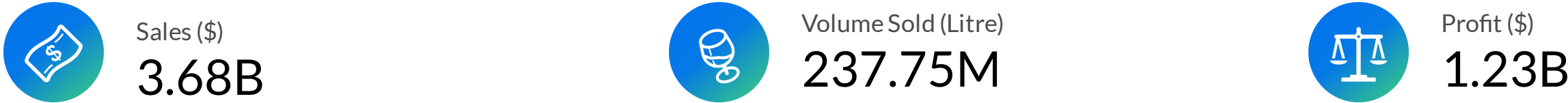


Iowa Liquor Sales

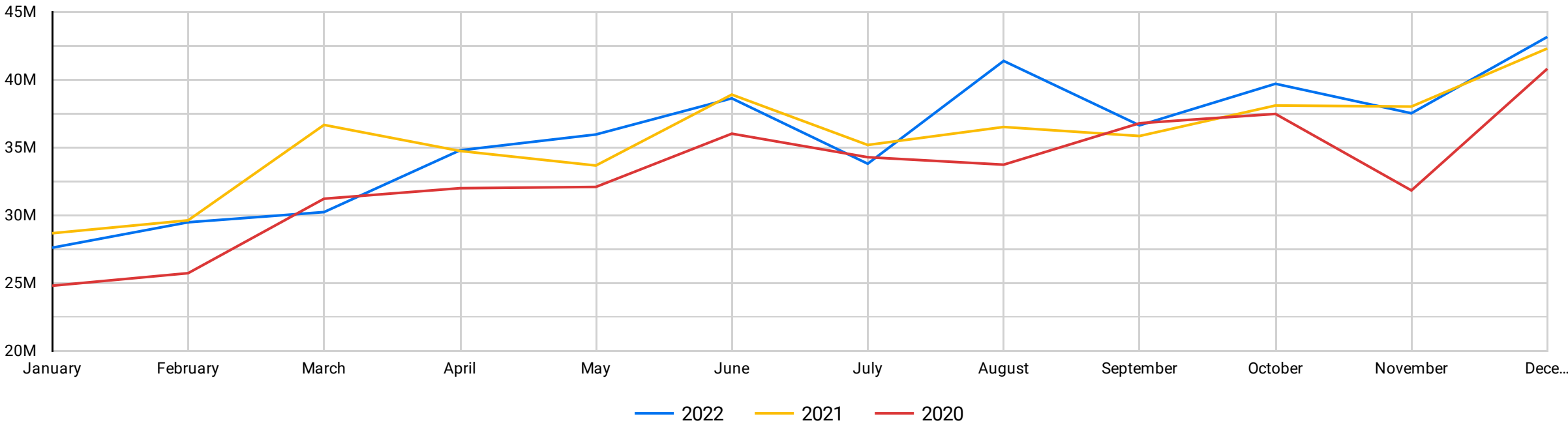
Select date range

Summary



Seasonality of Sales | Past 3 Years

Selected Metrics: Sales (\$)



