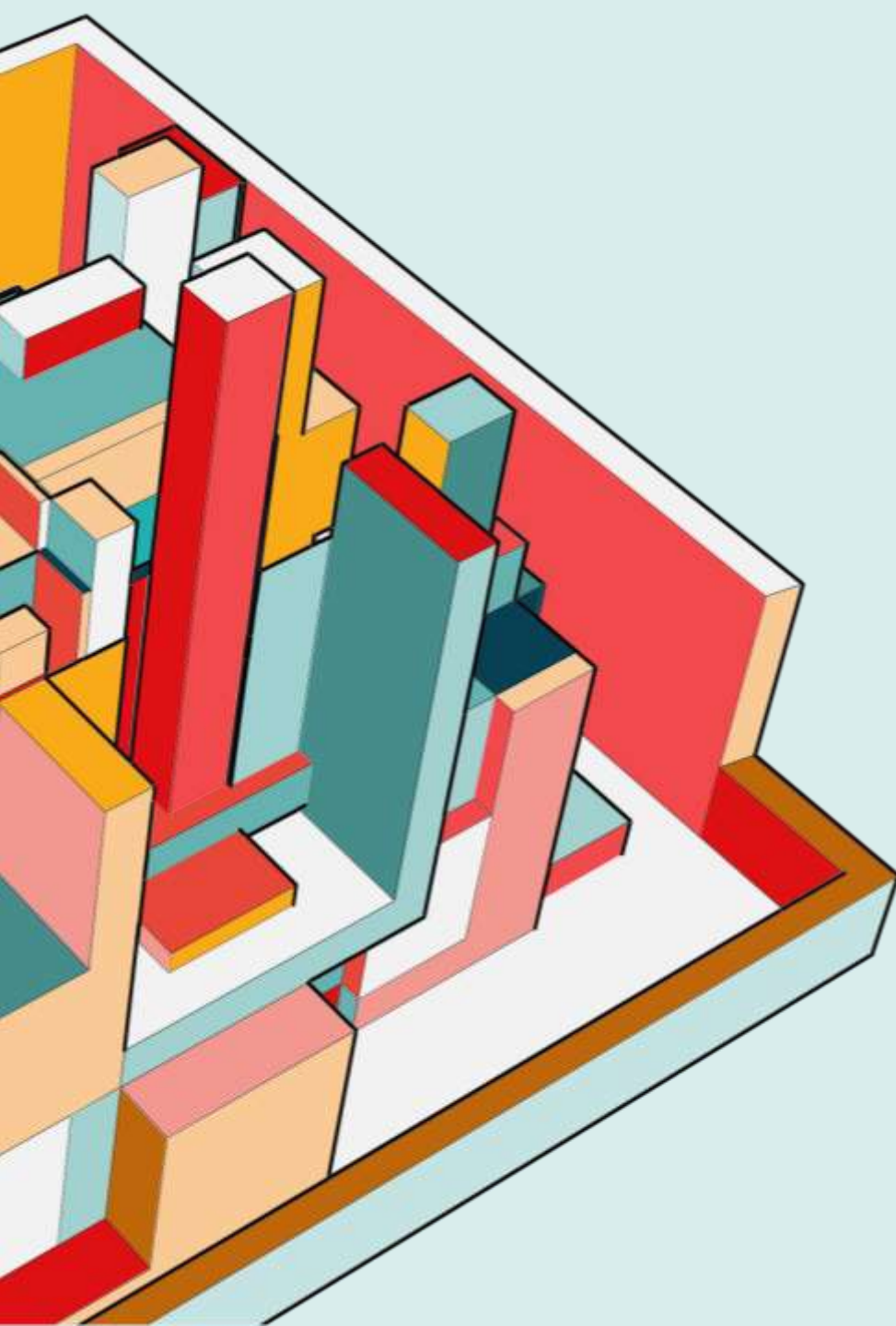
- ☐ Q1
- ☐ Q2
- ☐ Q3
- ☐ Q4
- ☐ All

Doanh số theo vị trí vùng miền

