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 Red Bull

Task 1: Account Data Analysis 1 2 3 4 5 6 7 8 9 10 11

First let's set the scene

Have you ever wondered **how** a can of Red Bull makes its way onto the menu at a restaurant or as a drink option at your local supermarket?

Well, we have an amazing Sales Team at Red Bull who sell our products directly to local businesses. These local businesses then sell our Red Bull products to consumers like yourself.

This program will teach you a bit about our On-Premise sales process. This will be really useful for you when you apply to our Aviator Program, and set you up for success in interviews! So when you finish, make sure you add this experience to your resume.

Here's some context before you start the program:

- You've recently joined Red Bull as an **On-Premise sales person**.
- You're part of Red Bull's Aviator Program and you're excited to be learning all about sales to become a Red Bull Musketeer (a sales specialist).
- Your manager is Natalie Hallman, she's great!
- You're already helping to manage a number of important accounts for your team, it's an awesome opportunity for you to showcase your skills.

What will you be doing today?

- Natalie has asked you to do some analysis on how your key accounts are tracking.
- Then, she wants you to help out with some sales objections we're experiencing with a tricky customer.

Let's get started!

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Step 1: Prepare your account data

Natalie has asked you to analyze your account data.

First up, you need to prepare your data set to make your analysis easier.

Open the "Account Sales Data" spreadsheet below & have a read through each column to learn what data is available to you.



Account Sales Data

Normally, this kind of data would be highly confidential, but there is no need to worry about that for this exercise; the data in the spreadsheet is randomly generated and isn't real.

[Click to download file →](#)

Step 1: Calculate the Compound Annual Growth Rate

- You'll need to calculate the Compound Annual Growth Rate for each account over the 5-year period.
- This will help you compare sales growth across your accounts to determine which accounts are performing the best.
- Add a formula to the spreadsheet and sort the spreadsheet so that you can see the data sorted by CAGR and account type. The CAGR formula in excel is:
- CAGR = $(\text{end/start})^{(1/\text{number of years})} - 1$

Step 2: Sort the spreadsheet by CAGR and account type.

If you get stuck, have a look at this video to help you:

Achievements 
Why this is important 

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 Red Bull

Task 1: Account Data Analysis 1 2 3 4 5 6 7 8 9 10 11

Step 2: Create some charts to answer key business questions

Now that you have your data set ready, it's time to create some charts. This will help us visualize how your accounts are tracking and make it easier to communicate with your team.

If you are not familiar with creating graphs in excel, see some resources below to help you.

Before you start charting, it's important to decide what trends or findings you want to investigate. For example, your analysis could include:

- Total sales by Account Type and Year
- Sales growth/trends by Account Type
- Sales growth/trends by Year
- Best and worst performing accounts (overall, and by account type)
- Effect of assortment (product lines) presence on sales
- Effectiveness of the different marketing/promotion programs

You should also look for trends, outliers, potential strengths, and potential weaknesses. This will prompt interesting discussions in your team and identify opportunities, or areas for improvement. For example:

- What does your analysis tell you is happening to sales of Red Bull products that might suggest opportunities or needed actions in particular accounts, or overall?
- Which marketing and promotion programs seem to be correlated with positive sales growth in which account types?
- What does the product line availability data tell you, if anything?
- You may also want to add calculations to add up total sales by account, account type, and/or year.

Achievements Why this is important ⓘ

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Sales Data analysis

Districts

All

Year

All

AccountType

All

AccountName

All

1M

TotalSale

4.94K

AverageSale

9983

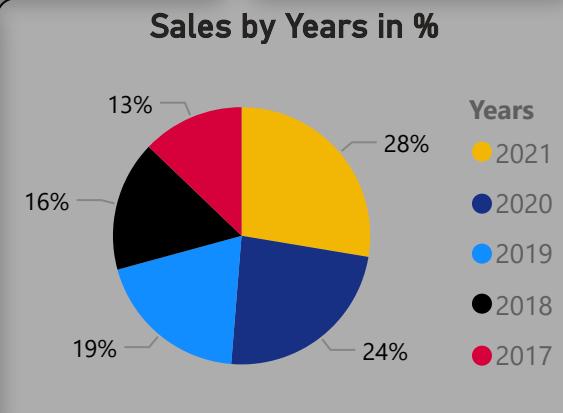
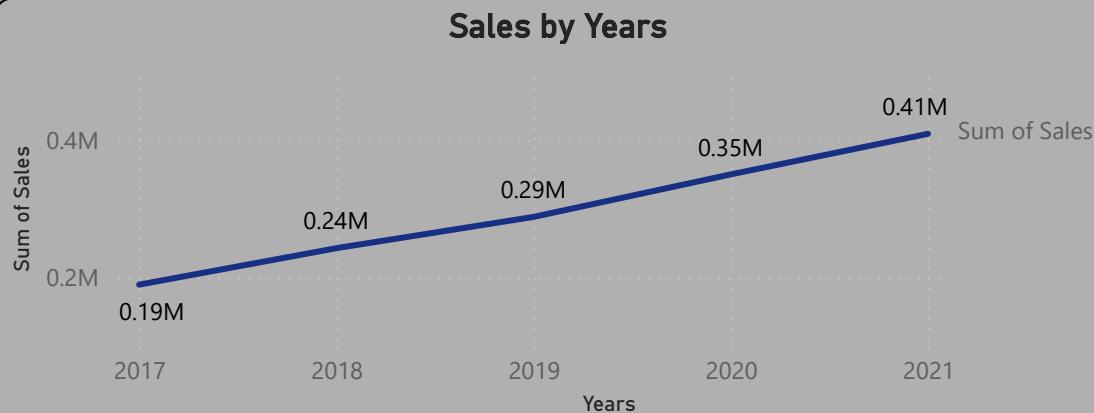
MaxSale