Regional Analysis

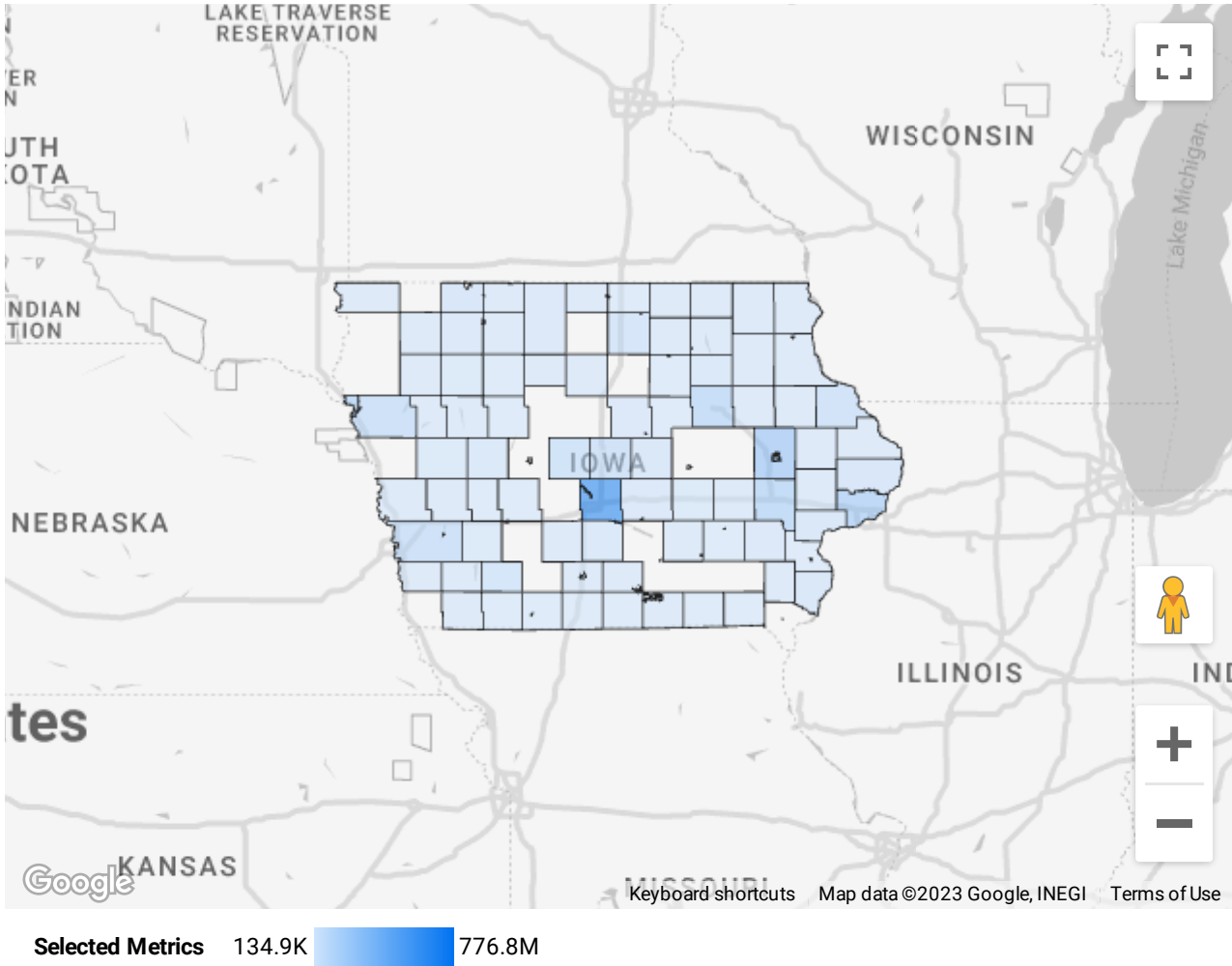
County

City

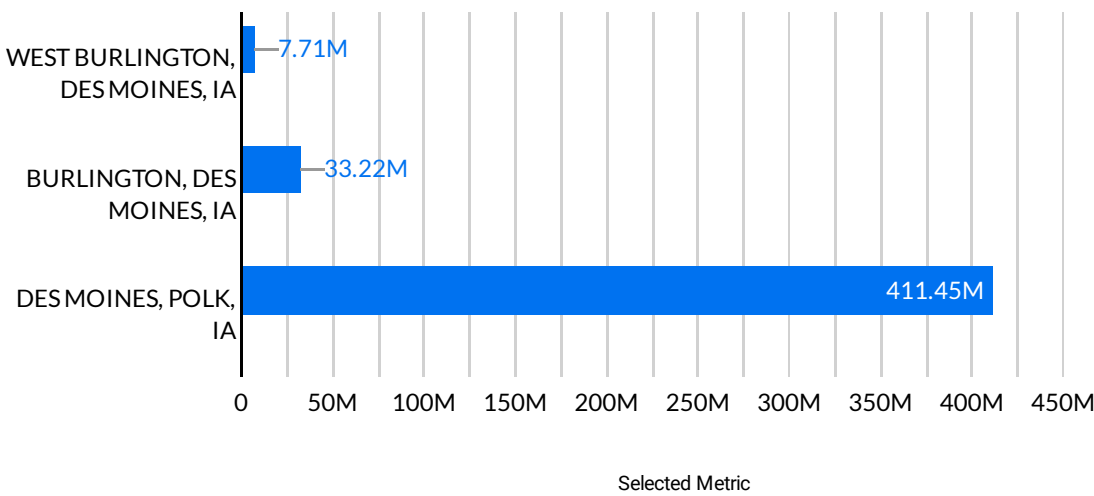
Store Name

Metrics: Sales (\$)