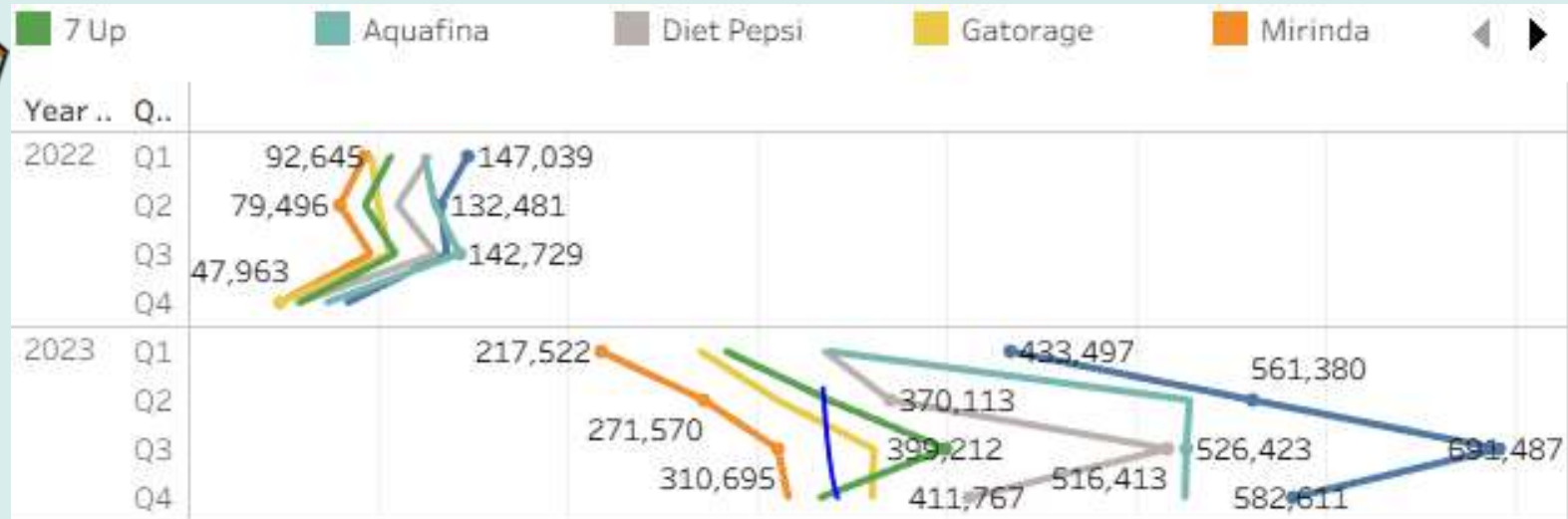
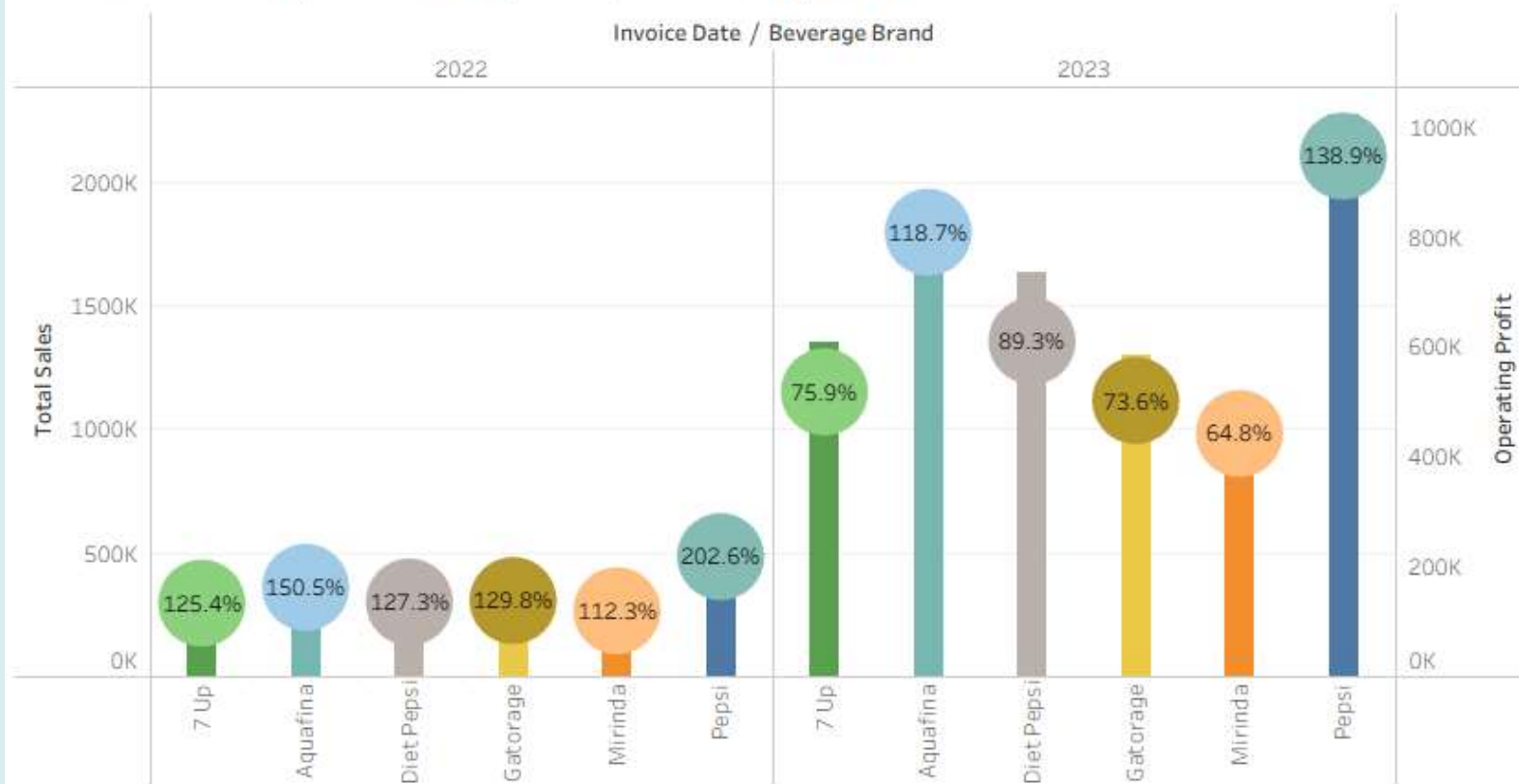