24

MinSale

300

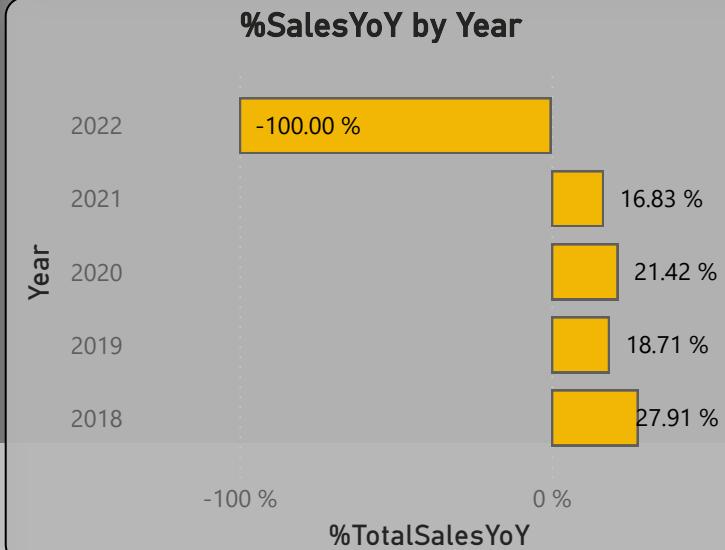
NbreSale



Top5 Sales



AccountName	Sum of StartSales	Sum of EndSales	Sum of CAGR	Sum of %CAGR	TotalSale	TotalSalesLastYear	TotalSalesYoY	%TotalSalesYoY	Districts	Y
Bar 13	24	8592	3.35	334.98	24	24	24	0.00 %	Brooklyn	20
Bar 13	24	8592	3.35	334.98	1797	24	1773	7387.50 %	Brooklyn	20
Bar 13	24	8592	3.35	334.98	3548	1797	1751	97.44 %	Brooklyn	20
Bar 13	24	8592	3.35	334.98	3668	3548	120	3.38 %	Brooklyn	20
Bar 13	24	8592	3.35	334.98	8592	3668	4924	134.24 %	Brooklyn	20
Restaurant 5	73	8100	2.25	224.56	73	73	73	0.00 %	Bronx	20
Restaurant 5	73	8100	2.25	224.56	3485	73	3412	4673.97 %	Bronx	20
Restaurant 5	73	8100	2.25	224.56	4592	3485	1107	31.76 %	Bronx	20
Restaurant 5	73	8100	2.25	224.56	5143	4592	551	12.00 %	Bronx	20
Restaurant 5	73	8100	2.25	224.56	8100	5143	2957	57.50 %	Bronx	20
Nightclub 2	138	8656	1.81	181.42	138	138	138	0.00 %	Yonkers	20
Total	949880	2045970	155.30	15,530.30	1480848	1480848	0	0.00 %		





