



COMPREHENSIVE BUSINESS INTELLIGENCE SYSTEM DESIGN AND ANALYSIS

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Introduction

Coca-Cola is one of the most successful and influential businesses out there currently, with a wide variety of products on the market, ranging from Diet Coke, Sprite and many more. Marketing and decision-making of data sources will be examined within the report, with the likes of ETL, OLAP analysis and data warehouses. Additionally, the BI system that was chosen is Power BI, which coincides with other platforms like Excel, where the data will be transferred across to transform the data into PivotTables and also visualisations. These will then be analysed in the main body of the report. Excel tools will need to be utilised, for example, the trim tool to cut away unnecessary data either through rows or columns. However, for Coca-Cola to maintain a successful brand loyalty, it will need to prevent any ethical implications such as breaches, data losses or viruses, as these may hinder important data files. In regard to the effectiveness of Power BI, the advantages and disadvantages will be discussed and how these may impact the business as a whole internationally. This report will mainly consist of how the data will be portrayed through one data source, being divided into regions, showcasing which European country generates the most profit annually. The other data source will show financial statements over several years to attain insights into Coca-Cola's profit generated.

Main Findings

System Design

Coca-Cola has been consistently ranked as the top soft drink brand worldwide, with a global brand value of over 98 billion U.S. dollars (Statista, 2025). As a company, they also make profits from the sale of merchandise, for example, t-shirts, glasses and hoodies to further promote the business globally. They imply strong mission and vision values, for example, we create value for our 4 million customers through the power of our brands and the quality of our execution - whether that's in store, online, cafes or restaurants (Coca-Cola Euro pacific Partners, 2026). In regard to Coca-Cola as a business, it is categorised into specific multi-hybrid data warehouses, such as one being Google Cloud, but they utilise many more on a daily basis. Having a strong data warehouse is crucial in the formation of an efficient, economical and successful BI system, especially for the likes of a company like Coca-Cola. The data warehouse must accommodate large amounts of transactional data originating from global operations, while making it possible for their management teams to receive quick analytic reports.

In addition to their data warehouses, Coca-Cola provides and collects its data from several sources, both internal and external. In regard to internal sources, Coca-Cola provides a large majority of their data from Personal information (like your name) or indirectly (like an ID number), Coca-Cola websites and apps, Online purchases through stores and Emails and messages (The Coca-Cola Company, 2026). Additionally, some of the more analytical internal data sources include supply chains, customer relationship management (CRM) and interested stakeholders. These systems overall produce standard operation data every day, keeping Coca-Cola constantly in the loop against competitors. On the other hand, with the likes of some of their external sources, they utilise platforms such as social media and market research, which are both especially important to further analyse and develop insights into competitive advantages and help them stand out against other similar businesses.

Furthermore, extract, transform, and load (ETL) is the process of combining data from multiple sources into a large, central repository called a data warehouse (Amazon Web Services, 2024). With the use of extract in the ETL phases, raw data was extracted from Coca-Cola websites and copied over to Power BI in order for management to evaluate the data on a deeper level from a range of data bases. These sources are then used to demonstrate whether the information is unstructured or structured. Due to Coca-Cola having a strong variety of different key departments, including human resources, research and development (R&D), and marketing, appear to be more involved in the business model in comparison with Pepsi (StudyCorgi, 2026). It provides more platforms to extract data from over a range of different months and years. In the transform phase of ETL, the data has been cleaned and analysed for unwanted or unneeded statistics that were duplicated. Furthermore, Pseudonymisation had taken place by comparison with third parties. The data is then categorised into data standardisation, among the significant changes are demographics, by showing the reported profits across multiple countries. However, ultimately, some information was deleted, for instance, some countries had to be removed due to the size of the document. In the last phase, which is load, similarly, after transformation, the data is then placed and stored into data warehouses to facilitate long-term trend evaluations, past data is maintained and precise planning has been completed. This makes it possible for Coca-Cola to cross examine multi-year successes. As Coca-Cola's more common way of categorising is by using big data and structured data, some of these include capturing the interaction between product types, sales channels, retailers, geographic regions, and logistical details (Adewole Praise, 2025). Furthermore, both of Coca-Cola's data sources fit into more modern data lake houses, as it generates enormous amounts of its information from international supply chains and also global partnerships.

They are also able to predict performance by location, providing insights to key stakeholders in sales, marketing, & operations (CARTO, 2024).

Similarly, Coca-Cola uses other methods to help and comply with constant competitors, one of these being OLAP (Online Analytical Processing), which is a software technology that enables users to analyse data from multiple database systems simultaneously (GeeksforGeeks, 2019). It corresponds in businesses like Coca-Cola through drill-down and slice-and-dice. This is done by filtering out certain parts of the data sources, for example, the time was snipped out by previous months and the years in both sets of data, as otherwise the document would have been too large. OLAP was also used by a BI system called Power BI to arrange data in dimensions consisting of the geography section, which was categorised into countries and regions in one of the data documents collected. This helps with decision-making, which is necessary for Coca-Cola to retain control of its global operations, provide overall direction, and support its regional operations (Organimi, 2024). Considering Coca-Cola operates globally, exchange rates can significantly impact its revenue and profits when foreign earnings are converted back to the original currency. Movements can erode profits, which can shift and provide a boost (Makos, 2024). Overall, it is used in Coca-Cola analytics to enhance data warehouses, future opportunities and the amount of products sold in each country.