Doanh số theo quý năm 2022 và 2023 ở Hoa Kỳ

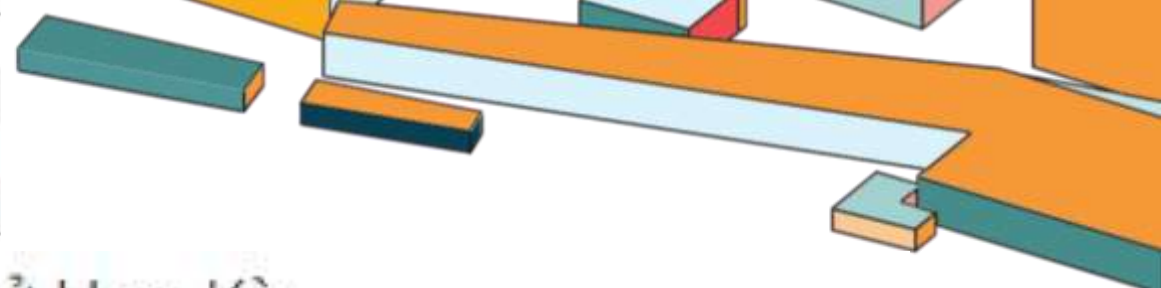




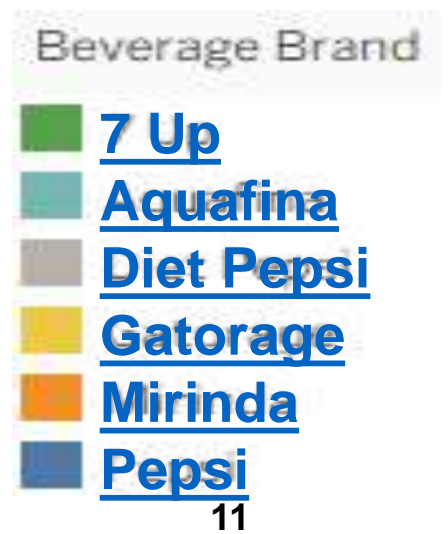
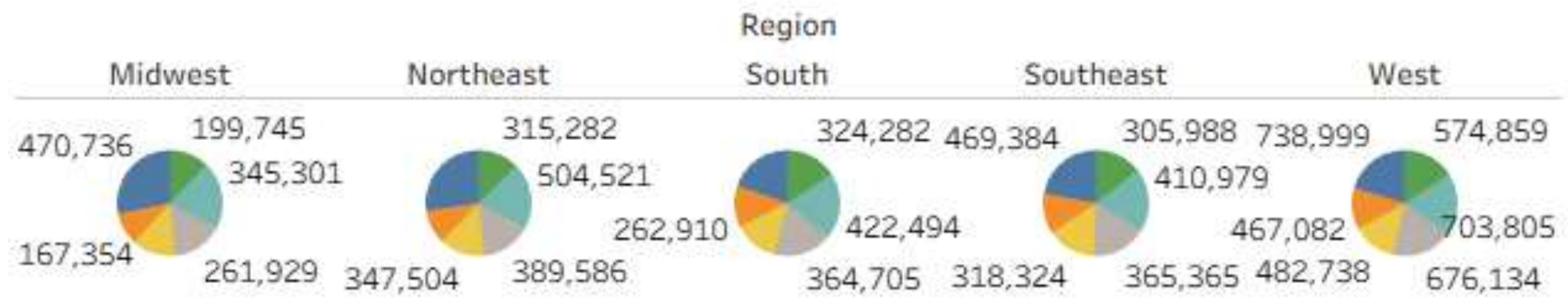
Doanh số bán và phần trăm lợi nhuận của sản phẩm



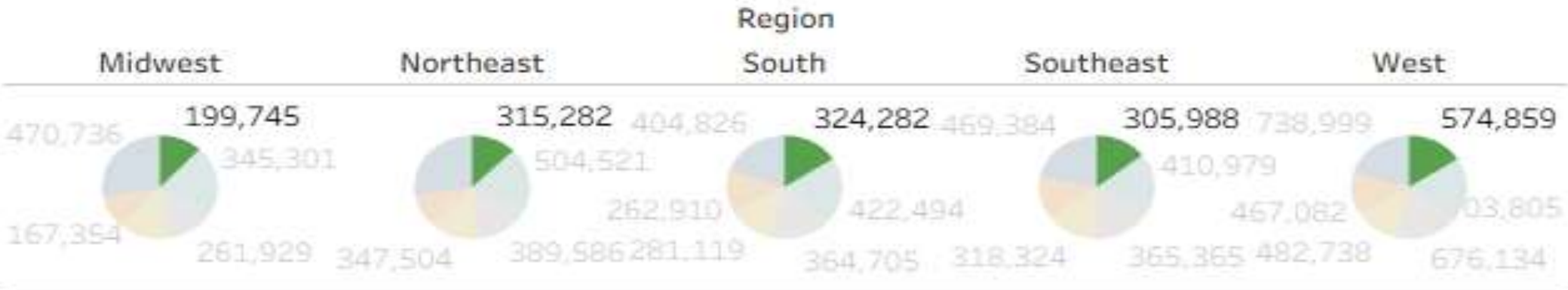
% of Total Avg. Operating ..	96.98%	104.33%	95.20%	97.69%	100.32%	105.47%
% of Total Avg. Operating ..	82.51%	123.05%	94.38%	81.18%	71.21%	147.57%
Total Sales	1,720,156	2,387,098	2,057,718	1,652,063	1,431,552	2,768,077
Units Sold	3,922,690	4,338,270	4,355,260	3,066,830	3,172,360	5,933,200



Doanh số bán sản phẩm theo vùng miền ở Hoa Kỳ



Doanh số bán sản phẩm theo vùng miền ở Hoa Kỳ

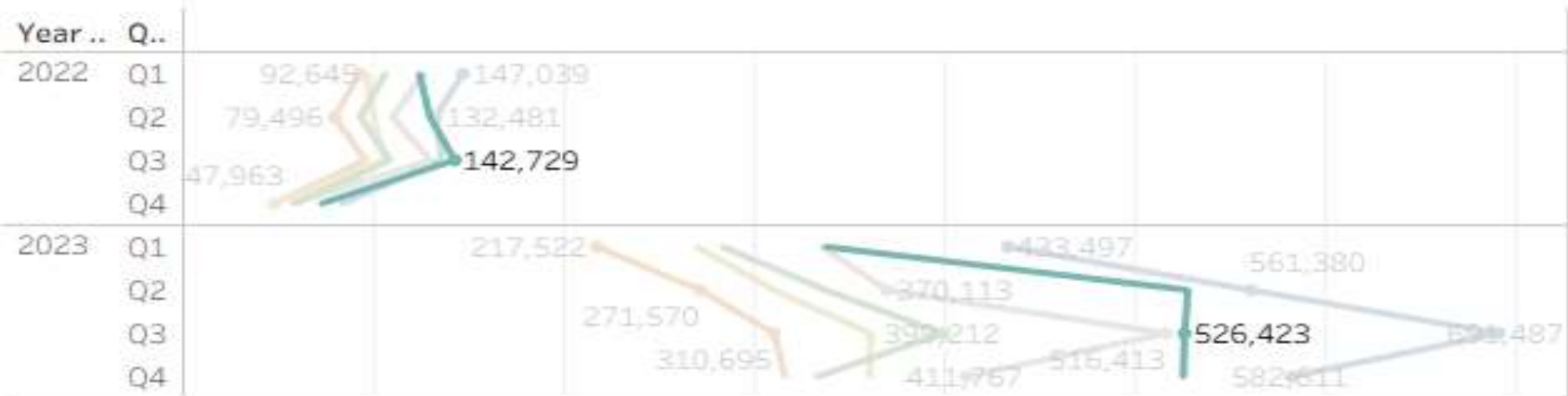
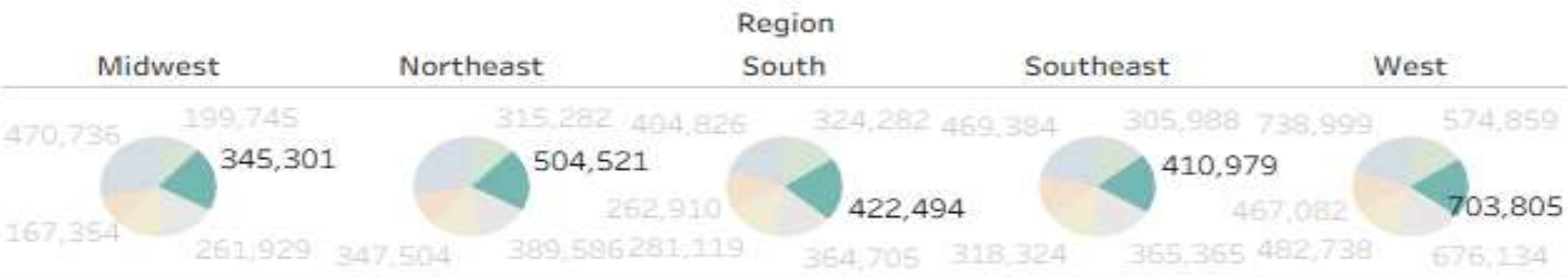