Sales by Account

Districts

All

Year

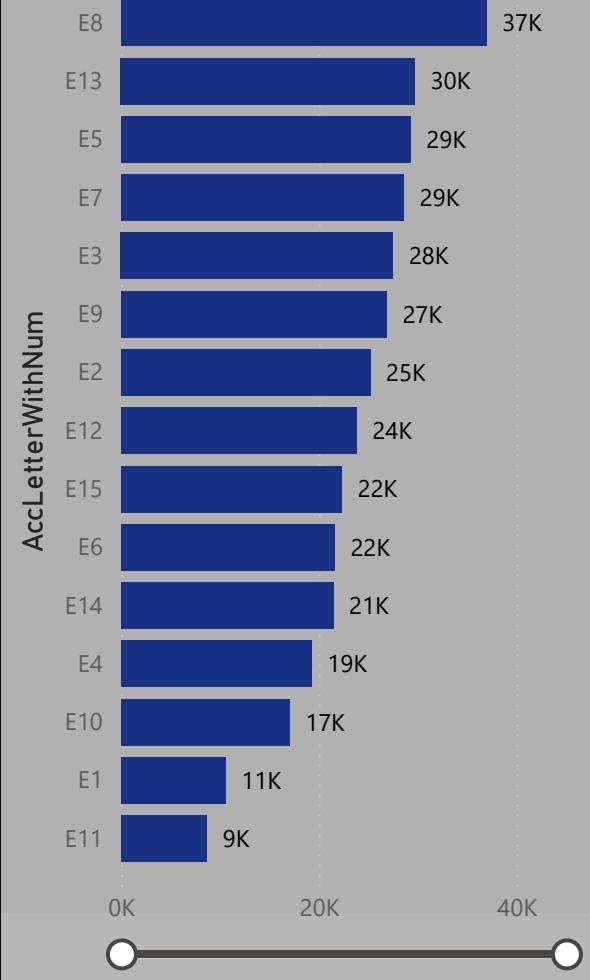
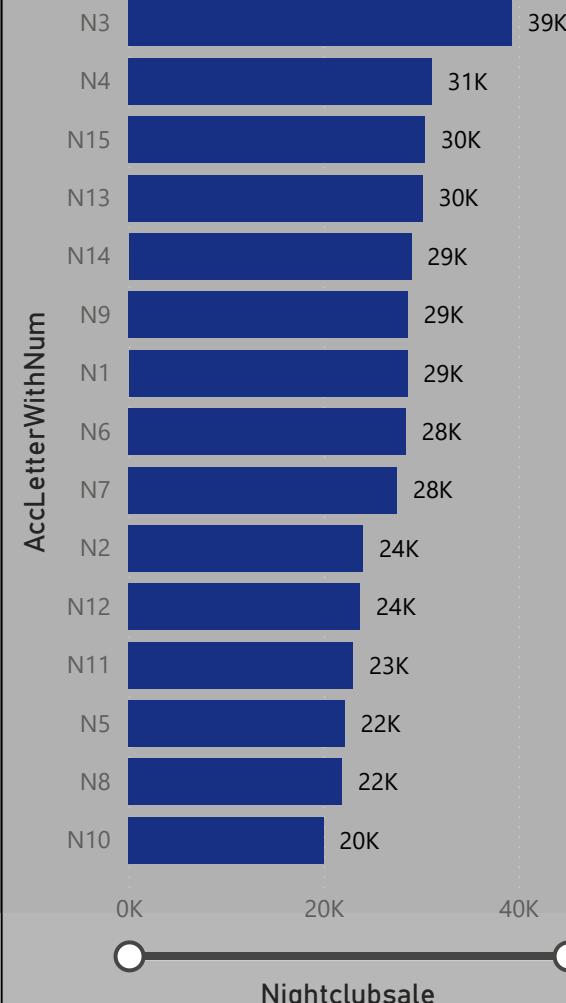
