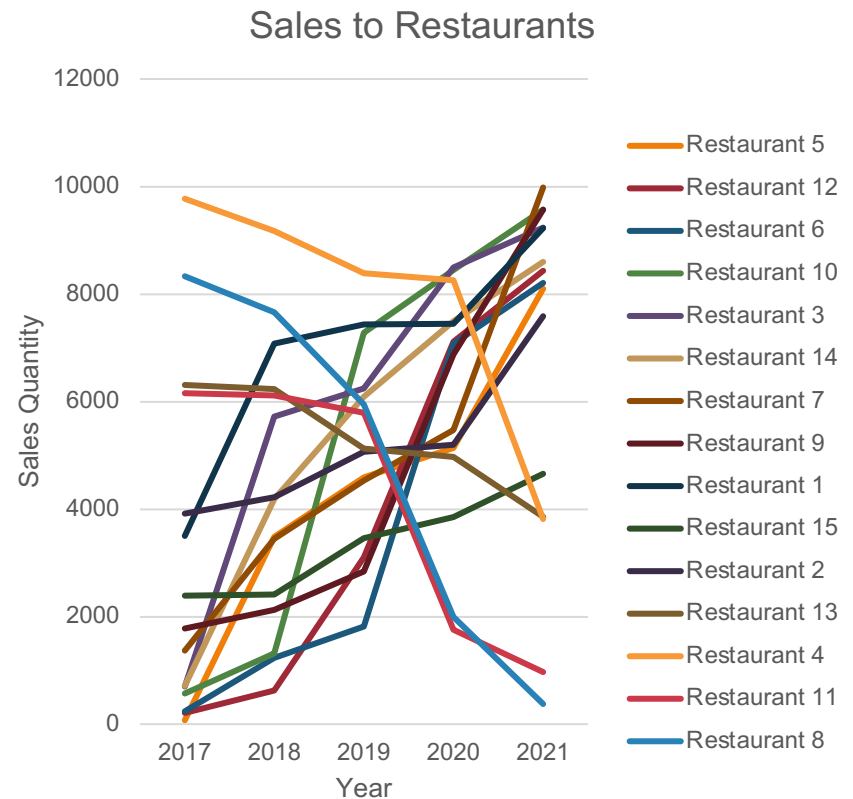
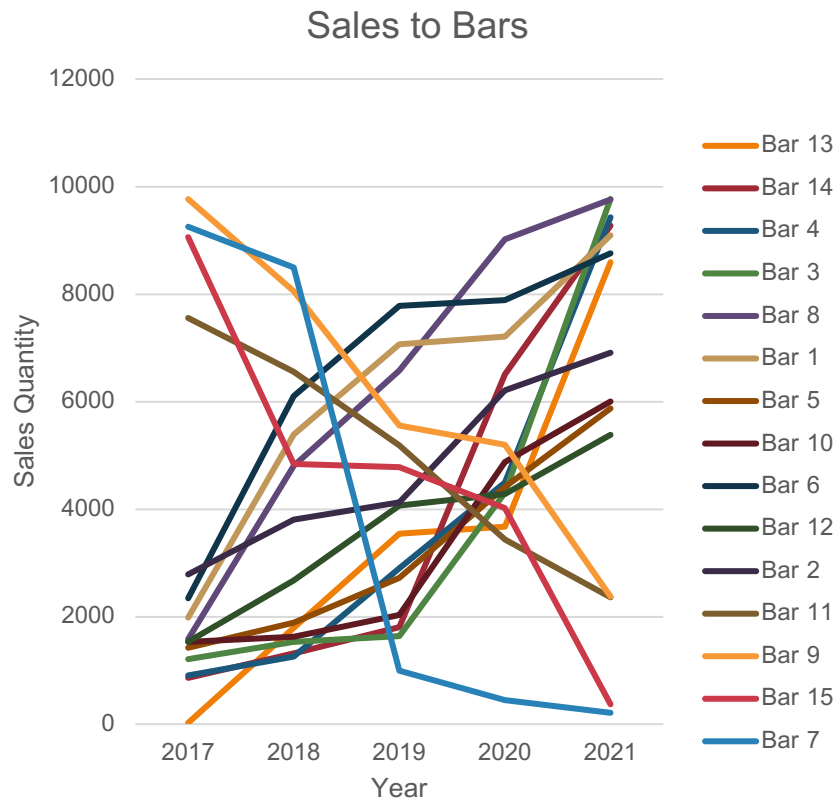