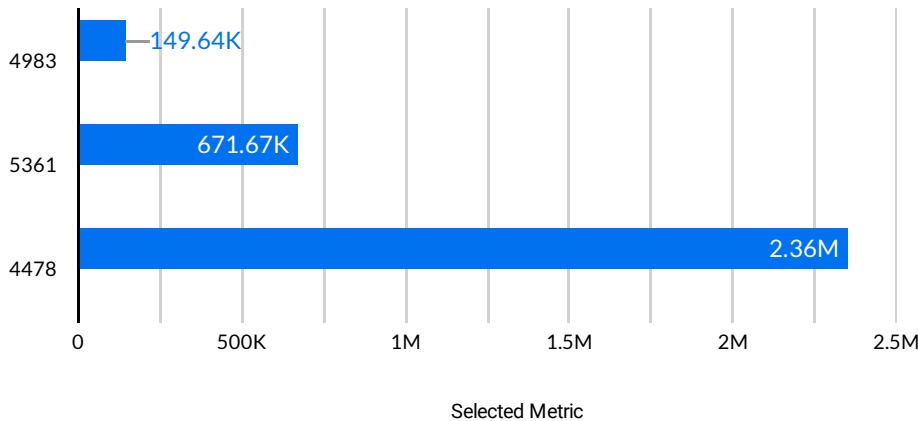
County Level



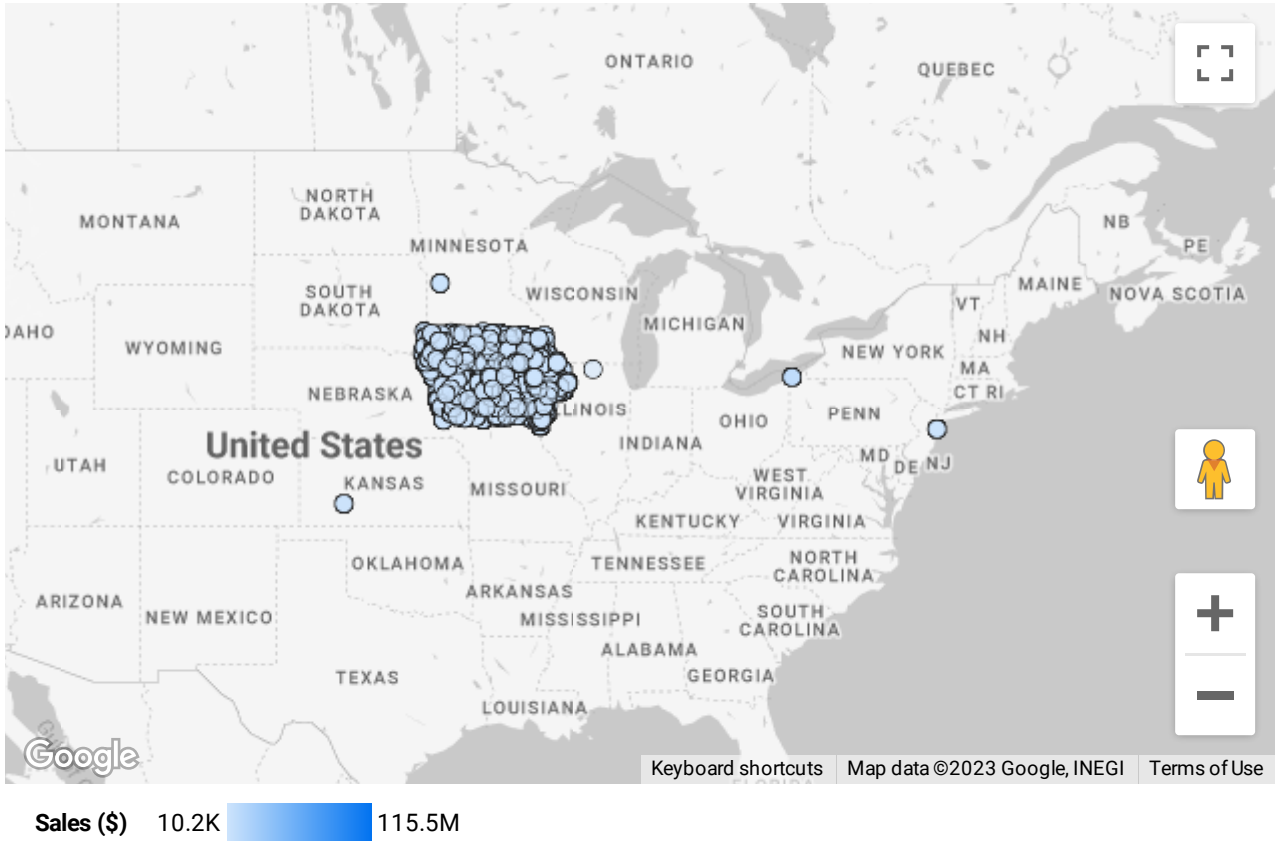
City Level



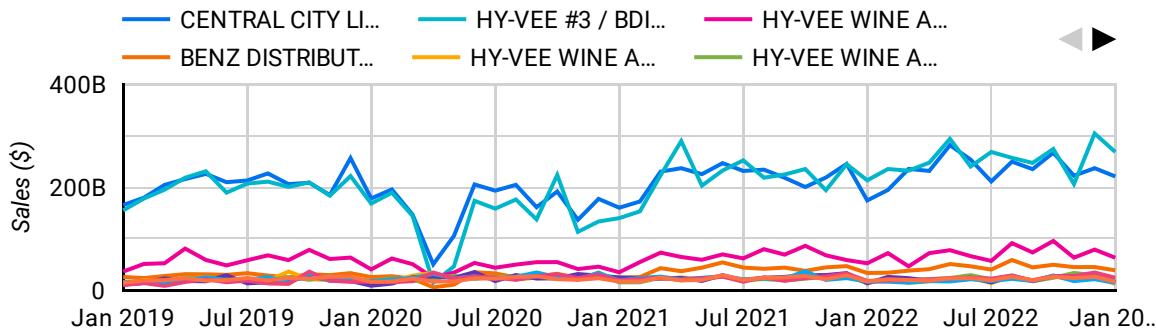
Store Level



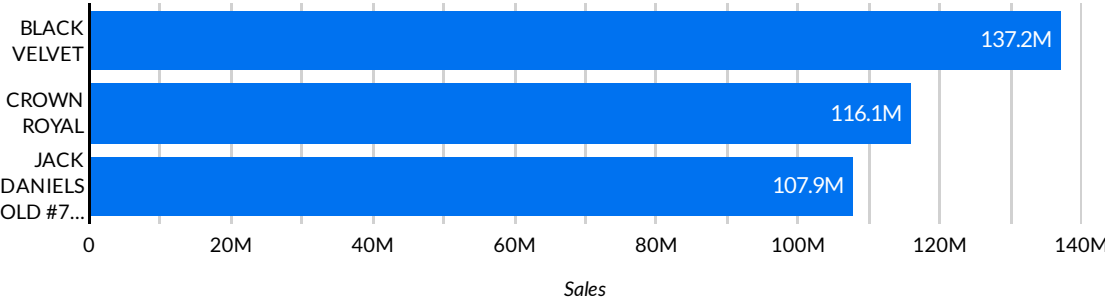
Store Location



Store Sales Trend & Next Month Forecast



Store Sales Top 3 Product



Store Type | Year 2022

Specialized Wholesale Distributor:

Large sales each transaction in terms of dollar and quantity amount.