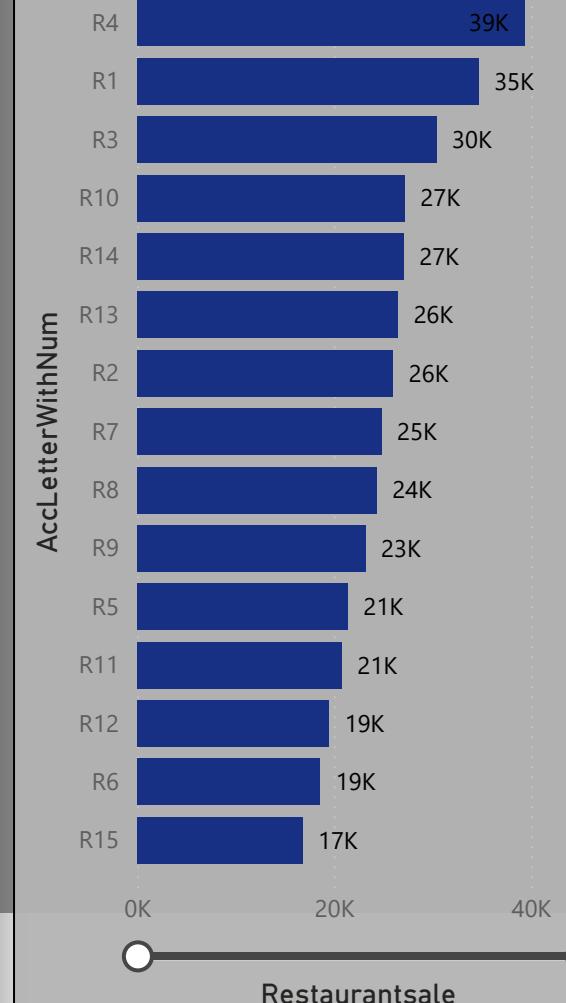
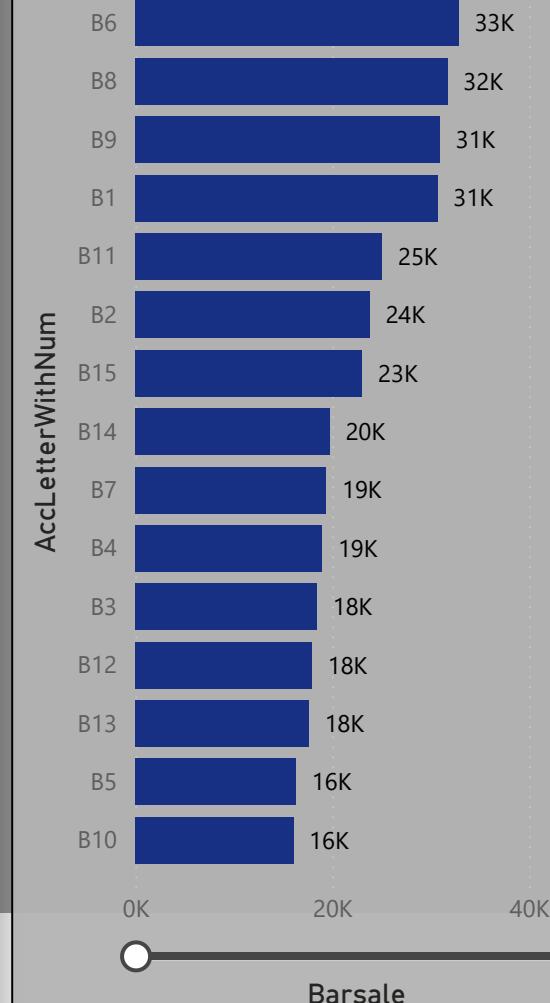
All

