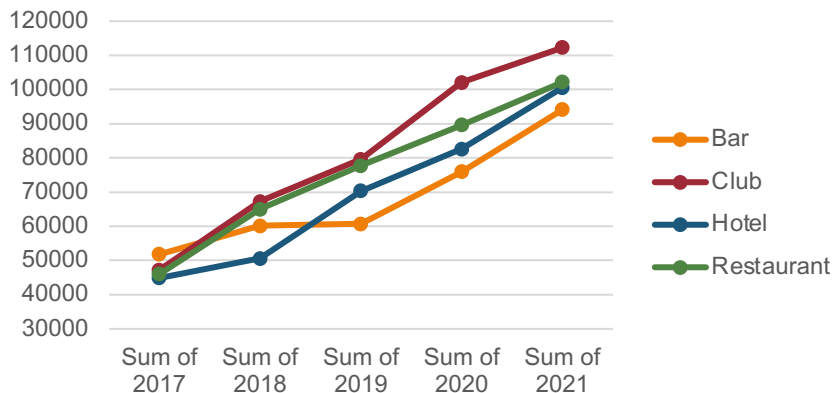

Data Analysis: Red Bull Account Sales

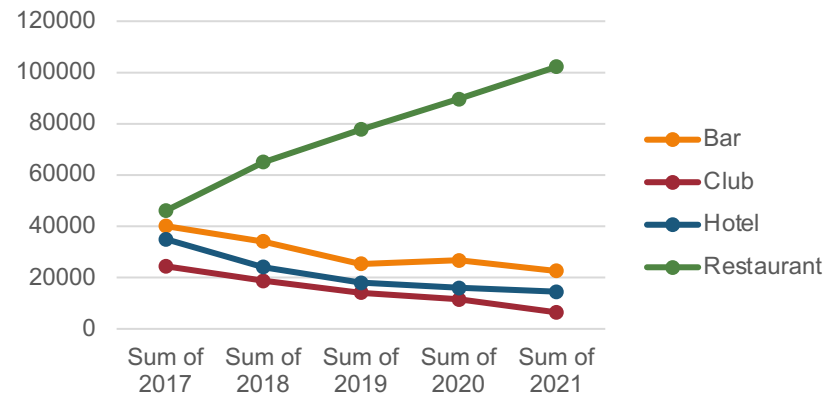
Sales Growth by Account Type and Year (Product Lines)

Graph(s) of trends and data for sales by account and / or account type

**Sales Trend by Year and Account Type
(All Product Types)**

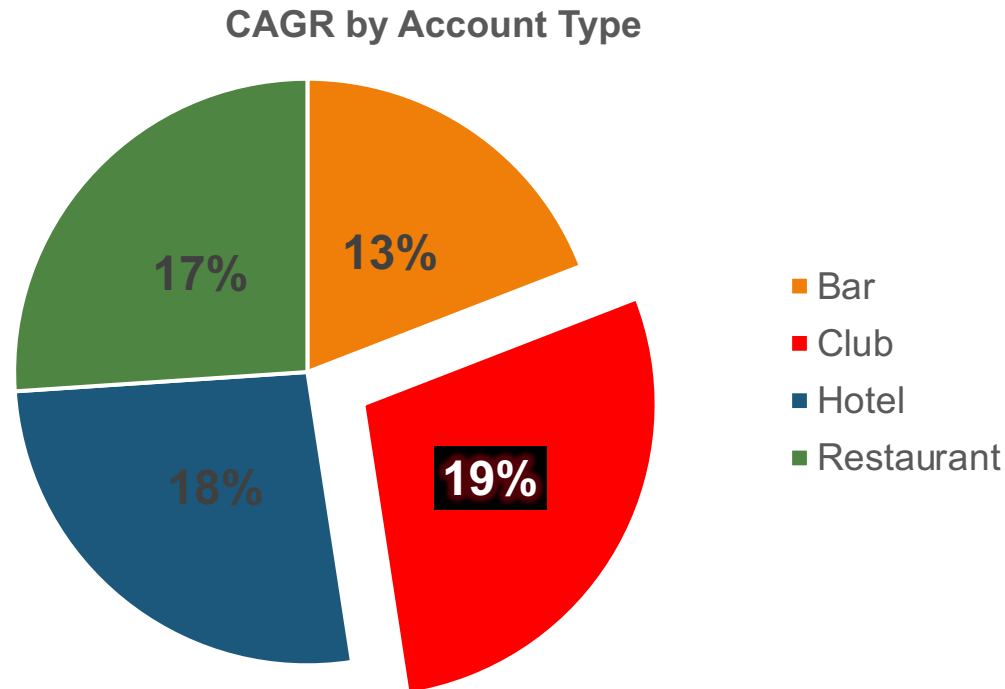


**Sales Trend by Year and Account Type
(Regular Products Only)**



We observe that if we filter out to leave only the regular product line for the sales, the resultant sales drop drastically, which means that **having multiple product lines is very useful for the overall sales**