% of Total Avg. Operating ..	96.98%	104.33%	95.20%	97.69%	100.32%	105.47%
Operating Profit	649,402	743,522	743,745	800,325	800,782	1,162,905
Total Sales	1,720,156	2,387,096	2,057,718	1,552,063	1,431,552	2,768,077
Units Sold	3,922,690	4,538,276	4,065,440	3,000,000	2,772,567	5,933,200

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



Doanh số bán sản phẩm theo vùng miền ở Hoa Kỳ



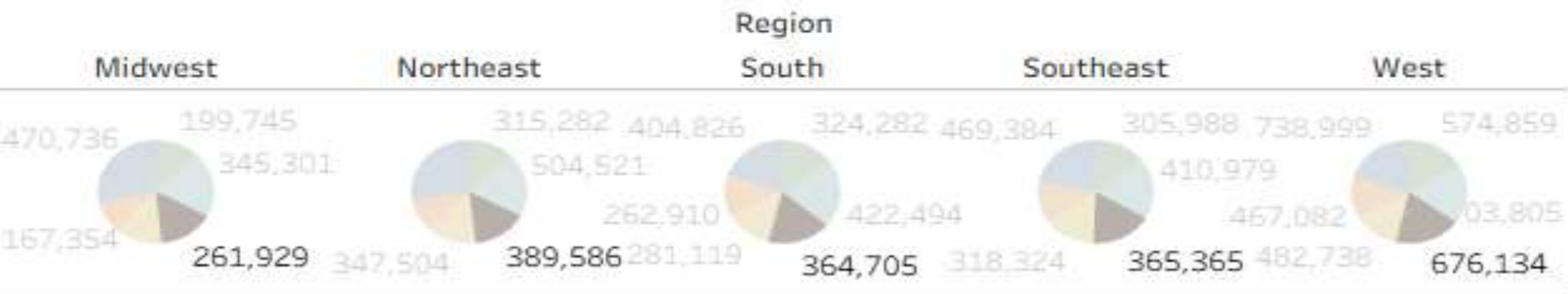
% of Total Avg. Operating..	98.98%	104.33%	99.20%	97.89%	100.32%	105.47%
Operating Profit	649,402	968,522	741,340	800,141	559,782	1,162,905
Total Sales	1,720,156	2,387,098	2,057,718	1,652,063	1,431,552	2,768,077
Units Sold	3,922,400	4,338,270	4,445,300	4,044,900	3,172,350	5,933,200