Liquor Store:

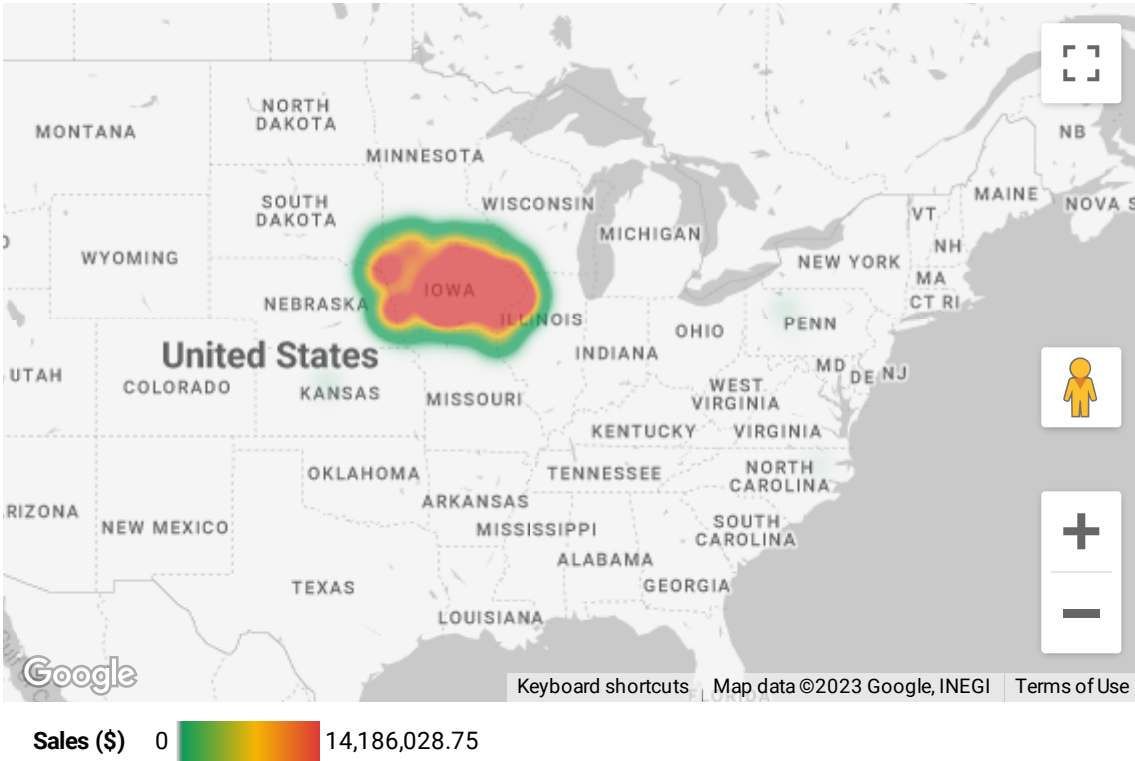
Selling wide varieties of liquor with medium sales in terms of dollar per transaction.

Convenience Store + Super Market:

Low sales each transaction in terms of dollar with relatively low price and low volumes.

Cluster Name / Centroid Value			
Metrics	Specialized Wholesa...	Liquor Store	Convenience Store ...
Avg Sales	7,206.92	208.1	127.99
Avg Number of S...	65.17	812.7	181.64
Avg Bottle Sold	234.86	12.45	11.99
Avg Volume Sold ...	227.36	10.83	6.83
Average Price	34.65	22.6	15.7