AccountType

All

AccountName

All

Sale by Event**Sale by Nightclub****Sale by Restaurant****Sale by Bar**



Sales Trend Analysis

Districts

Multiple selecti...

Year

All

AccountType

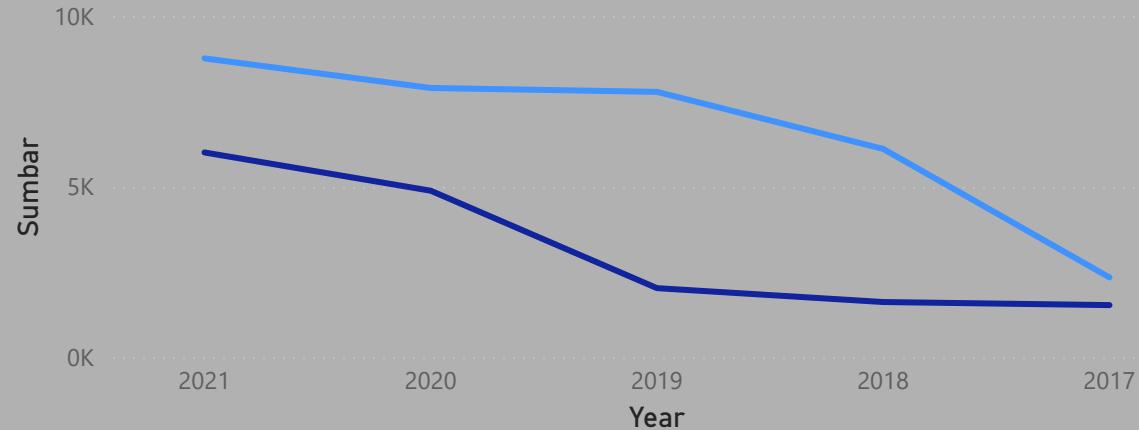
All

AccountName

All

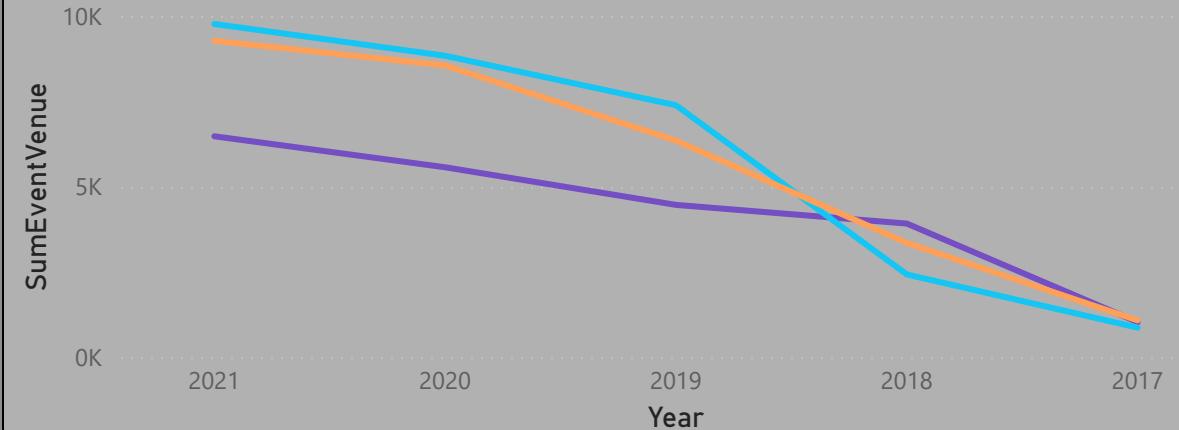
Sales Per Year And Per Bar

AccNum ● 10 ● 6



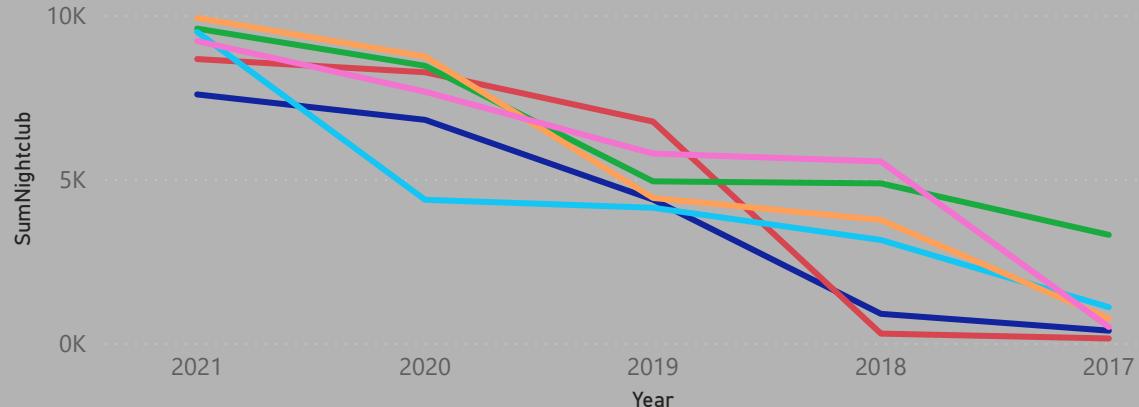
Sales Per Year And Per Event Venue

AccNum ● 14 ● 5 ● 7



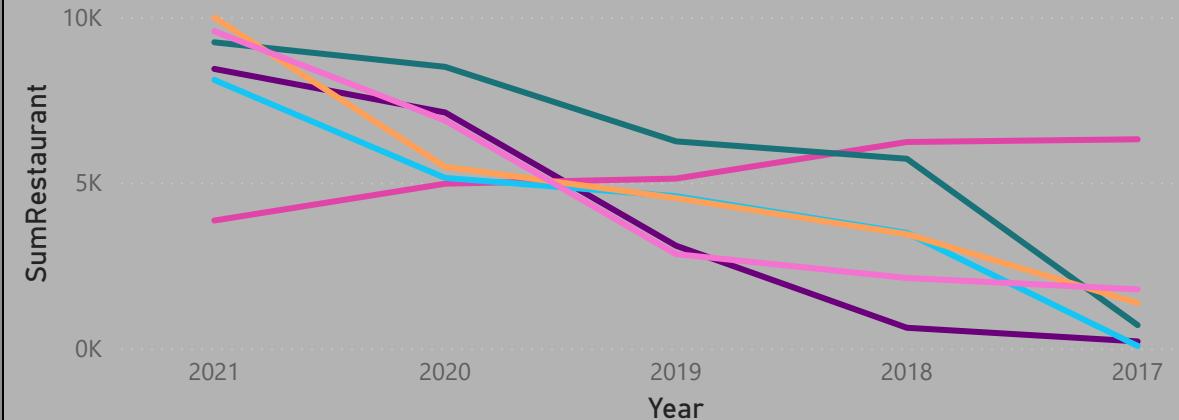
Sales Per Year And Per Nightclub

AccNum ● 10 ● 2 ● 4 ● 5 ● 7 ● 9



Sales Per Year And Per Restaurant

AccNum ● 12 ● 13 ● 3 ● 5 ● 7 ● 9





Compound Annual Growth Rate (CAGR)