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



Aquafina

Doanh số bán sản phẩm theo vùng miền ở Hoa Kỳ

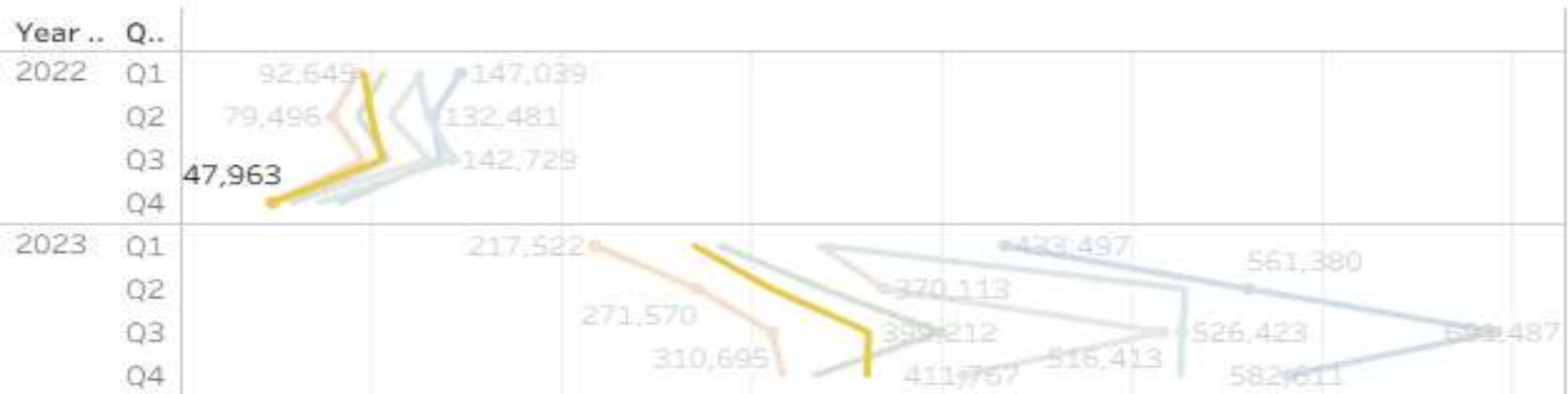
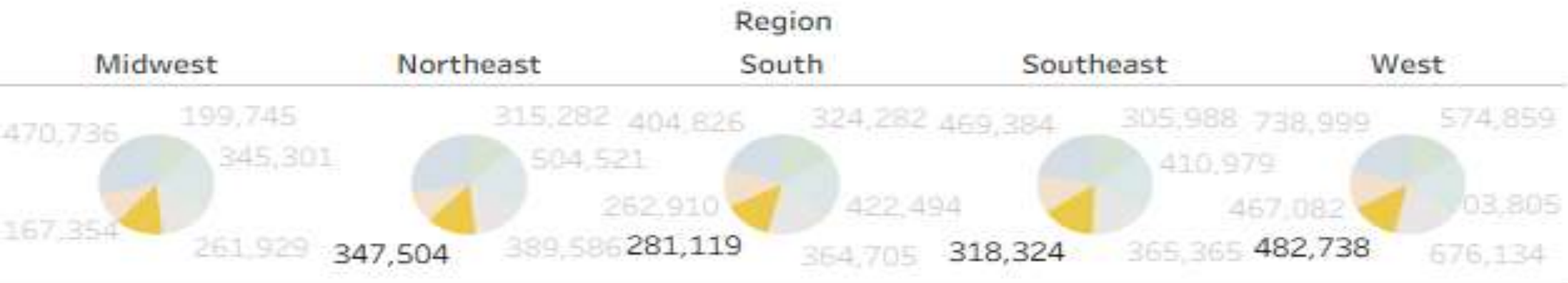


% of Total Avg. Operating ..	96.98%	104.39%	95.20%	97.69%	100.32%	105.47%
Operating Profit	649,402	668,523	743,746	825,431	552,793	1,162,905
Total Sales	1,720,156	2,337,793	2,057,718	1,652,063	1,431,552	2,768,077
Units Sold	3,922,690	4,336,770	4,355,260	4,055,000	3,172,360	5,933,200

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



Doanh số bán sản phẩm theo vùng miền ở Hoa Kỳ



% of Total Avg. Operating ..	96.93%	104.33%	95.20%	97.69%	100.32%	105.47%
Operating Profit	649,402	969,522	748,788	638,141	552,788	1,162,905
Total Sales	1,720,156	2,387,039	2,047,718	1,652,063	1,431,552	2,768,077
Units Sold	3,022,690	4,326,270	4,047,718	3,066,830	2,617,350	5,033,200

[7 Up](#)
[Aquafina](#)
[Diet Pepsi](#)
[Gatorage](#)
[Mirinda](#)
[Pepsi](#)
[Tất cả](#)



Doanh số bán sản phẩm theo vùng miền ở Hoa Kỳ

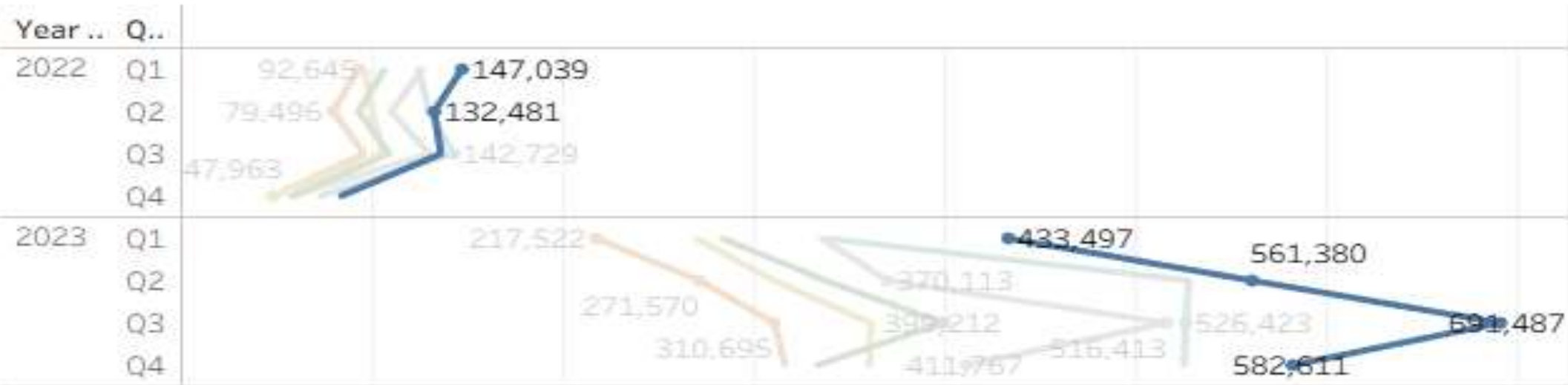
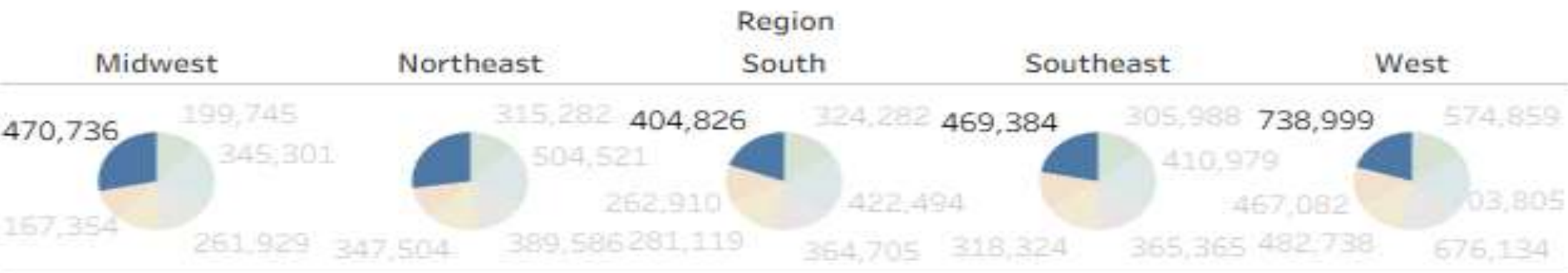


