SUCCESS STORIES - SUMMARY

Project Name	Client	Brief Description	Key Analyses
Product level sales analysis	Luxury cosmetics company	Analyzed the product level sales data of cosmetics brands and highlighted SKUs for discontinuation and **opportunities for pricing, innovation and cross-channel and region promotions.**	

ANALYSIS OF PRODUCT LEVEL SALES FOR THREE BRANDS

ABOUT THE CLIENT

Client is US based **luxury cosmetics company** primarily in the online space.

SITUATION

- The company's brands did not have a consolidated model to track the product level sales from different entities across the world having **disparate reporting systems**
- Merilytics partnered with the company to integrate all the data across entities, track the **SKU performance**, help clean-up the product SKU list and help devise the **product innovation strategy**

VALUE ADDITION

- Worked closely with regional teams to **gather and sanitize product sales data** from disparate sources and harmonize the product SKU mappings
- Provided **executive management reports** to summarize and track the sales of SKUs by regions, distribution channels, products and time period (month/quarter/YTD)
- Identified the **tail of SKUs** requiring action using frequency analysis of sales
- Performed **cross-region and cross-channel analysis** to identify the incremental opportunities of sales
- Tracked the performance of new launches and analyzed the attributes of top-performing SKUs to help devise **product innovation strategy**
- Provided recommendations for **price normalization** across sizes based on trends from comparable brands

### IMPACT

- Accurate product-level performance reports **enabled the management to better plan product development, product churn and product marketing**
- It enabled the company **to identify the core SKUs to stock up in newly opened stores** across geographies
- The sanitized SKU level data helped in **smooth transition of product information to the new ERP system**

PRODUCT ANALYSIS SNAPSHOTS

Snapshot of SKU level summary view of FYTD net sales

Current Month>>	Jan-2017
Select Region>>	EMEA (excl. ME, Russia & CIS)
Select Channel>>	Department Stores

Summary of sales of product line

	December, 2016						Q2, FYTD2017				
Product line	Quantity	Net sales($)	YOY growth %	Share of total sales	Gross Margin (%)	SKU count	Quantity	Net sales($)	YOY growth %	Share of total sales	Gross Margin (%)
Product line 1	3,542	$ 79,371	8%	40%	60%	7	7,468	$ 92,911	1%	40%	71%
Product line 2	2,536	$ 8,332	5%	25%	97%	42	8,163	$ 43,173	4%	25%	10%
Product line 3	4,12										
Product line 4	8,76										
Product line 5	3,03										
Product line 6	7,67										
Product line 7	8,38										
Product line 8	5,42										
Product line 9	3,81										
Total	**47,31**										