SQL ultimately was not chosen as a BI system over Power BI for the reason that it is not as reliable and can relate informalities. Another reason why SQL was not chosen was purely for the fact that Power BI can compare a range of different data sets that SQL cannot. Power BI offers integrated tools, visuals, and shared data across an organisation, allowing the creation of visual analytics and charts (Fluid, 2025). Power BI was selected as the main system for reporting because it provides robust dashboard features that can be integrated with programmes like SQL. Power BI was also chosen for the reason that it is sufficient in creating and analysing business reports and large sets of data. Additionally, the most used tool on Excel was the trim tool, as mentioned before, some parts of the unnecessary data sources were removed, such as blank rows or the extra years that were added. Excel was extremely useful for this report due to it being valuable for prototyping and the use for creating PivotTables with an icon allowing for data to be transferred from Power BI alone.

In regard to the security of data, it is extremely crucial that it is well protected in order to ensure customer privacy and also prevent data breaches. Data security is not just for Coca-Cola but also for their customers' safety, especially personal details like names and addresses that they may have. In regard to Coca-Cola, their data security is extremely important due to the fact that their confidential reports have the possibility of being leaked online and to their competitors. This is significantly important for businesses like Coca-Cola, which have high amounts of financial and personal records. Moreover, one way this can be secured is through data encryption; it is there to ensure that no data is lost or transferred during transmissions. All this is done to protect Coca-Cola's data and shield it from cyberattacks and noncompliance by cryptography. Additionally, another useful way to prevent cyber breaches is through the method RBAC, which provides transparency for regulators regarding who, when and how sensitive information is being processed or modified (Lindemulder and Kosinski, 2024).

Excel Implementation and Data Analysis

In this section of the report, it is based on an Excel document for a business intelligence (BI) system, which is identified as being Power BI, for the purpose of Coca-Cola as a business. The sole purpose is to showcase how the data was collected, condensed and utilised through key transformations and visualisations via Excel tools. This is all so that both sets of

data can be incorporated into a spreadsheet on Excel to make sure that and promote well-informed business decisions, as shown in the Appendix of this report. Through using Power BI and Excel, Coca-Cola can assess the amount of sales produced and sold in its various countries and regions across the world. Coca-Cola's vast network generates billions of sales transactions daily, which are utilised to identify purchasing patterns, demand fluctuations, and consumer preferences (Ingrade Learning, 2025).

In order to make use of the Excel tools, data was collected first. This was done by gathering data sets from different sources and then uploaded onto Power BI. Additionally, after the data was collected and condensed, Power BI spreadsheets were created to mimic transactional data on both sets of data that were collected and stored. All the data that was researched and collected is from Coca-Cola's practical business operations from the majority of their popular products, such as Diet Coke, Sprite and Coca-Cola Light, which are dispersed throughout numerous international marketplaces and make the most profit for them. Coca-Cola generates \$47.7 billion in annual revenue, but only 42% comes from beverages like cans and bottles. The other 58% comes from selling concentrates to bottling partners worldwide (Stotz, 2025). This is crucial for BI systems like Power BI, as key databases are needed in order for accurate data to be transformed and also provide additional segmentation. However, as the financial report was too large a document, it needed to be cleaned and adjustments on a separate document tool, such as the snip tool, were used on Excel to discard unwanted data.

	2017	2018	2019	2020	2021	2022	2023	2024	2025
(in million euro)									
Cash and cash equivalents	724.6	232	326.1	712.3	823.0	1,215.8	782.8	719.9	1,260.6
Cash and cash equivalents Total	724.6	232	326.1	712.3	823.0	1,215.8	782.8	719.9	1,260.6
Inventories	475.5	425.1	481.7	463.2	488.1	417.6	519.8	770.0	773.3
Inventories Total	475.5	425.1	481.7	463.2	488.1	417.6	519.8	770.0	773.3
Other financial assets	162.9			290.0	734.9	106.6	878.9	1,063.8	667.9
Other financial assets Total	162.9			290.0	734.9	106.6	878.9	1,063.8	667.9
Total assets	7521.8	6796.8	7210.7	6,854.3	8,214.0	7,573.1	8,514.3	9,855.7	9,880.8
Total assets Total	7521.8	6796.8	7210.7	6,854.3	8,214.0	7,573.1	8,514.3	9,855.7	9,880.8
Total current assets	2381.4	1748.5	1929.5	2,438.2	3,076.3	2,527.1	3,156.9	3,716.2	3,910.2
Total current assets Total	2381.4	1748.5	1929.5	2,438.2	3,076.3	2,527.1	3,156.9	3,716.2	3,910.2
Total non-current assets	5140.4	5048.3	5281.2	4,416.1	5,137.7	5,046.0	5,357.4	6,139.5	5,970.6
Total non-current assets Total	5140.4	5048.3	5281.2	4,416.1	5,137.7	5,046.0	5,357.4	6,139.5	5,970.6
Trade, other receivables and assets	1181.3	1091.4	1121.7	972.7	1,030.3	787.1	975.4	1,162.5	1,208.4
Trade, other receivables and assets Total	1181.3	1091.4	1121.7	972.7	1,030.3	787.1	975.4	1,162.5	1,208.4
Grand Total	17425	15342.1	16350.9	16,146.8	19,504.3	17,673.3	20,185.5	23,427.6	23,671.8