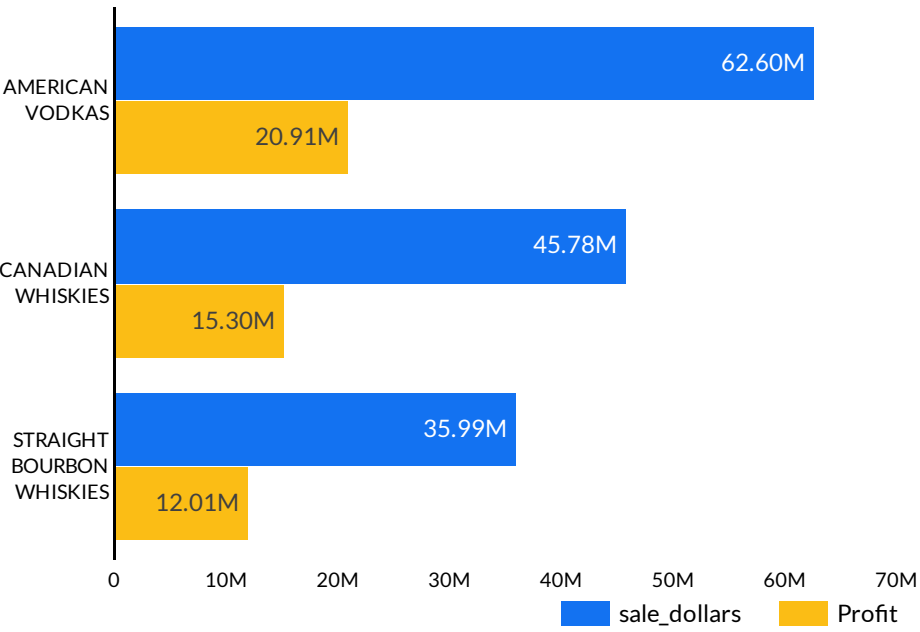
Cluster Name



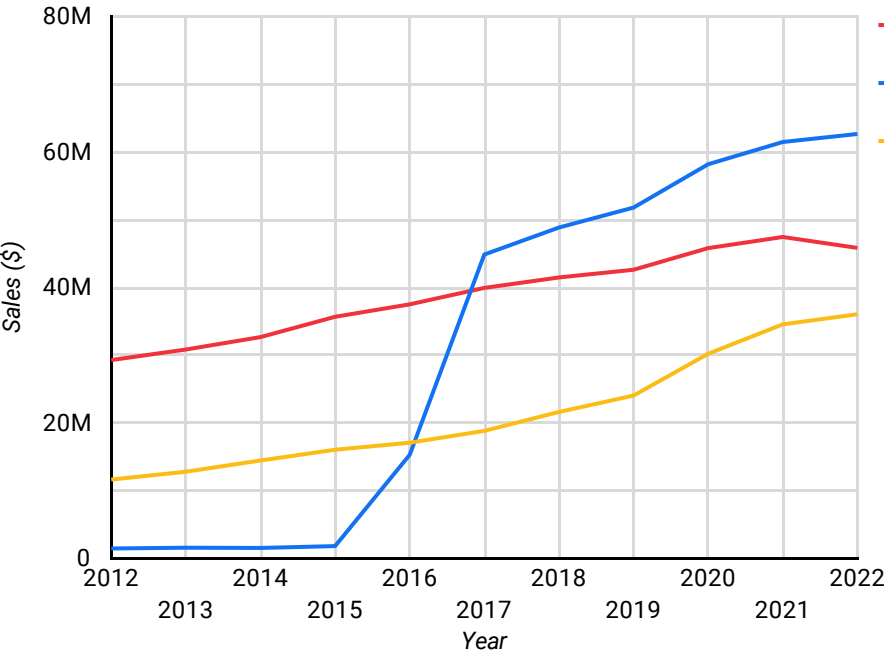
Iowa Liquor Sales

Category Analysis

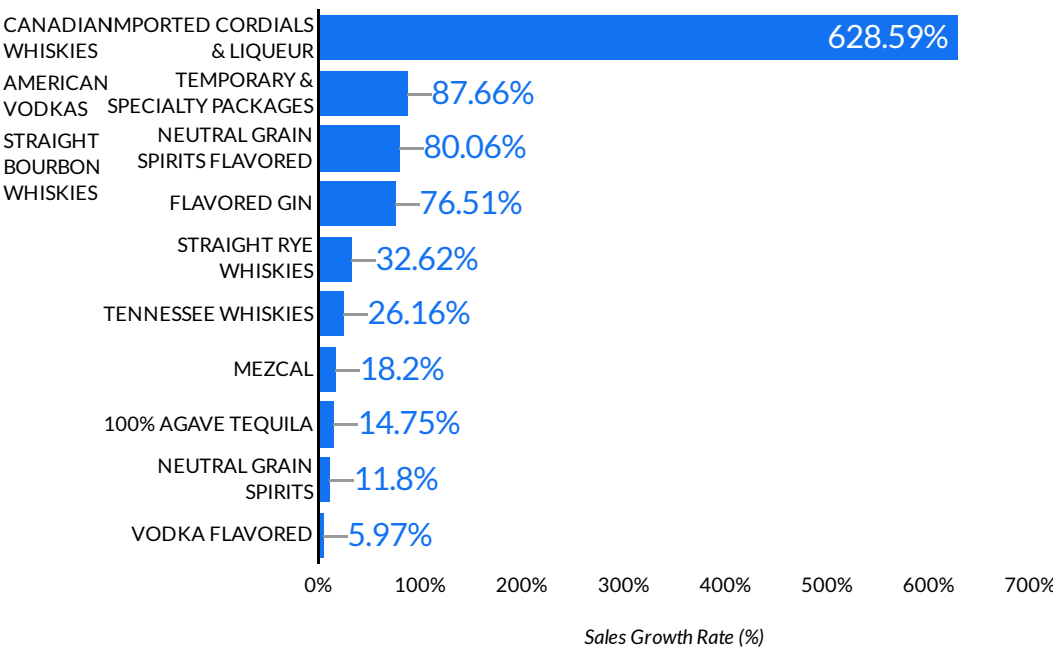
Sales & Profits | TOP 3 Categories in 2022



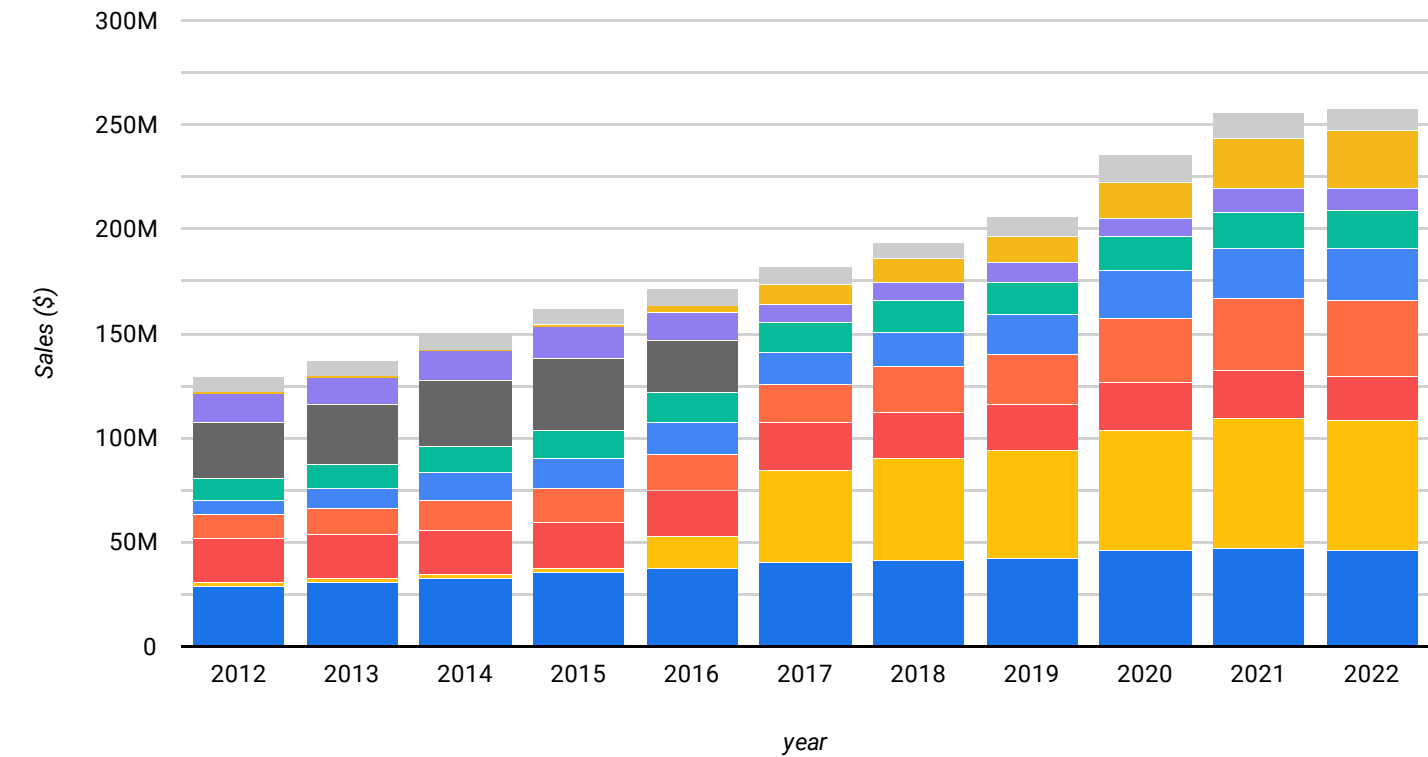
Category Sales Growth Trend | TOP 3 Categories



