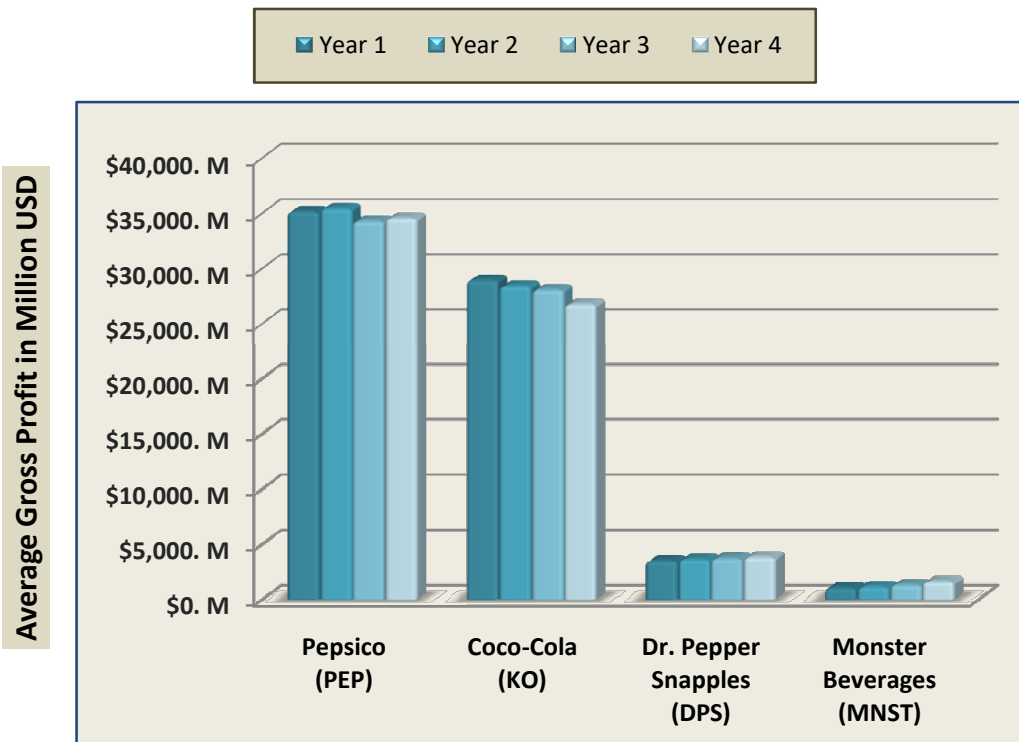


**Project :Analyze NYSE Data**

**Course : Business Analytics Nano-Degree**

**By: Vibha Marks**

# Market Leader in Soft Drinks



Here is a Bar chart of the mean gross profit for year 1, year2, year3, and year4. for NYSE listed Consumer staples PEP, KO,DPS and MNST.

The distribution is right skewed or positively skewed, that means the MEAN for each company is higher than the median.

The Standard Deviation for the average gross profit is 16562.5M and the Range is 33580.33 M.

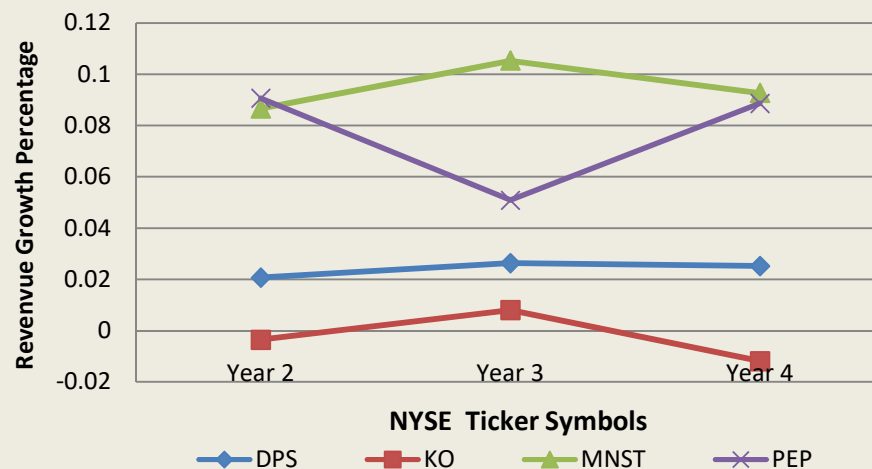
The gross profits generated from sales is high for PepsiCo, that means the volume of sale is high, but there is no significant increase in profit in year 3, in fact revenue growth reduced by - 5.44% . So in terms of revenue coming in as profit, PepsiCo is the Market leader, followed by Coca-Cola, then Dr. Pepper Snapple's, and last is Monster Beverages.

But when we look at revenue growth percentage in the line graph in the next slide, we can clearly predict the change in trend in the coming years with Monster Beverages showing a significant growth in terms of revenue.

Consumer Staples Companies (NYSE - Ticker Symbol)

# Revenue Growth Over the Years.

**Comparing of Revenue Growth Consumer Staples**



This is a line graph, comparing revenue growth over year 2, year 3 and year 4 of the four consumer staples, namely Dr. Pepper Snapple's [DPS], Coca-Cola [KO], PepsiCo [PEP], Monster Beverages [MNST].

This clearly shows that over the course of four years, the highest growth rate is of Monster beverages, followed by PepsiCo, Dr. Pepper Snapple's and last in the race is Coca-Cola.

Even though the revenue coming in as gross profit is 34,883M for PepsiCo, and 1302.67M for Monster Beverages. Monster Beverage is the leader in terms of Revenue growth percentage of about 9.01%, followed by 9.72%, and the fourth year a phenomenal increase of 10.45%, as compared to Coca-Cola with a dramatic decrease in revenue growth of -3.70% in the fourth year.

Dr. Pepper Snapple's has shown a slow and steady growth each year, with the MEAN Revenue growth Percentage at 2.4%.

The prediction is that this trend will continue, as more and more people are choosing to go without sugary drinks like Coca-Cola. Monster is a high energy drink with millennials and people working in physically stressful jobs tend to consume it more frequently.