For Coca-Cola's annual financial statements shown in the screenshot above, in the Excel document underneath the data section and in the "get data" category, all of the Coca-Cola percentage reports were transferred from Power BI. Furthermore, they were then created into pivot tables and visualisations. This screenshot's data was taken from Power BI and transferred to Excel and converted into a Pivot table. The columns on the left-hand side of the data show all the financial categories, for example, cash and cash equivalents total, total current assets and inventories in euros. It also demonstrates a vast range of different years to show and compare how the trends were similar and contrasting throughout each year. Furthermore, it also shows that Coca-Cola's total sum for 2025 was the highest for revenue, implying a steady profit increase in the last few years alone. Moreover, a multi-year analysis was conducted and took place to make sure that the data was more reliable in the long-term to analyse which years Coca-Cola performed best in and which years they did not do so well in. For this data source in particular, the trim tool in Excel was used to remove countless rows and columns, especially before the year 2017, as the document was too large. One disadvantage of this data overall is the fact that there are some visible errors, for example, #REF! This is most likely the result of some rows or columns being deleted or messed with.

The screenshot shows an Excel spreadsheet with a PivotTable. The PivotTable is named 'PivotTable1' and is located in the range A3:D14. The data source is 'In millions of'. The PivotTable Fields task pane on the right shows the following fields:

- Filters:** (Empty)
- Rows:** In millions of
- Columns:** (Empty)
- Values:**
 - Sum of As reported
 - Sum of Reported % change
 - Sum of FX neutral % change

The PivotTable data is as follows:

In millions of	Sum of As reported	Sum of Reported % change	Sum of FX neutral % change
Belgium and Luxembourg	1082	1.10%	1.10%
France	2439	5.00%	5.00%
Germany	3203	0.80%	0.80%
Great Britain	3470	4.30%	5.60%
Iberia	3429	0.90%	0.90%
Iceland	88	7.30%	3.70%
Netherlands	833	6.10%	6.10%
Norway	427	7.30%	8.00%
Sweden	433	5.60%	2.20%
Total Europe	15404	2.90%	3.10%
Grand Total	30808	41.30%	36.50%

Firstly, this second set of data was gathered in a similar way to the annual report; this data shows Coca-Cola's geographic revenue generated across multiple countries as of the 31st of December 2025. To start with, clustering analysis was carried out by classifying the data into specific regions, for example, Great Britain, Sweden and the Netherlands and then transformed into a Pivot Table on Excel with columns as revenue and percentage changes. This table indicates Iceland had the lowest sum, while Great Britain had the highest sum, displaying a significant market position and the possibility of additional investments internationally. This data set, the trim tool on Excel, was also used to remove multiple rows of countries listed to allow for more concise data PivotTables and visualisations. On the other hand, one disadvantage of this table is the fact that the totals are for only countries in Europe, as opposed to the profits made around the world.

Utilising the ETL processes identified in the data warehouses, another financial worksheet was created on Excel to showcase any transformations that occurred. For example, the year icon was used to categorise the material by the year. The trim and clean tools were the most used tools, as the data that was gathered was consistently heavily detailed, containing multiple pages of financial records across a wide span of decades. They were also used to prevent any inconsistencies within the data as well. To properly communicate the conclusions drawn from the analysis of the data sources, visualisations were then created through line and bar charts. Visualisations are considerably important to showcase the total sum of each country and also through the financial data, and which year was the most successful, either through monthly or yearly sales.

Power BI was overall an effective system used, as it illustrated the essential procedures for gathering data. This was done by using various Excel tools to mirror and simulate real-world data sets, which eventually were then created into PivotTables and visualisations. Excel overall significantly aligns with Power BI in the sense that each element of the spreadsheet refers to a certain layer within the BI system. However, in some ways, they do not align together; one way is that data entry requires Excel. Power BI is read-only by design. When users type values, adjust inputs, or maintain data, Excel delivers the write-enabled environment necessary for these tasks (HSO, 2025).