% of Total Avg. Operating ..	96.98%	104.33%	95.20%	97.69%	100.32%	105.47%
Operating Profit	\$49,403	\$58,522	\$43,744	\$55,782	\$1,162,905	\$1,162,905
Total Sales	1,720,156	2,487,098	2,057,718	1,552,063	1,431,552	2,768,077
Units Sold	3,922,690	4,335,270	4,735,350	3,172,360	3,172,360	5,933,200

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



Doanh số bán sản phẩm theo vùng miền ở Hoa Kỳ



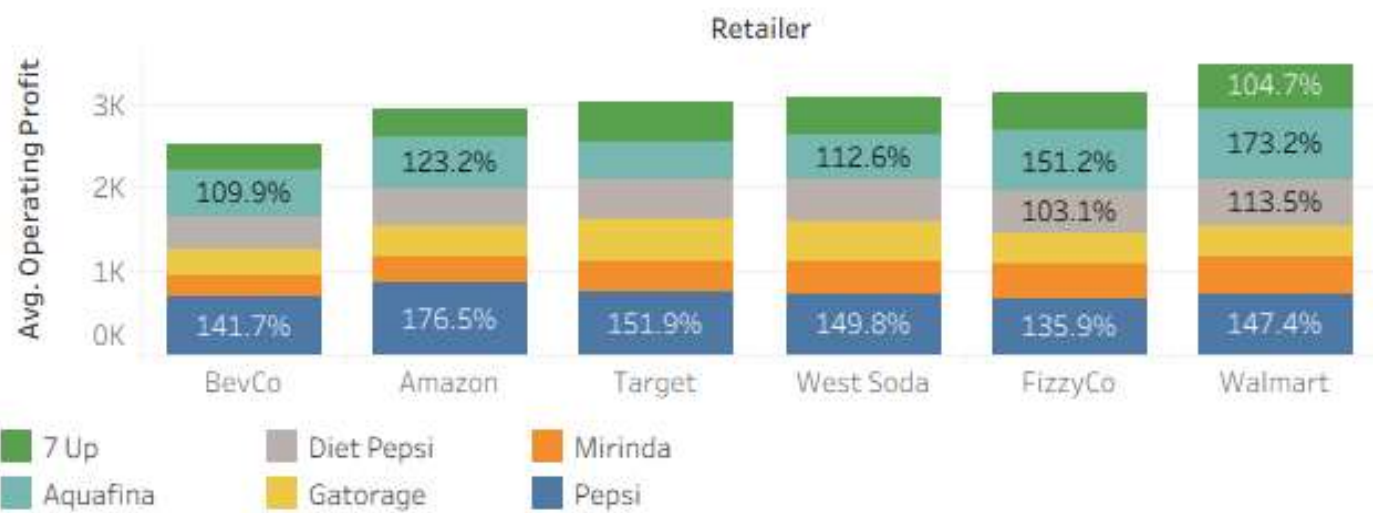
% of Total Avg. Operating ..	96.98%	104.33%	95.20%	97.50%	100.22%	105.47%
Operating Profit:	649,402	959,322	741,745	698,540	539,783	1,162,905
Total Sales	1,720,156	2,387,099	2,057,718	1,652,053	431,552	2,768,077
Units Sold	3,922,690	4,538,270	4,355,291	3,045,891	1,572,360	5,933,200