Distribution of total SKUs based on the sales value and categories

Bubble chart of top SKUs based on the gross margin, YOY growth % and sales

Summary views for sales of product lines by month, region and channel

Cat C   Cat B   Cat A   Discontinued/phasing out

# of SKUs

850
50
100
200
500

900
150

820
20
50

<=$0

FY 2017 Net sale

Magic Quadrant for Top 20 SKUs of FYTD 2017

YOY Growth %

Gross Margin

Note : Area of circle is propotional to the net sales

PRODUCT ANALYSIS SNAPSHOTS
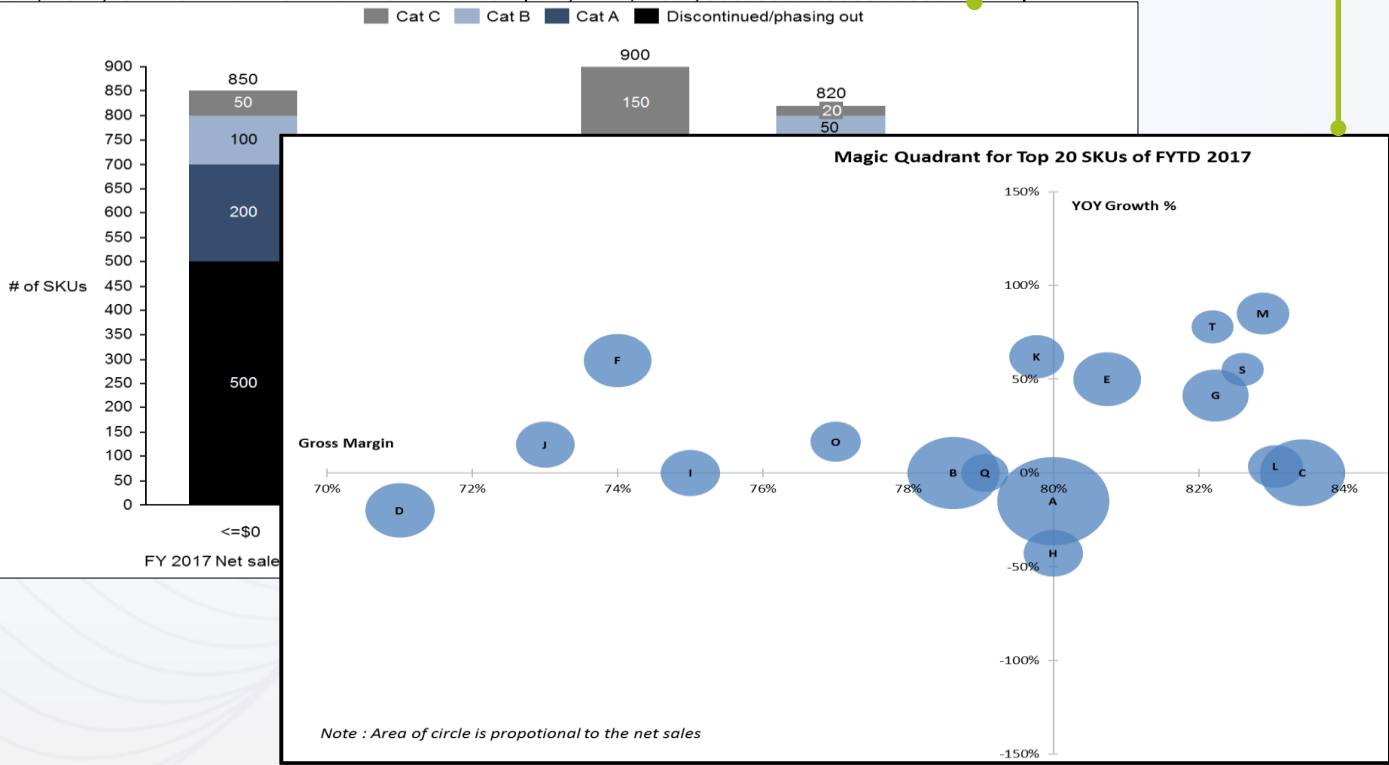
Snapshot of pricing and sizing analysis views
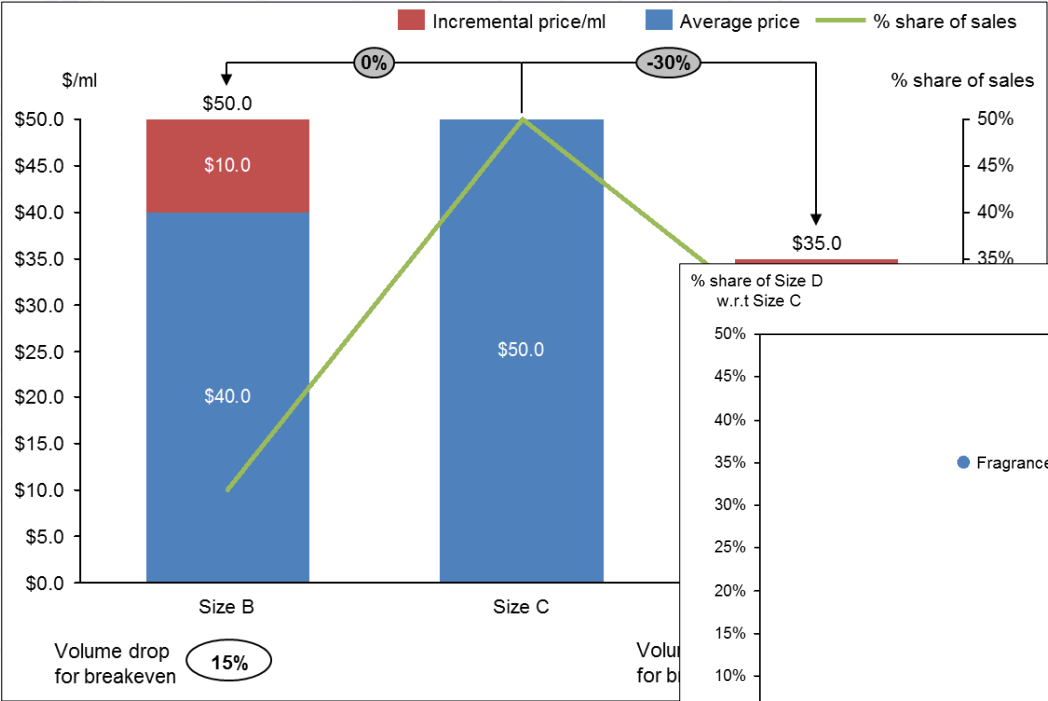
Discount of size w.r.t most common size vs. the share of sales to identify the opportunity to normalize discounts
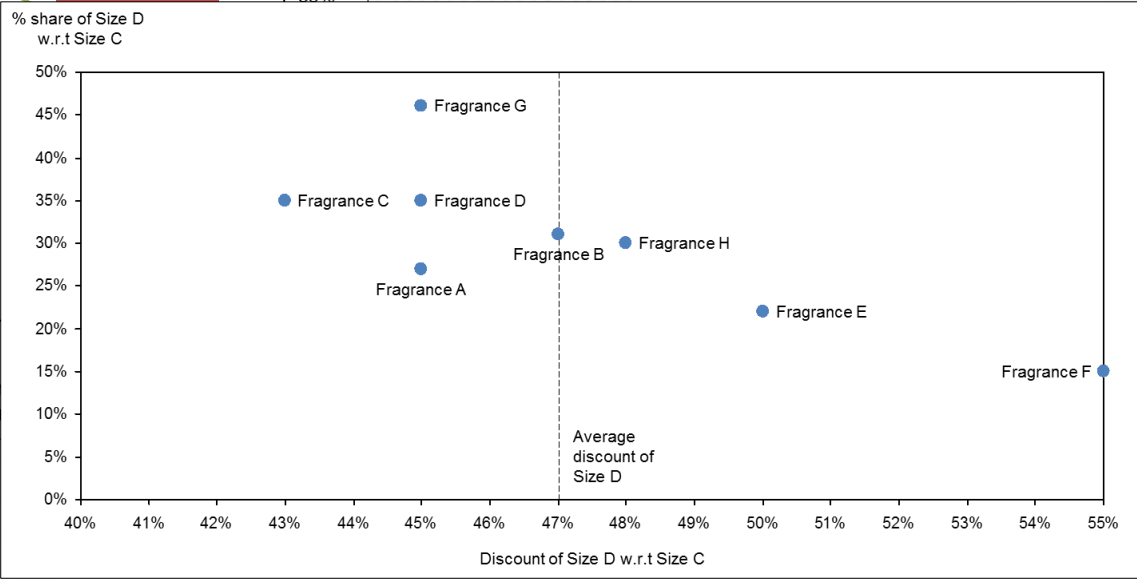
Opportunities for price normalization across sizes