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

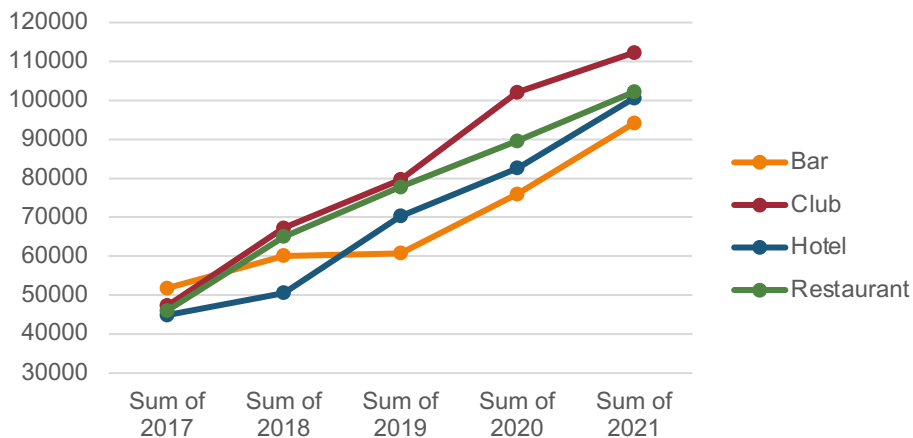


For a tenure of 5 year, the CAGR for the account type “Club” was the highest with 19% CAGR, and the lowest was “Bar”, with 13% CAGR

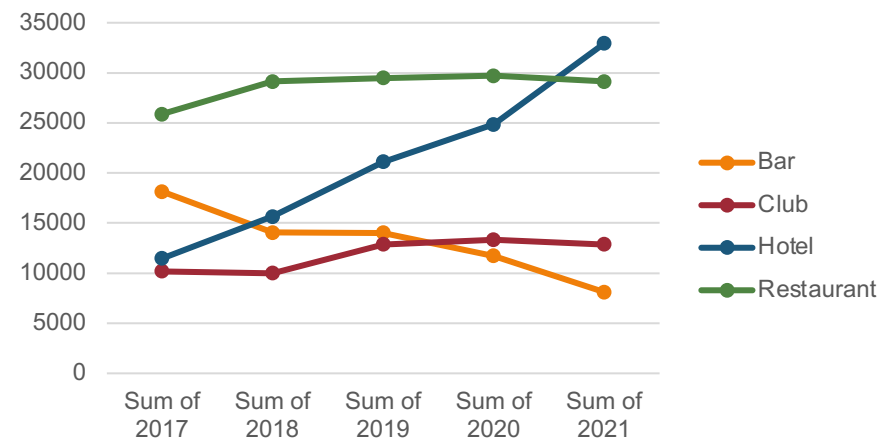
Total Sales by Account Type and Year (Marketing Programs)

Graph(s) of trends and data for effectiveness of marketing/promotion programs

**Sales Trend by Year and Account Type
(All Campaigns)**



**Sales Trend by Year and Account Type
(No Campaigns)**



We observe that for account types with no marketing/promotional campaigns, the growth is affected

Observations and Key Takeaways

- Write your observations and insights about sales, sales growth, marketing and promotion effectiveness, or any other takeaways here....
1. Having multiple product lines is very useful for the overall CAGR. Difference between overall CAGR for just regular, and multiple product lines (including regular), keeping the marketing campaigns included, was found to be 39%
 2. Conducting marketing/promotional campaigns do not affect the growth rate for “Hotel” too much, but significantly affects “Bar”.
 3. By including just the “Sugarfree” product line type, the CAGR increases for the “Restaurant” by +55%, while it says negative for other account types
 4. Presence of “Yellow Edition” does not affect the CAGR much at all, unless it is combined with “Sugarfree”, so it means the “Sugarfree” is the most important.
 5. It is interesting to note that the presence of “Digital Screens” reduces the CAGR for the “Restaurant” account type (provided no posters and menu provided)
 6. Menu directly affects the CAGR rate for all account types