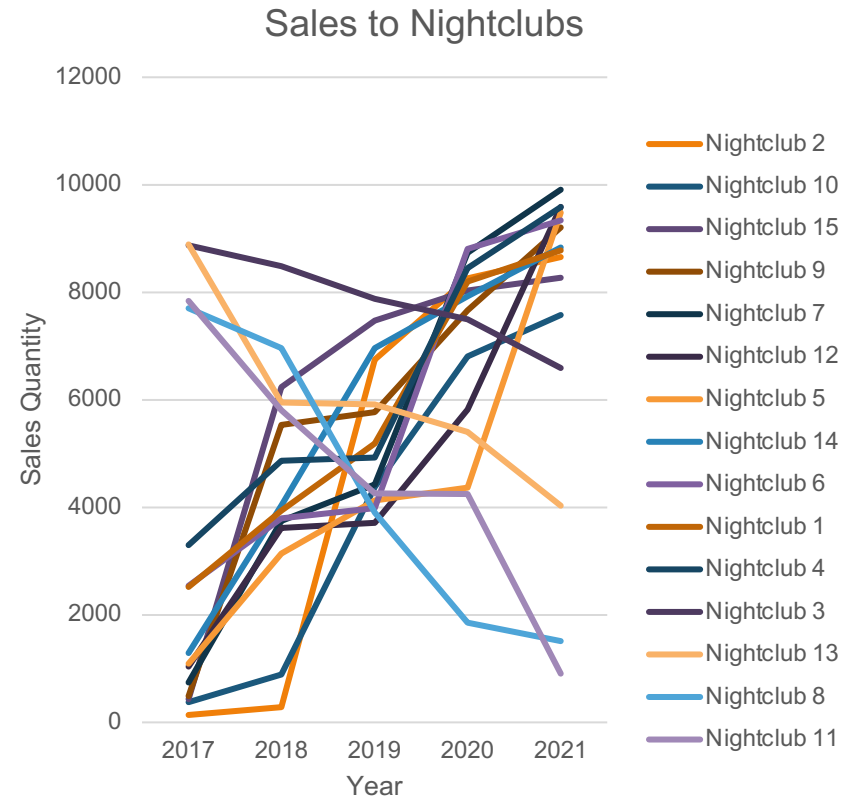
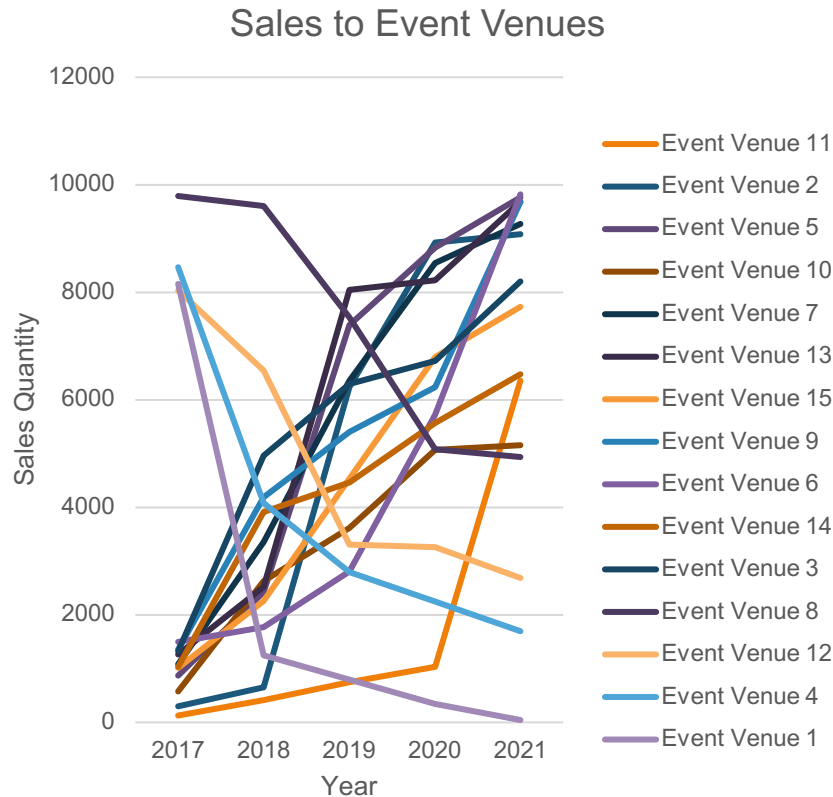
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# **Data Analysis: Red Bull Account Sales**