Critical Evaluation

Power BI is set apart from the other systems due to the fact that it illustrates and offers insights into several data reports, such as Coca-Cola's annual financial statements spread across a range of different years and also the revenue generated in European countries categorised by regions. Power BI is extremely useful for Coca-Cola as it turns high amounts of data into insights that will eventually aid in future decision making. It also condenses large data sources into more fragmented data. Moreover, the application of data warehouses backed by ETL processes enhances reporting integrity and permits management to examine past and present data among various dimensions, such as customers and regions. Allowing for the management to easily determine which region or markets bring in the most revenue. Finance reports play an important role regarding Power BI and also Coca-Cola, as the two go hand in hand to monitor KPIs and determine which internal or external markets bring in the most amounts of money. This also aids in the use of strategic decision making to further allow for international trades and sales. While also thinking about future product developments and ideas to be set apart from other similar competitors, for example, Pepsi, Mountain Dew, Dr Pepper and Orangina. This is why the use of systems like Microsoft Excel and Power BI is so important for Coca-Cola to analyse any sort of trends currently through data sets. By showing which product is providing more sales and in what continent and country, it allows for Coca-Cola to emphasise where they need to focus more on and maybe aim to provide the products in more supermarkets and shops to generate more customers.

All BI systems have their advantages and disadvantages, which is what makes them reliable and sometimes unreliable. One of the main advantages of the proposed BI system is that it can turn raw data into useful insights using visuals like charts, graphs and tables (GeeksforGeeks, 2023) in order to showcase the results clearly. Another advantage is that after a dashboard has been created, it can easily be shared with other users or departments to share data analytics. This enables employees to drive innovation and develop business strategies (Cheeky Munkey, 2021). Supermarkets are also where Coca-Cola excels product-wise due to the fact that their products are extremely easy to find and purchase, as they are at eye level on shelves to draw people in with their strong marketing strategies. Investors and retailers know that putting Coca-Cola products on the shelves guarantees turnover and consumers recognise it instantly (Reed, 2025). On the other hand, it can be lacking in certain areas, for example, the platform does not support real-time collaboration for report editing, which can be a disadvantage for teams (BI Connector Team, 2024). Similarly, another challenge of using Power BI is that although it is user-friendly for basic tasks, mastering its advanced features and capabilities is harder. Users may need to invest time in learning through tutorials to fully utilise its potential (Patnaik, 2024). The challenging BI system can lead to users becoming unmotivated and frustrated if the data sets constantly appear as errors or are unavailable. As it can be confusing, some data sets may come out incorrectly and end up creating wrong visuals and PivotTables. Overall, some may argue that the positives outweigh the negatives, as for the KPI's aspect, it comes in significantly handy consistently as opposed to depending on postponed monthly reports.

As Coca-Cola is extremely popular in investing and running beverage companies, a key contender to this is Costa Coffee, where they are trying to expand into additional countries. This includes scaling Fairlife globally, which exceeded \$1.5 billion in retail sales by early 2025, and expanding Costa Coffee into automated retail across Europe and Asia (Team, 2026). However, as some of the newer trends are shifting to more healthy eating, the reduction in sugary drinks purchased could become a major problem for businesses like Coca-Cola, who strive on sales of these types of beverages globally. With the progression of Coca-Cola entering into new markets and launching new lines of products, it allows them to adapt to future developments that may be coming their way. In regard to the scalability of

future developments, it is shown through the use of platforms like Microsoft, Cloud and Power BI. Coca-Cola utilises these tools to portray reporting and data analytics to further track and attract more customers, resulting in improved customer loyalty and also brand loyalty. On the other hand, scalability can create additional problems, for example, with large sets of data, reports tend to slow down and loading Power BI dashboards becomes laggy (Edwards, 2025), making it more difficult to understand and comply with the system. Furthermore, adaptability to future developments is made much easier by using Power BI tools and features that enable it to perform advanced data analysis. Additionally, in regard to Coca-Cola adapting by using Power BI, key examples such as shifting the focus to sustainability long-term can be utilised with the use of artificial intelligence (AI). This is implied due to shifts in reducing water and carbon emissions, which are then capable of being incorporated into the BI system. Allowing for adaptability that goes beyond just financial statements and documents.

One of the most important aspects of maintaining a successful business like Coca-Cola is the constant need to keep customers' personal information confidential and stored in private databases to prevent leaks and breaches. For Coca-Cola to protect customers' privacy, they need to ensure that data is in a secure database, so it does not end up in the wrong hands. Data security methods include dual-authentication password protection and file encryption (Cote, 2021). Therefore, Power BI is useful as it has the ability for efficient encryption to prevent these issues altogether. Another major factor is that customers should always be made clear and aware of how and where their data is constantly being stored to avoid transparency issues and miscommunication. Lawsuits and bad customer loyalty may be affected by this if not managed properly. That is why Power BI is a safe platform that can be used even in big companies.