Category Sales Growth Rate | All categories in 2022



Sales Trend by Category



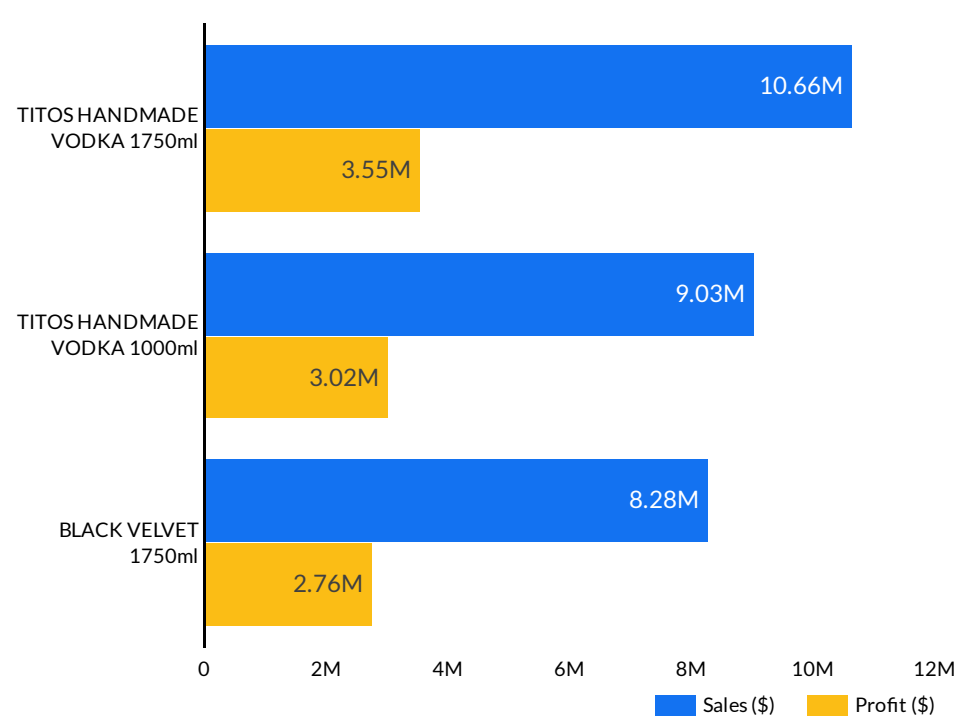
Category Popularity by City

	Category Name	City	Sales (\$)
1.	AMERICAN VODKAS	DES MOINES	39,708,258.47
2.	CANADIAN WHISKIES	DES MOINES	35,667,710.27
3.	TEQUILA	DES MOINES	25,671,019.08
4.	AMERICAN VODKAS	CEDAR RAPIDS	24,771,096.03
5.	STRAIGHT BOURBON ...	DES MOINES	24,136,204.1
6.	WHISKEY LIQUEUR	DES MOINES	24,035,477.11
7.	100% AGAVE TEQUILA	DES MOINES	23,273,706
8.	CANADIAN WHISKIES	CEDAR RAPIDS	22,497,883.23
9.	SPICED RUM	DES MOINES	20,152,392.67

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Item Analysis

Sales & Profits | TOP 3 Items in 2022



Luxury Alcohol Consumption by City | 2022

Profit per bottle >400

City	Bottle Sold	Profit
WEST DES MOINES	13	19,278.79
DES MOINES	8	8,532.4
CEDAR RAPIDS	5	5,573.32
MARSHALLTOWN	4	1,813
WOODBINE	3	2,835.18
CORALVILLE	3	1,090.5
DAVENPORT	3	3,125
IOWA CITY	2	1,860.18
DENISON	2	2,125
WINDSOR HEIGHTS	1	1,000

