

## **Nestle Australia Product Performance Analysis between 2018 and 2020**

Nestlé is the largest food company in the world, marketing over 8,500 brands and 30,000 products. It operates nearly 500 factories across 5 continents and employs over 200,000 employees worldwide. Nestle Australia has 9 products in the market that she wants to know how best they are performing. The performance of these products was analyzed using Power BI. DAX expressions were used to create measures and tables to enable a thorough analysis to arrive at data-driven decisions on products to sustain or remove from the market.

### **Key Insights from the data are:**

1. South Australia brought in the highest revenue though there was a drop in revenue from all the products in 2020. Western Australia brought in the least revenue.
2. Some products had more sales in some regions than others. For instance, Smarties had more sales in Queensland and Northern Territory while Milo was the major product in Western Australia.
3. Milo is the product with the highest revenue while Nescafe Gold brought in the least revenue.
4. While Milo brought in the highest sales, Nescafe is the most sold product while Smarties is the least on the list.
5. There was a major drop in the sale of Nes Cau, Nestle Drumstick, and Maggi in 2020 while Kitkat, Nescafe, and Nescafe Gold. Nesquik, Milo, and Smarties had an upward growth in 2020.
6. The highest sales were made between May and July, while the lowest sales were recorded in December and January.
7. The major sales medium is direct sales through products like Nescafe, Nescafe Gold, and Kitkat enjoyed online sales more.
8. The least number of products were sold in December while the highest was sold in July with June bringing the most sales.

**Recommendations:**

1. Some products do well in certain regions than others, hence these products should be made available in the regions. Also, questions should be asked about products that are not selling well in certain regions. This could be the price, packaging, or other reasons.
2. The least-performing product (Nescafe Gold) should be reviewed as there was a sharp decline in its sales in 2020.
3. More products should be made available for sale during May-June and more contract staff can be employed to meet up with the demand while the staff is reduced in those months when there is least sale.
4. There should be more advertisements for the products that are least selling and there could be some form of rebate for loyal customers to drive sales.