Additionally, ethical implications can occur in multiple different ways, one of the most popular being breaches. To further prevent breaches from happening, firewalls are mainly put in place to stop external threats as a barrier to the internet. With regards to viruses, these implications may not always be the business's fault and sometimes they are not liable for the damages caused. Viruses attach themselves to legitimate programs and can corrupt data, slow down systems, and spread through a company's network, causing widespread damage (Glen, 2024). Making this extremely hard for businesses like Coca-Cola, which have large fan bases and millions of customers all over the world, purchasing their products every minute. The biggest fear amongst breaches and viruses is the mistrust that can hinder and create all sorts of complications. One of the more or less common forms of ethical implications is when managers have to oversee errors that have occurred within the business. Resulting in decision making such as ignoring employee welfare, ethical behaviour and finally environmental effects. As a result, moral leadership needs to be included in Power BI through transparent procedures, well-defined policies and regulatory monitoring.

Conclusion

In conclusion, Coca-Cola is one of the most influential businesses, currently with sales crossing over almost all continents. The chosen BI system, Power BI for Coca-Cola, shows the different variances like ETL, OLAP analysis and data warehouses and how they all aid in the marketing and decision-making of international trade and data sources. Additionally, by using Excel, the formation of PivotTables and visualisations was created by data transferred from Power BI to create substantial insights. These visualisations and tables were then analysed in the main body to show the condensed data results. The tables demonstrate how the data was divided into regions and financial statements over numerous years to gather insights into Coca-Cola's profit generated. Some Excel tools were utilised, for example, the trim tool to remove unnecessary rows and columns. Moreover, data security was heavily discussed in relation to how it is crucial and well protected in order for customer privacy and safety. Power BI was analysed and shown to have advantages and also disadvantages, for example, it is very easy to share with other departments using the dashboard. On the other hand, as it is a data platform, it can be hard for users to adjust to the advanced features and they may need lessons or tutorials to thoroughly understand how it works. Furthermore, to maintain their successful and popular business, Coca-Cola needs to inform and be transparent to customers about where their personal data is being stored. Similarly, to maintain a strong brand and customer loyalty, ethical implications need to be kept to a minimum. One of the most popular ones is breaches and viruses that can cause serious harm to data privacy accounts.

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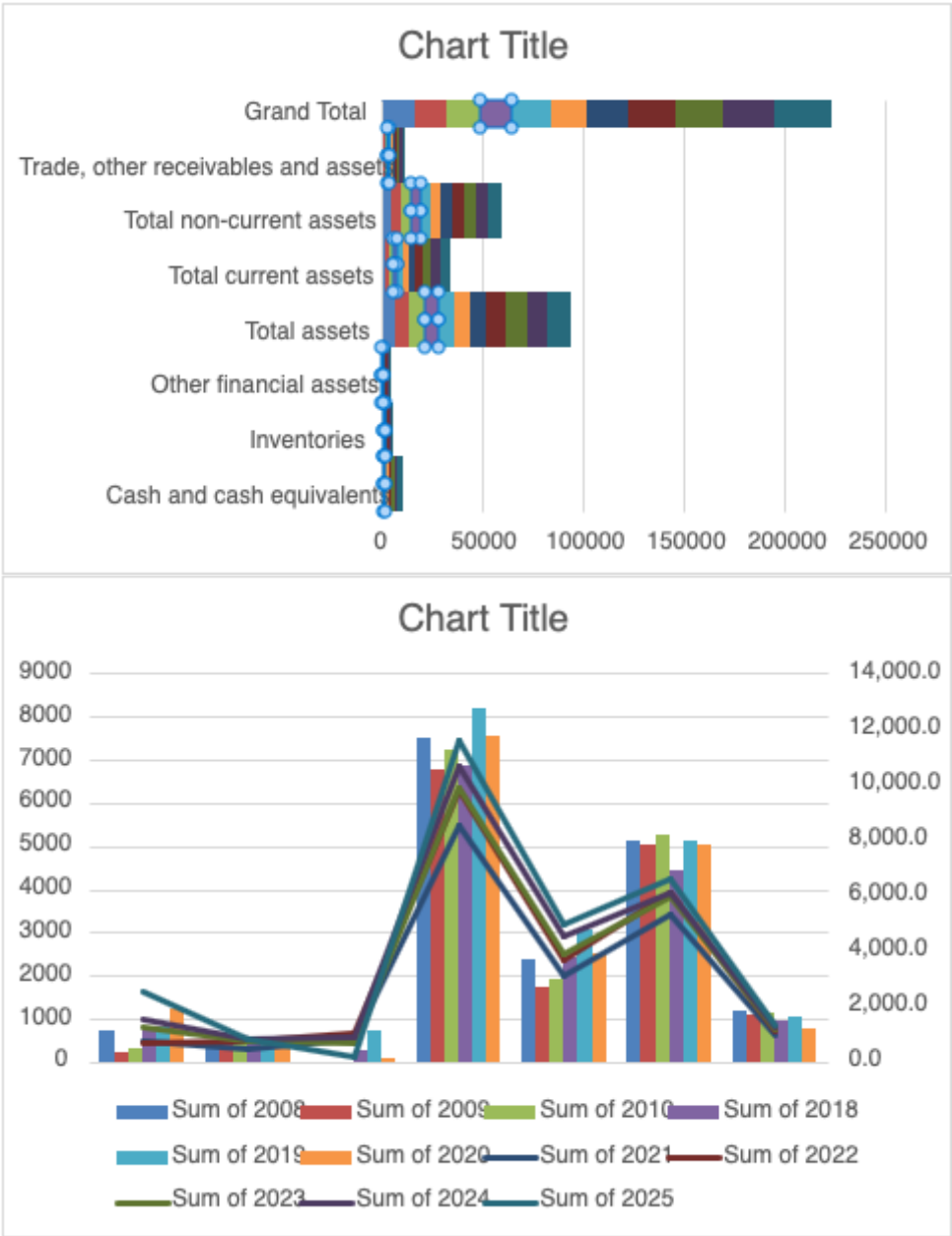
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Appendix