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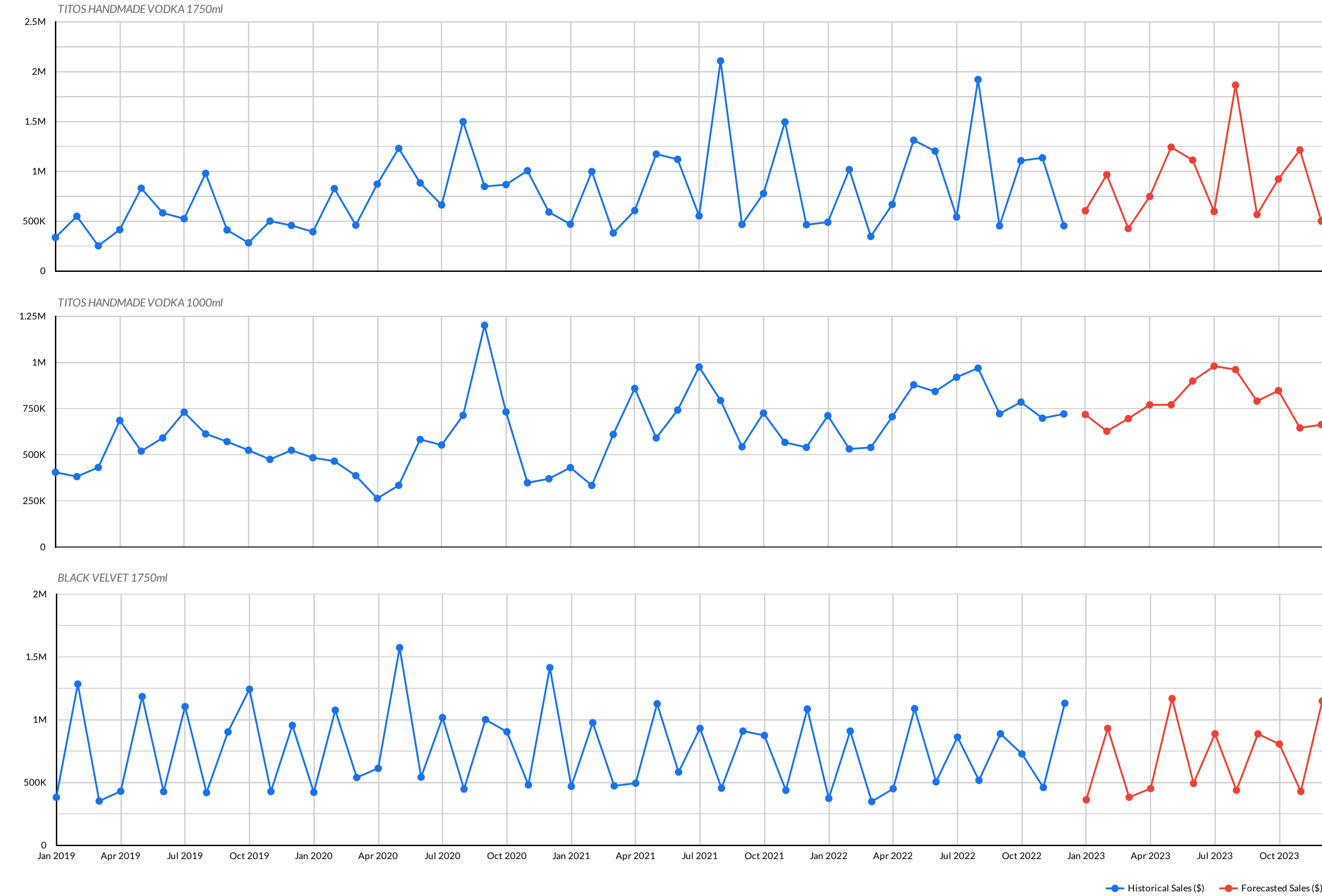
Number of Bottles Sold by Item | 2022

Excluding Luxury Alcohol

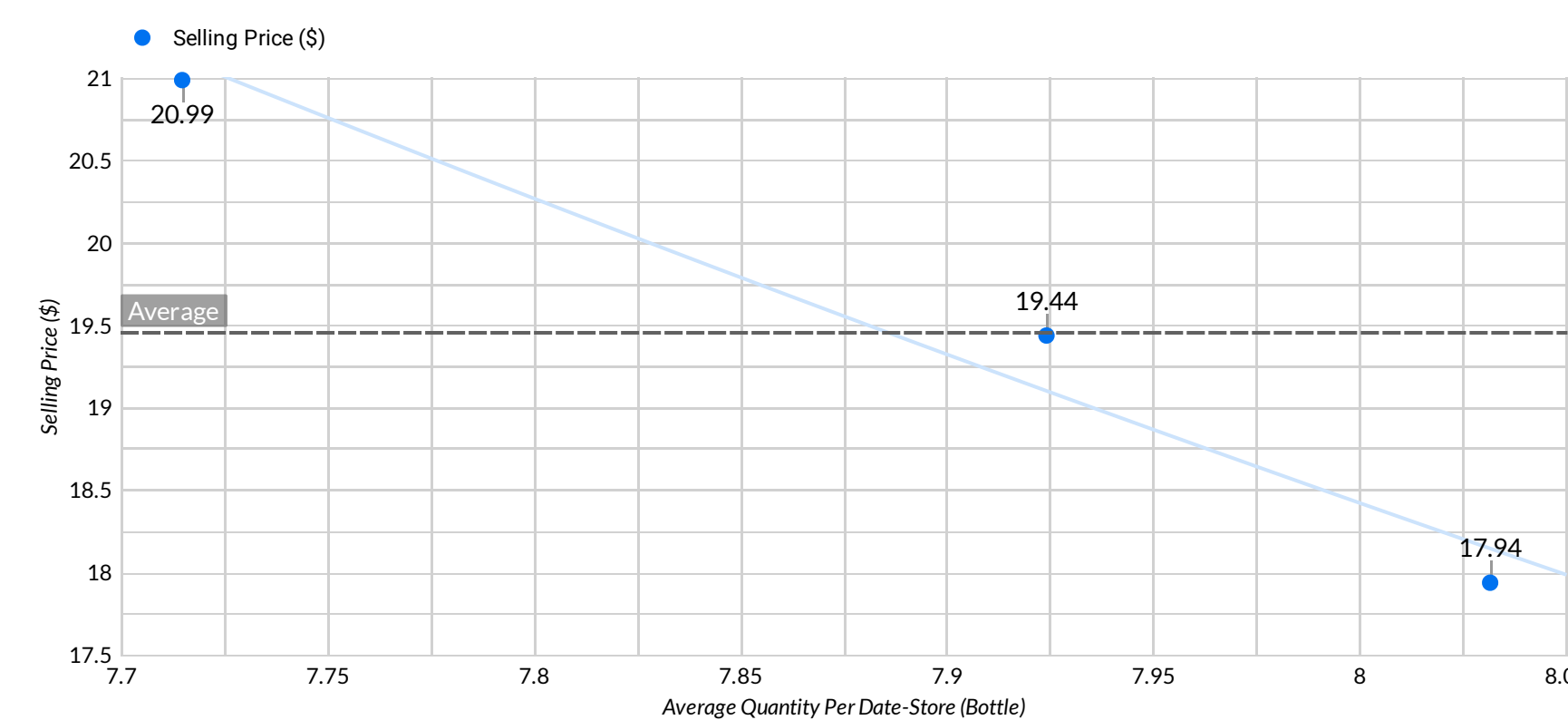
Item Name	Bottles Sold
SAUZA HACIENDA SILVER MINI 50ml	1
KNOB CREEK CASK STRENGTH RYE 750ml	1
OLD ELK STRAIGHT BOURBON SHERRY CASK FINISH 7...	1
HA WHISTLEPIG BOSS HOG VIII LAPULAPUS PACIFIC 7...	1
CHRISTIAN BROS HOLIDAY NOG 1750ml	1
PASSOA PASSION FRUIT LIQUEUR MINI 50ml	1
HA ARDBEG 25 YR 750ml	1
HA CRAGGANMORE DISTILLERS EDITION 750ml	1
HOLY HELL 750ml	1
TEMPLETON RYE SHERRY CASK FINISH 750ml	1