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

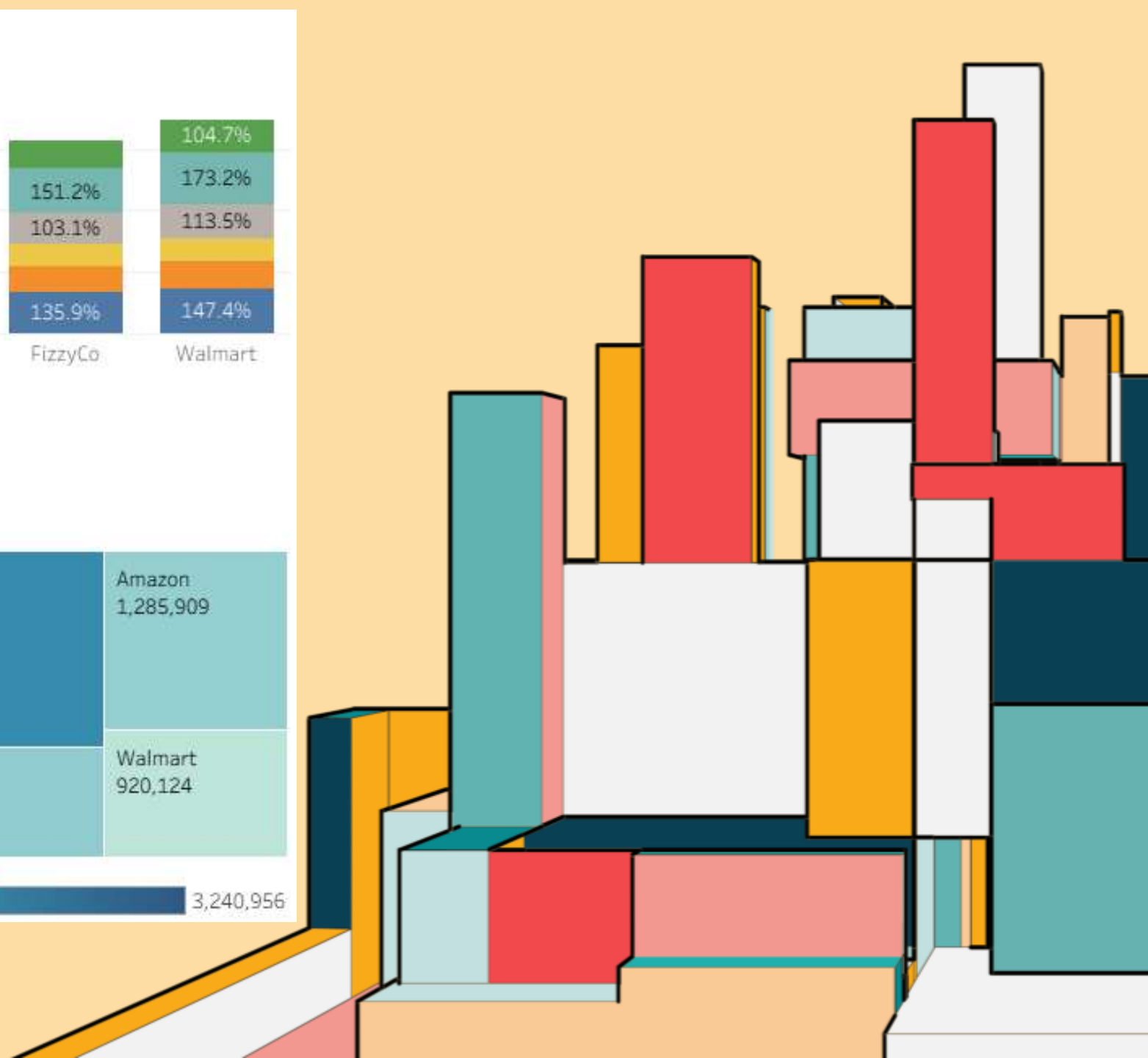
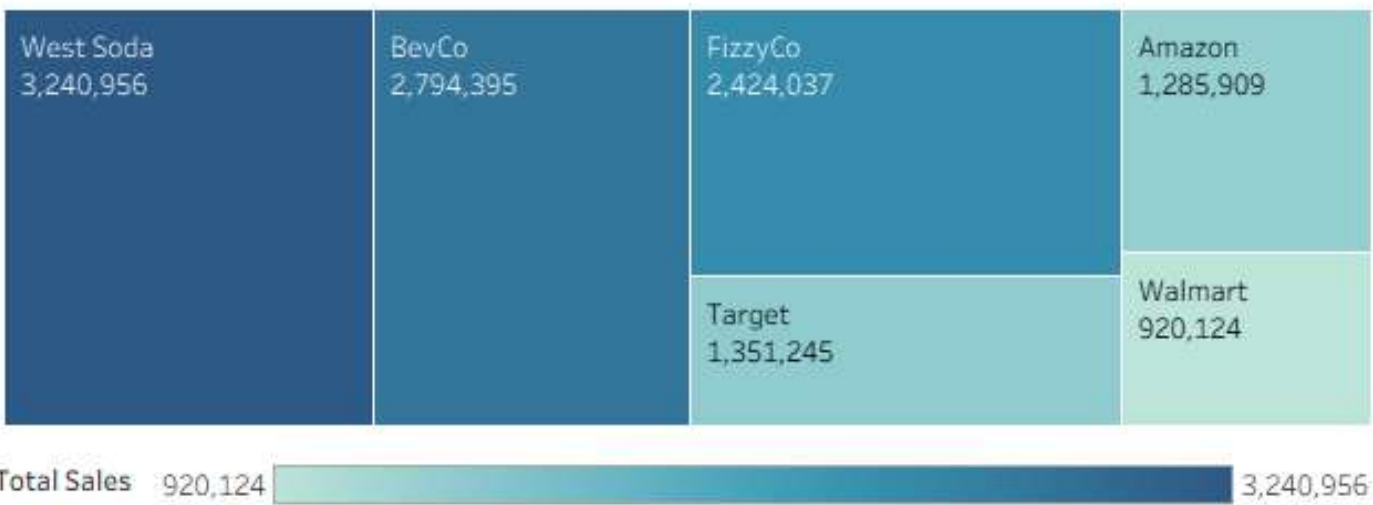


Pepsi

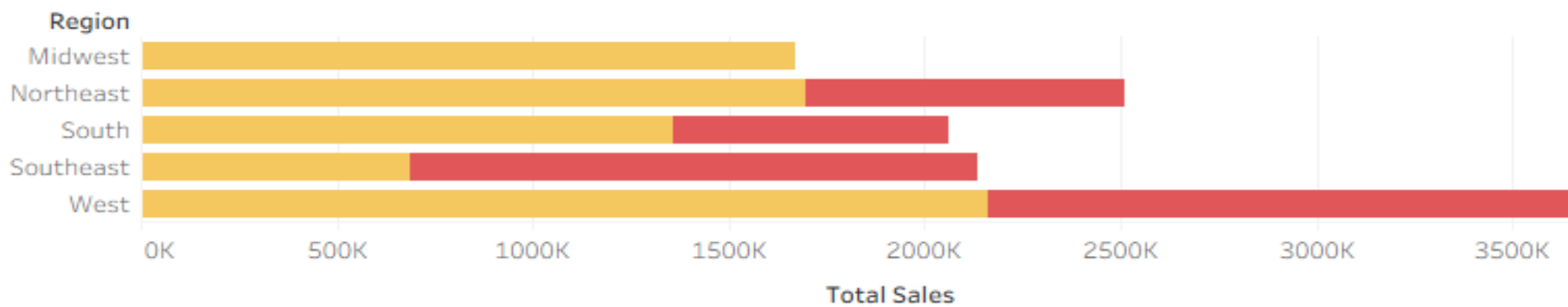
Địa chỉ phân phối tính theo lợi nhuận cao