Appendix

Coca-Cola's annual financial statements



This chart shows that the sum of 2019 has the highest revenue out of the eleven years.

FileViewReading viewMobile layoutOpen semantic model

Column1

	First Column6	First Column7	First Column8	First Column9	First Column10	First Column11	First Column12	First Column13
(in million euro)	Sum of 2018	Sum of 2019	Sum of 2020	Sum of 2021	Sum of 2022	Sum of 2023	Sum of 2024	Sum of 2025
Cash and cash equivalents	00002	712.3	823	1215.8	782.8	719.9	1286.9999999999999	1548.1
Cash and cash equivalents Total	00002	712.3	823	1215.8	782.8	719.9	1286.9999999999999	1548.1
Grand Total	00001	16146.8000000000001	1906.3	17873.3	20185.5	1963.8	1208.3999999999999	1159.3
Inventories	463.2	488.1	417.6	519.7999999999999	770	773.3	863.9	840.3
Inventories Total	463.2	488.1	417.6	519.7999999999999	770	773.3	863.9	840.3
Other financial assets	290	734.9	106.6	878.9	1063.8	667.9	801.7	185.4
Other financial assets Total	290	734.9	106.6	878.9	1063.8	667.9	801.7	185.4
Total assets	6854.3	8214	7573.1	8514.2999999999999	9555.7000000000000	9880.7999999999999	10653.7	11593.3
Total assets Total	6854.3	8214	7573.1	8514.2999999999999	9555.7000000000000	9880.7999999999999	10653.7	11593.3
Total current assets	2438.1999999999999	3076.3	2527.1	3158.8999999999999	3718.2000000000000	3910.2	4562.7000000000000	4948.2999999999999
Total current assets Total	2438.1999999999999	3076.3	2527.1	3158.8999999999999	3718.2000000000000	3910.2	4562.7000000000000	4948.2999999999999
Total non-current assets	4416.1000000000000	5137.7	5046	5357.4	5138.5	5970.6	6091	6645.1
Total non-current assets Total	4416.1000000000000	5137.7	5046	5357.4	5138.5	5970.6	6091	6645.1
Trade, other receivables and assets	972.7	1003.3	787.1	975.4	1181.3	1121.7	1208.3999999999999	1212.7
Trade, other receivables and assets Total	972.7	1003.3	787.1	975.4	1181.3	1121.7	1208.3999999999999	1212.7
Total	16146.8000000000001	1906.3	17873.3	20185.5	1963.8	1208.3999999999999	10653.7	11593.3

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Sheet1

Column1

Column10

Column11

Column12

Column13

Column2

Column3

Column4

Column5

Column6

Column7

Column8

Column9

Page 1

Column1

	First Column7	First Column8	First Column9	First Column10	First Column11	First Column12	First Column13
(in million euro)	Sum of 2019	Sum of 2020	Sum of 2021	Sum of 2022	Sum of 2023	Sum of 2024	Sum of 2025
Cash and cash equivalents	823	1215.8	782.8	719.9	1286.9999999999999	1548.1	2541.9999999999999
Cash and cash equivalents Total	823	1215.8	782.8	719.9	1286.9999999999999	1548.1	2541.9999999999999
Grand Total	000000001	19504.3	17873.3	20185.5	1963.8	1208.3999999999999	11593.3
Inventories	463.2	488.1	417.6	519.7999999999999	770	773.3	863.9
Inventories Total	463.2	488.1	417.6	519.7999999999999	770	773.3	863.9
Other financial assets	290	734.9	106.6	878.9	1063.8	667.9	801.7
Other financial assets Total	290	734.9	106.6	878.9	1063.8	667.9	801.7
Total assets	8214	7573.1	8514.2999999999999	9555.7000000000000	9880.7999999999999	10653.7	11593.3
Total assets Total	8214	7573.1	8514.2999999999999	9555.7000000000000	9880.7999999999999	10653.7	11593.3
Total current assets	2438.1999999999999	3076.3	2527.1	3158.8999999999999	3718.2000000000000	3910.2	4562.7000000000000
Total current assets Total	2438.1999999999999	3076.3	2527.1	3158.8999999999999	3718.2000000000000	3910.2	4562.7000000000000
Total non-current assets	5775.8000000000000	4496.8000000000000	5987.1000000000000	6396.6000000000000	6170.6000000000000	6183.5000000000000	6930.6000000000000
Total non-current assets Total	5775.8000000000000	4496.8000000000000	5987.1000000000000	6396.6000000000000	6170.6000000000000	6183.5000000000000	6930.6000000000000
Trade, other receivables and assets	972.7	1003.3	787.1	975.4	1181.3	1121.7	1208.3999999999999
Trade, other receivables and assets Total	972.7	1003.3	787.1	975.4	1181.3	1121.7	1208.3999999999999
Total	19504.3	17873.3	20185.5	1963.8	1208.3999999999999	10653.7	11593.3