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Forecasted Sales | Top 3 Items



Price Elasticity on Sales | 2018-2022

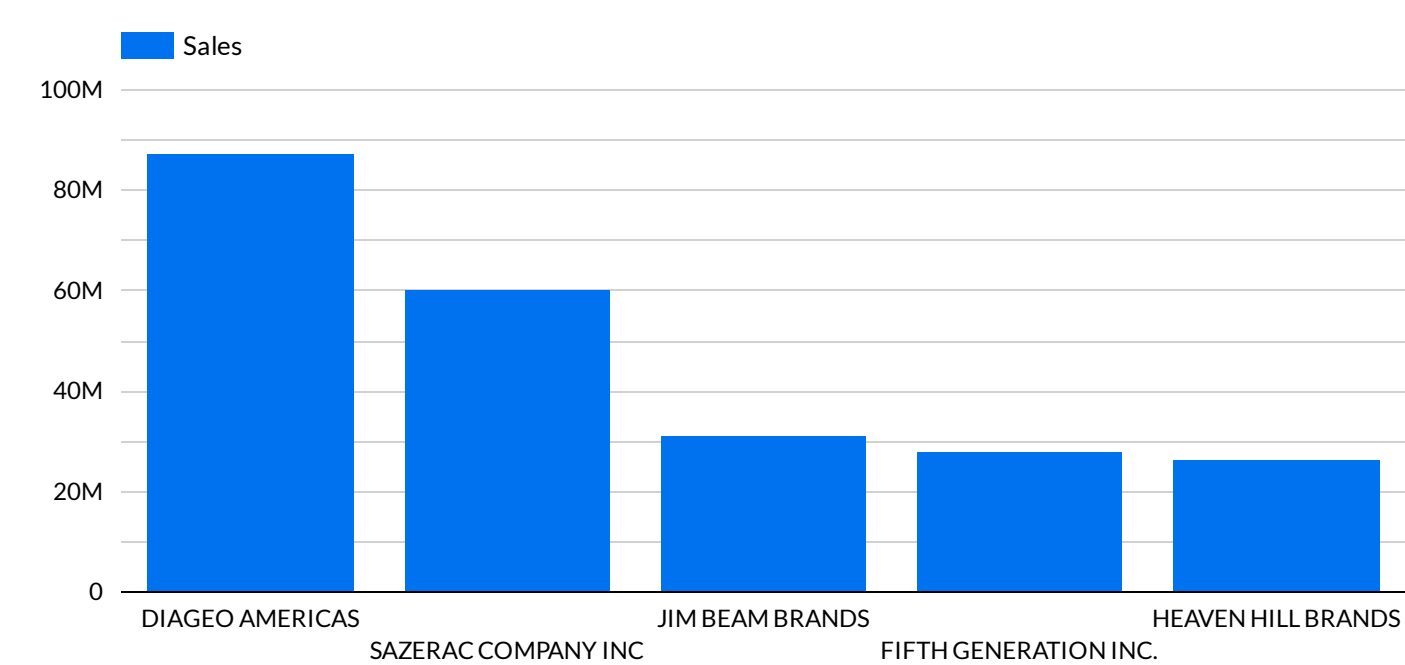


Item Name: SEAGRAMS 7 CROWN 1750ml (1)

Selling Price	Store-Date Records
\$20.99	5,517
\$19.44	37,965
\$17.94	8,033

Vendor Analysis

Vendor Contribution by Sales | Top 5 in 2022



Growth % of Top Vendors by Sales | Top 3 sales in 2022