# Sales Growth by Account and Account Type (Bars and Restaurants)



# Sales Growth by Account and Account Type (Nightclubs and Event Venues)



# Best and Worst Performing Accounts by Account Type (5 Year CAGR)

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Top 2  
Accounts

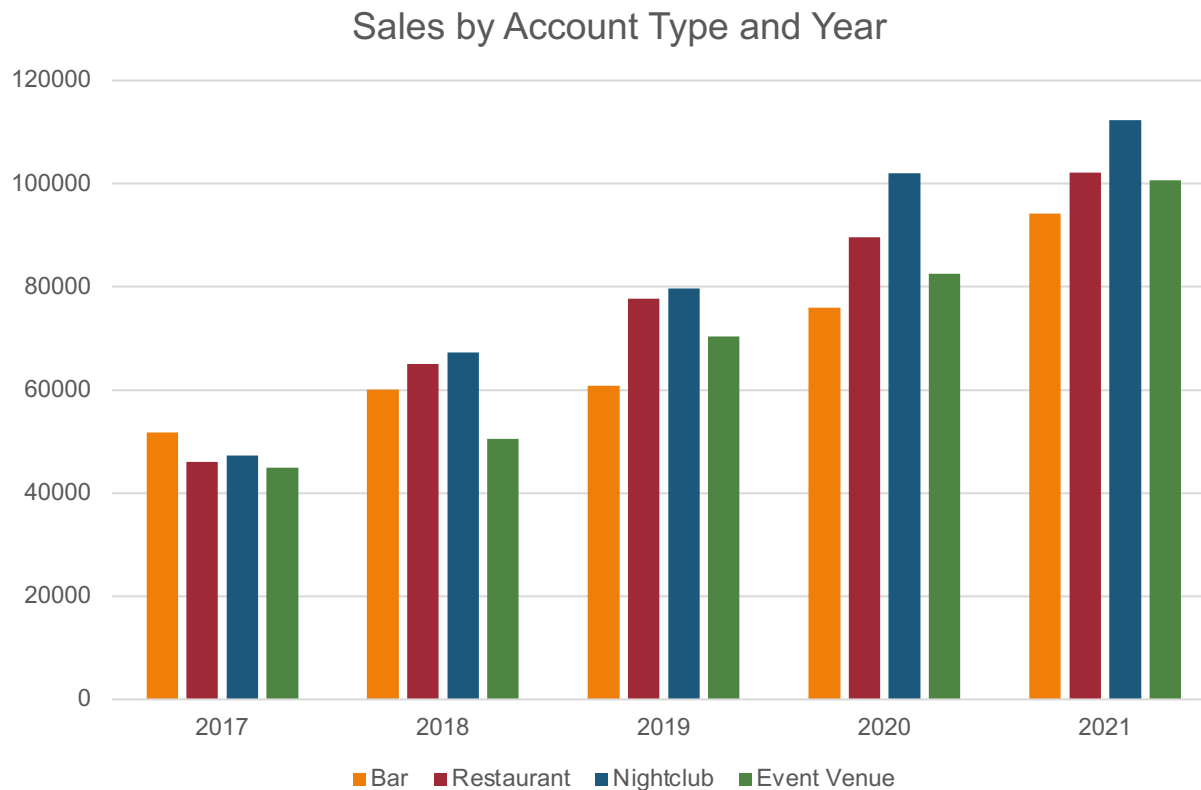
Bar	Restaurant	Club	Event Venue
Bar 13	Restaurant 5	Nightclub 2	Event Venue 11
Bar 14	Restaurant 12	Nightclub 10	Event Venue 2

Bottom 2  
Accounts

Bar	Restaurant	Club	Event Venue
Bar 7	Restaurant 8	Nightclub 11	Event Venue 1
Bar 15	Restaurant 11	Nightclub 8	Event Venue 4

# Total Sales by Account Type and Year

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# Observations and Key Takeaways

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## **Account Sales – Highest Performing**

- Sales to Bar 13, Nightclub 5, and Event Venue 11 have recently grown rapidly; consider what is working well there and apply that to other accounts of those types
- Bar 13 has the highest 5-year CAGR of all these accounts, followed by Restaurant 5 and Nightclub 2. Need to determine what has worked so well consistently across those accounts and apply those best practices to our other accounts.

## **Account Sales – Lowest Performing**

- Event Venue 1 has the worst 5-year CAGR (sales decline) of all these accounts, followed by Bar 7 and Restaurant 8.
- Consider a project to understand the circumstances and purchasing decision process used at those accounts to figure out what could be done better.

## **Account Sales – Mix**

- While all four account types have shown strong overall 5-year growth, the relative account type mix has changed; bars were the largest source of sales, but nightclubs have overtaken the top spot in our sales mix
- The data suggest that wider assortment might be correlated to higher sales; Consider a test program to offer incentives to stock a wider assortment and see if that correlation is confirmed.

## **Marketing and Promotion Effectiveness**

- Bars with the highest sales growth tend to have the most promotion programs implemented
- Coolers appear to be very effective at driving sales growth in all account types
- Display screens appear to be very effective at driving sales in night clubs; consider driving more display screens in nightclub accounts
- Menu inclusion appears to be effective at driving sales growth in restaurants
- None of the programs except coolers appear to be effective in Event Venues; consider adding more coolers and developing new programs for those accounts