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Name Box

	A	B	C	D	E	F
3	Sheet1[Column1]	Sheet1[Column2]	Sheet1[Column3]	Sheet1[Column4]	Sheet1[Column5]	Sheet1[Column6]
4	(in million euro)	2017	Sum of 2008	Sum of 2009	Sum of 2010	Sum of 2018
5	Cash and cash equivalents	#REF!	724.6	232	326.100000000000002	712.3
6	Cash and cash equivalents Total		724.6	232	326.100000000000002	712.3
7	Grand Total		17425	15342.1	16350.9000000000001	16146.8000000000001
8	Inventories	#REF!	475.5	425.1	481.7	463.2
9	Inventories Total		475.5	425.1	481.7	463.2
10	Other financial assets	162.9				290
11	Other financial assets Total					290
12	Total assets	#REF!	7521.7999999999999	6796.8	7210.7	6854.3
13	Total assets Total		7521.7999999999999	6796.8	7210.7	6854.3
14	Total current assets	#REF!	2381.4	1748.5	1929.5	2438.1999999999999
15	Total current assets Total		2381.4	1748.5	1929.5	2438.1999999999999
16	Total non-current assets	#REF!	5140.3999999999999	5048.3	5281.2	4416.1000000000000
17	Total non-current assets Total		5140.3999999999999	5048.3	5281.2	4416.1000000000000
18	Trade, other receivables and assets	#REF!	1181.3	1091.4000000000001	1121.7	972.7
19	Trade, other receivables and assets Total		1181.3	1091.4000000000001	1121.7	972.7

Power BI

Search for a semantic model

Insert PivotTable

Insert Table

book3

Workspace: My workspace

Owner: Helen Douglas

Refreshed: 4/15/2026, 3:02:13 PM

Tables in this semantic model (0)

Reports using this semantic model (0)

Insert PivotTable

Insert Table

	[Column7]	Sheet1[Column8]	Sheet1[Column9]	Sheet1[Column10]	Sheet1[Column11]	Sheet1[Column12]	Sheet1[Column13]
4	2019	Sum of 2020	Sum of 2021	Sum of 2022	Sum of 2023	Sum of 2024	Sum of 2025
5		1215.8	782.8	719.9	1260.9999999999999	1548.1	2541.6999999999998
6		1215.8	782.8	719.9	1260.9999999999999	1548.1	2541.6999999999998
7	3	17673.3	20185.5	23427.600000000002	23671.800000000003	25870.100000000002	28144.9
8		417.6	519.79999999999995	770	773.3	863.9	840.3
9		417.6	519.79999999999995	770	773.3	863.9	840.3
0		106.6	878.9	1063.8	667.9	901.7	188.4
1		106.6	878.9	1063.8	667.9	901.7	188.4
2		7573.1	8514.2999999999993	9855.7000000000007	9880.7999999999993	10653.7	11599.3
3		7573.1	8514.2999999999993	9855.7000000000007	9880.7999999999993	10653.7	11599.3
4		2527.1	3156.8999999999996	3716.2000000000003	3910.2	4562.7000000000007	4946.2999999999993
5		2527.1	3156.8999999999996	3716.2000000000003	3910.2	4562.7000000000007	4946.2999999999993
6		5046	5357.4	6139.5	5970.6	6091	6653
7		5046	5357.4	6139.5	5970.6	6091	6653
8		787.1	975.4	1162.5	1208.3999999999999	1249	1375.9
9		787.1	975.4	1162.5	1208.3999999999999	1249	1375.9

Revenue by Geography

Tesla Strategic Marketing Plan
<https://www.cocacolaep.com/assets/global/>
Coca-Cola 2025 Integrated Annual Report | Coca-Cola
Scale adoption tesla sustainability - Google
EVOLUTION OF TESLA LIMITED filing history...