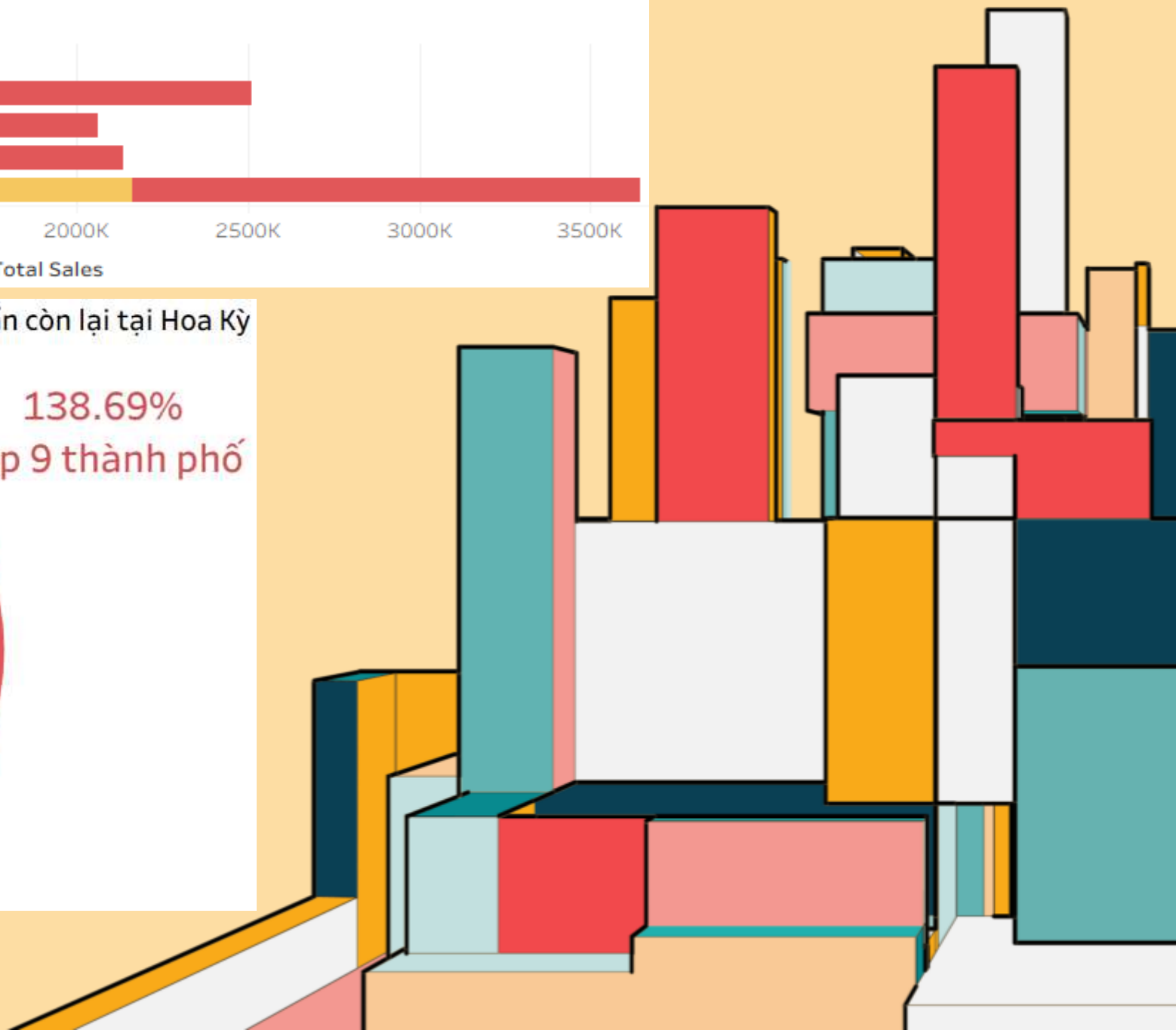
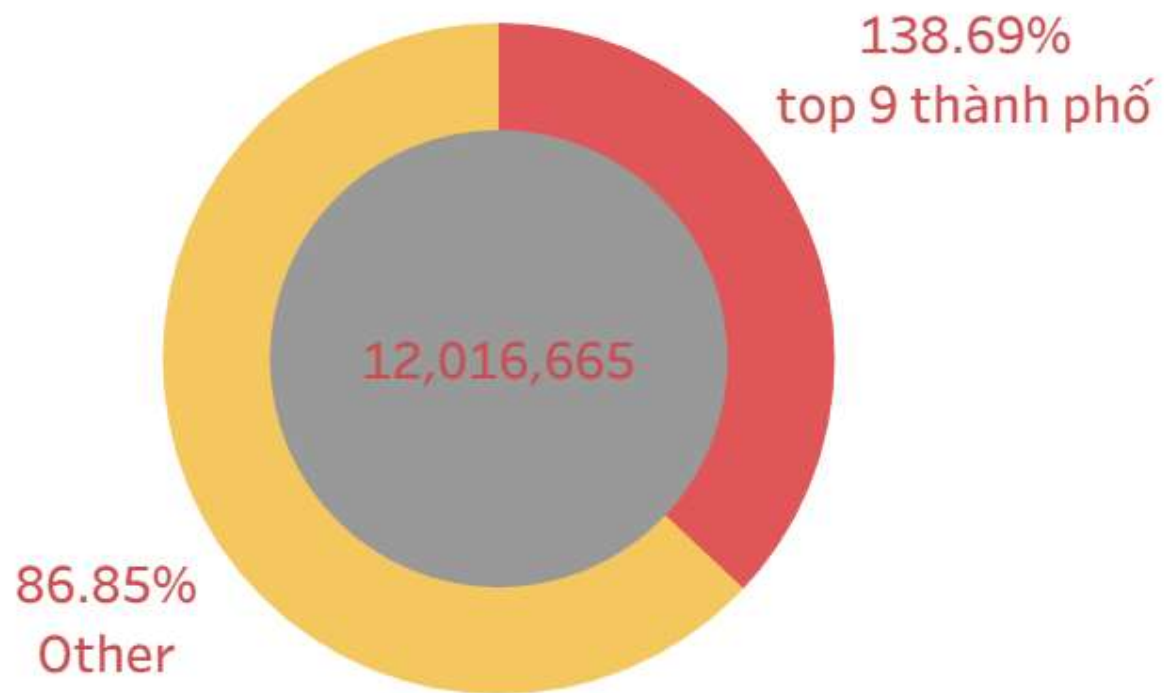
Địa chỉ phân phối tính theo doanh số cao



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