Districts

All

Year

2021

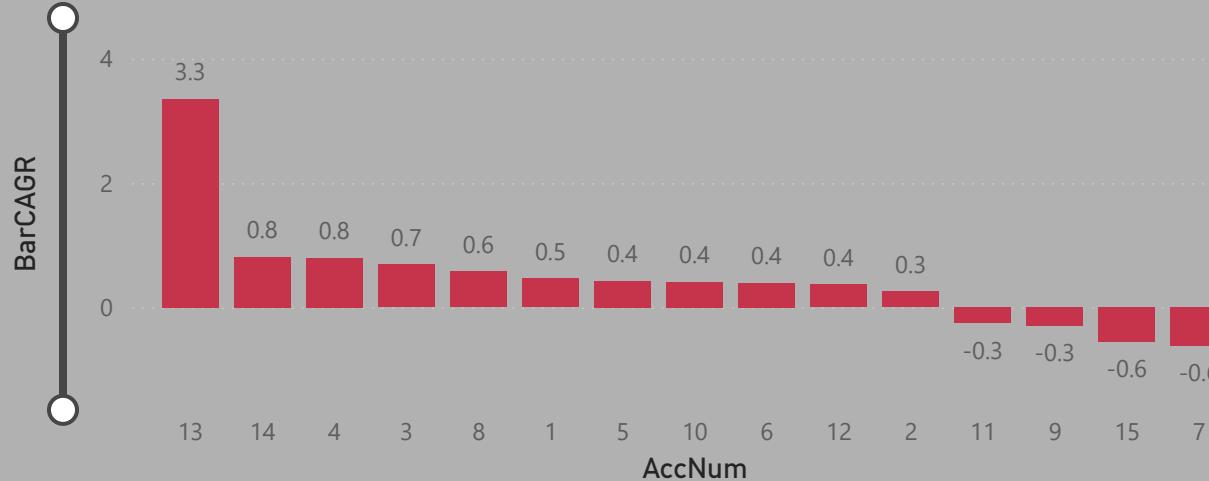
AccountType

All

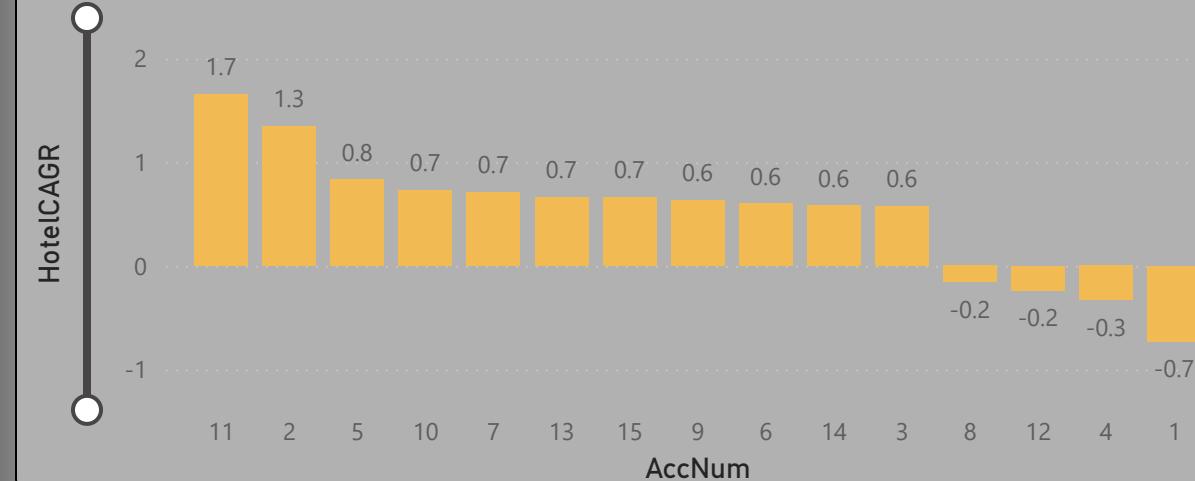
AccountName

All

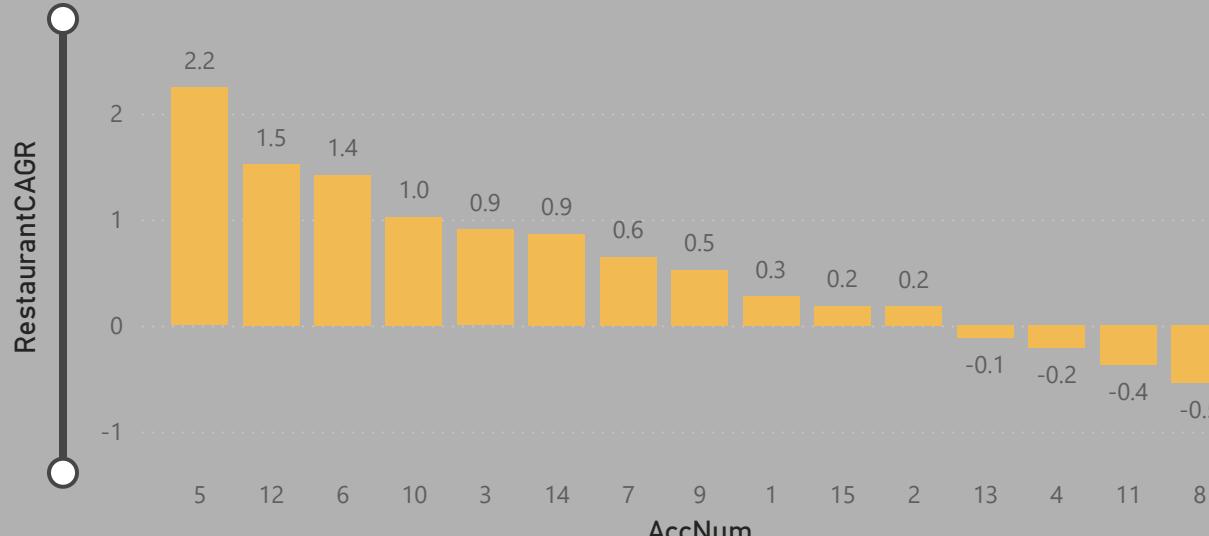
Annual Growth Rate For Bar Account Over the 5-Year Period