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2025 Annual Report and Form 20-F

Year ended 31 December 2025

Adjusted comparable volume by category	2025	2024	% change
(in % of total portfolio)	Actual	Reported	
Coca-Cola®	59.2%	59.3%	(0.1)%
Flavours & Mixers	21.5%	21.8%	(1.3)%
Water, Sports, RTD Tea & Coffee®	9.7%	9.9%	(0.2)%
Other inc. Energy	7.6%	7.9%	(2.5)%
Total	100.0%	100.0%	0.2%

(N) RTD refers to ready to drink.

On a brand category basis in 2025, Coca-Cola trademark volume was down 0.1% versus 2024 on an adjusted comparable basis. This reflected volume decline below 2.1% of Coca-Cola Original Taste with growth in the Philippines and PNG, supported by new campaigns, offset by Europe. Coca-Cola Zero Sugar volume increased versus 2024 (up 5.3%), driven by Europe and double-digit growth in Australia and the Philippines.

Flavours & Mixers volume decreased by 1.3% versus 2024 on an adjusted comparable basis. Sports volume were up 0.6% versus 2024 supported by new listings and limited editions in GB and FTM, offset by a decline in Indonesia. Fanta volumes decreased by 2.8%, largely driven by a decline in Indonesia and Germany. Dr Pepper performed strongly with double digit growth in GB, driven by the new Cherry Churn variant.

Water, Sports, RTD Tea & Coffee volume increased by 0.2% versus 2024 on an adjusted comparable basis. Water volume grew 4.6% driven by strong performance of 1800 Pure in the Philippines, Aquafina® in Iberia and Chaufontaine® in FRM. Sports volume increased by 4.6%, driven by growth of Aquarun in Spain, supporting the launch of the Red Peach variant, and the launch of BodyArmor in Iberia and New Zealand. RTD Tea & Coffee decreased by 3.3% driven by the Freesia decline in Indonesia, and the transition to Fuse Tea in Spain.

Other inc. Energy volume increased by 7.6% versus 2024 on an adjusted comparable basis. Energy volume increased by 18.5% versus 2024, led by Monster, supported by innovation, distribution gains and growth in original variants. Juice volume declined 8.0% due to the strategic de-listing of Dapti in Europe. Alcohol volumes continued to perform strongly with share gains in Europe, driven by innovation.

Revenue by segment: Europe

Revenue by unit case, based per unit case than where it occurred per serving (in % of total portfolio)

	2025	2024	% change
	Actual	Reported	
As reported	16,404	14,971	2.8%
Adjust: Impact of FX changes	29	n/a	n/a
FX neutral	16,433	14,971	2.8%
Revenue per unit case	5.87	5.18	6.8%

Revenue in Europe totalised €15.4 billion, up 3.2% volume prior year on a reported basis, and 3.1% on an FX neutral basis. Revenue per unit case in Europe increased by 2.6% in 2025, on a comparable and FX neutral basis, reflecting positive headline price increases and promotional optimisation following favourable mix and the impact of eager tea in France.

31 December 2025

Revenue by geography	Reported	FX neutral	% change
(in million EUR)	Actual	Reported	
Great Britain	3,470	4.3%	5.6%
Germany	3,205	0.8%	0.6%
Iberian	2,420	0.3%	0.3%
France**	2,439	5.0%	5.0%
Belgium and Luxembourg	1,092	1.5%	1.5%
Netherlands	633	6.7%	6.7%
Hungary	427	7.7%	8.0%
Sweden	433	5.6%	2.2%
Iceland	86	7.3%	3.7%
Total Europe	16,404	2.8%	2.8%

(N) Volume refers to Spain, Portugal and Andorra.
(S) France refers to continental France and Monaco.

Reported revenue in Great Britain was up 4.3% versus 2024. Foreign exchange translation negatively impacted reported revenue growth by 1.3%. The increase in revenue was mainly driven by revenue per unit case growth reflecting the headline price increase during the second quarter and positive brand mix, resulting from growth in Monster. From a category perspective, Coca-Cola Zero Sugar, Monster, Dr Pepper and Sprite showed strong volume growth.

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Reported revenue in Germany was up 0.8% versus 2024. Volume was flat reflecting increased consumer focus on affordability and softer advertising revenue per unit case growth was driven by the headline price rise in large RTT. From a category perspective, Coca-Cola Zero Sugar and other strong volume growth.

Reported revenue in Iberia was up 0.6% versus 2024. Volume was flat reflecting the introduction of Nestlé's Fruit Tea. Additionally, revenue per unit case growth was positively

Revenue in Germany totalised €1.5 billion on a reported basis. Adjusted comparable revenue was up 0.8% versus 2024 on an adjusted comparable and FX neutral basis. Revenue per unit case growth was driven by the headline price increase and positive brand mix, resulting from growth in Monster. From a category perspective, Coca-Cola Zero Sugar, Monster, Dr Pepper and Sprite showed strong volume growth.

Year ended 31 December 2025