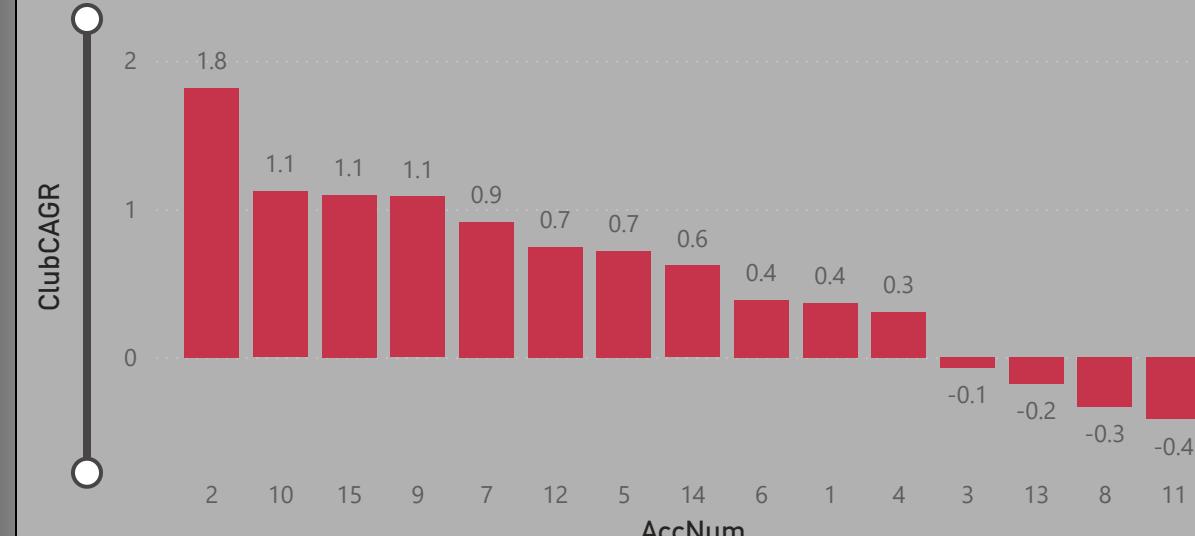
Annual Growth Rate For Hotel Account Over the 5-Year Period



Annual Growth Rate For Restaurant Account Over the 5-Year Period



Annual Growth Rate For Club Account Over the 5-Year Period





Assortment And Multimedia Analytics

Districts

All

Year

All

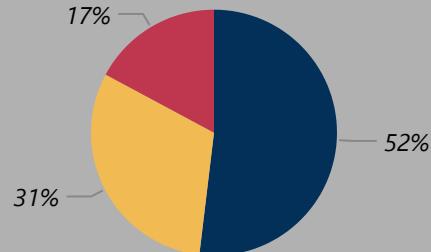
AccountType

All

AccountName

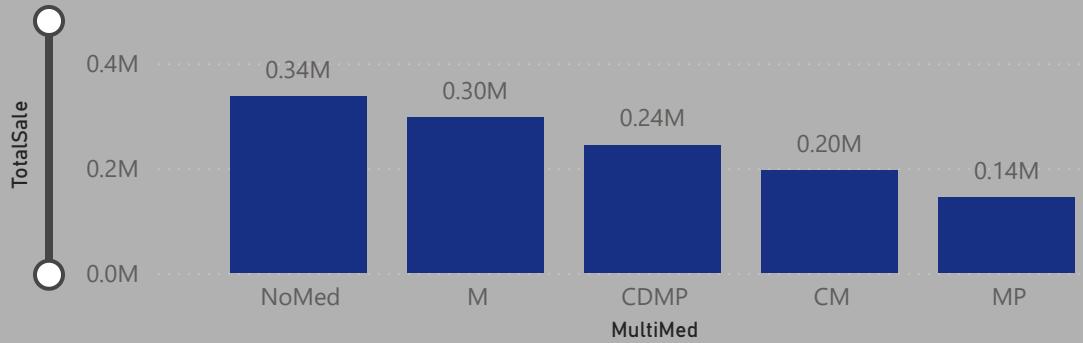
All

Sale by Assortment



Assortment ● Reg&Sufree&Yell ● Reg&Sufree ● Sufree

Top5 Sales by Multimedia



Assorti	Sum of assCount	MinSale	AverageSale	MaxSale	TotalSale	Sum of %CAGR
Regular_SugFree	8100	73	5,089.43	9983	458049	4,702.89
Regular_SugFreeRegular_Yel	22500	24	5,124.10	9909	768615	12,339.01
SugFree	3600	44	4,236.40	9766	254184	-1,511.60
Total	34200	24	4,936.16	9983	1480848	15,530.30

Assortment

Reg&Sufree&Yell

769K

Reg&Sufree

458K

Sufree

254K

Medias	Sum of Multimedia	MinSale	AverageSale	MaxSale	TotalSale	Sum o
Cooler	100	128	3,771.80	8834	37718	1
Cooler_Digitalscreen	25	431	6,090.00	8271	30450	
Cooler_Digitalscreen_MenuInclusion	400	138	4,697.10	9571	93942	2
Cooler_Digitalscreen_MenuInclusion_Poster	3025	24	4,438.07	9909	244094	5
Cooler_MenuInclusion	1600	73	4,881.33	9983	195253	4
Digitalscreen	100	375	4,510.80	8331	45108	
Digitalscreen_MenuInclusion	25	2341	6,574.40	8758	32872	
Digitalscreen_MenuInclusion_Poster	25	2786	4,766.00	6909	23830	
MenuInclusion	3600	44	4,945.00	9822	296700	1
MenuInclusion_Poster	625	907	5,755.92	9585	143898	
NoMultimedia	4225	369	5,184.35	9773	336983	
Total	13750	24	4,936.16	9983	1480848	15,



Sales Location

Districts

All

Year

All

AccountType

All

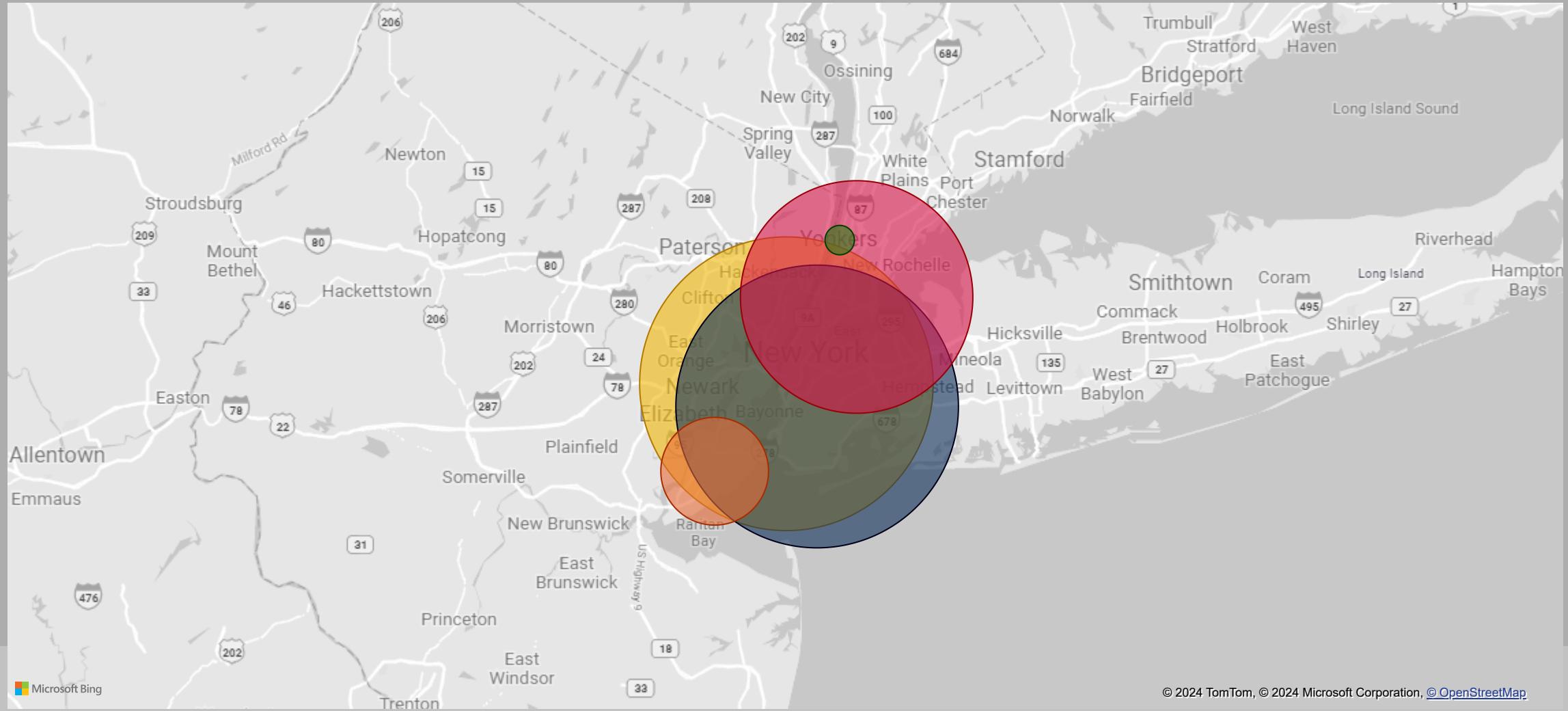
AccountName

All

Sales Territories

Districts

- Bronx
- Brooklyn
- New York
- Staten Island
- Yonkers



Microsoft Bing

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Interpreting the Dashboard

Conclusion:

The bar chart shows that the presence of certain assortments (product lines) has a significant impact on sales. For example, the assortment "Regular_SugarFree_YellowEdition" has the highest total sales, while the assortment "SugarFree" has the lowest total sales. This suggests that customers are more likely to purchase products from a wider range of product lines. Additionally, the presence of multiple product lines may allow for more targeted marketing and sales strategies, leading to increased sales.

The most effective program, based on average revenue per instance, is Digitalscreen_MenuInclusion. Surprisingly, NoMultimedia performs better than most multimedia programs, ranking second. MenuInclusion on its own is quite effective, ranking third. Cooler by itself is the least effective, suggesting that simply having a cooler without other multimedia components doesn't generate much revenue. By focusing on combinations that include Digitalscreen and MenuInclusion, businesses can potentially maximize their revenue from these marketing/promotion programs.