



## Cannibalization and New Product Performance Dashboard

(Cosmetics Manufacturer)

Built a dashboard to track the **performance of the new products** launched, along with the **effect of cannibalization** on other products of same category

# NEW PRODUCT LAUNCH DASHBOARD FOR A COSMETICS MANUFACTURER

## ABOUT THE CLIENT

Client is a US-based cosmetics manufacturer and seller with a global presence

### SITUATION



- The client **lacked visibility in tracking the sales performance of the newly launched products** and its comparison with the sales of the current products. The current reporting requires various **manual interventions** to map the SAP retail sales data to the internal mapping files and **lacks the level of detail required by the business.**
- Merilytics partnered with the client to build **an automated PowerBI dashboard** that provides visibility into **retail sales related metrics** and **quantify the cannibalization effect** of the newly launched products at various cuts such as region, affiliate, retailer, channel, store etc..

### VALUE ADDITION



- Collaborated with the Finance Team to create a **standardized mapping** of the products with the Applications and Major Categories to be leveraged in the dashboard
- Leveraged the historical retail sales of the category along with the new product Retail Sales from SAP to calculate the **dollar lift in sales** in period of the launch of the New Product and its performance overtime
- Calculated the **dollar Cannibalization/Halo effect** leveraging the changing **YOY mix of business percentage** in the post vs pre launch period of the new product

### IMPACT



- The client could **comprehend retail sales data of a new product or campaign** across different categories on a **weekly basis** (rather than monthly), enabling them to make well-informed decisions regarding campaign launches and product sales
- The dashboard provided the **visibility into the cannibalization effect** of the newly launched product on the other products in the same category, allowing them to course correct the campaigns

# OVERALL APPROACH & METHODOLOGY

## 1 Retail sales



**Product level  
retail sales data**

Download the  
product level retail  
sales data from SAP  
at a set frequency

## 2 Shared folder



**Upload the  
data onto a  
shared folder**

Once aggregated,  
upload the data  
onto a shared  
folder

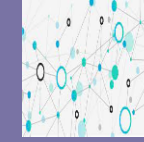
## 3 Aggregation



**Aggregation of  
Retail Sales  
data**

Aggregate the  
product level retail  
sales data using  
Power Query

## 4 Mapping files



**Update the  
mapping files**

Upload the retailer  
group mapping  
files to the shared  
folder

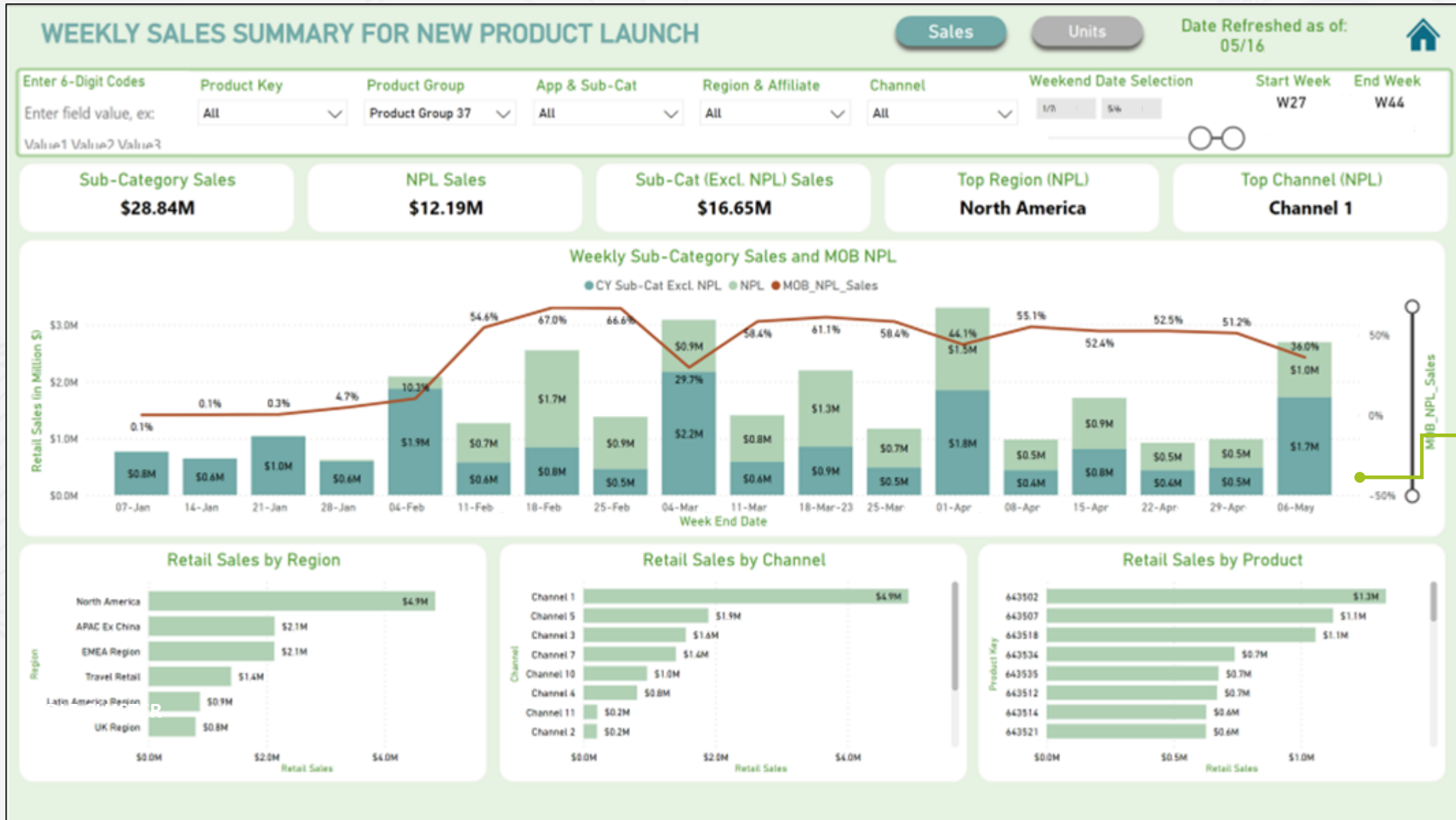
## 5 Dashboard



**PowerBI  
dashboard**

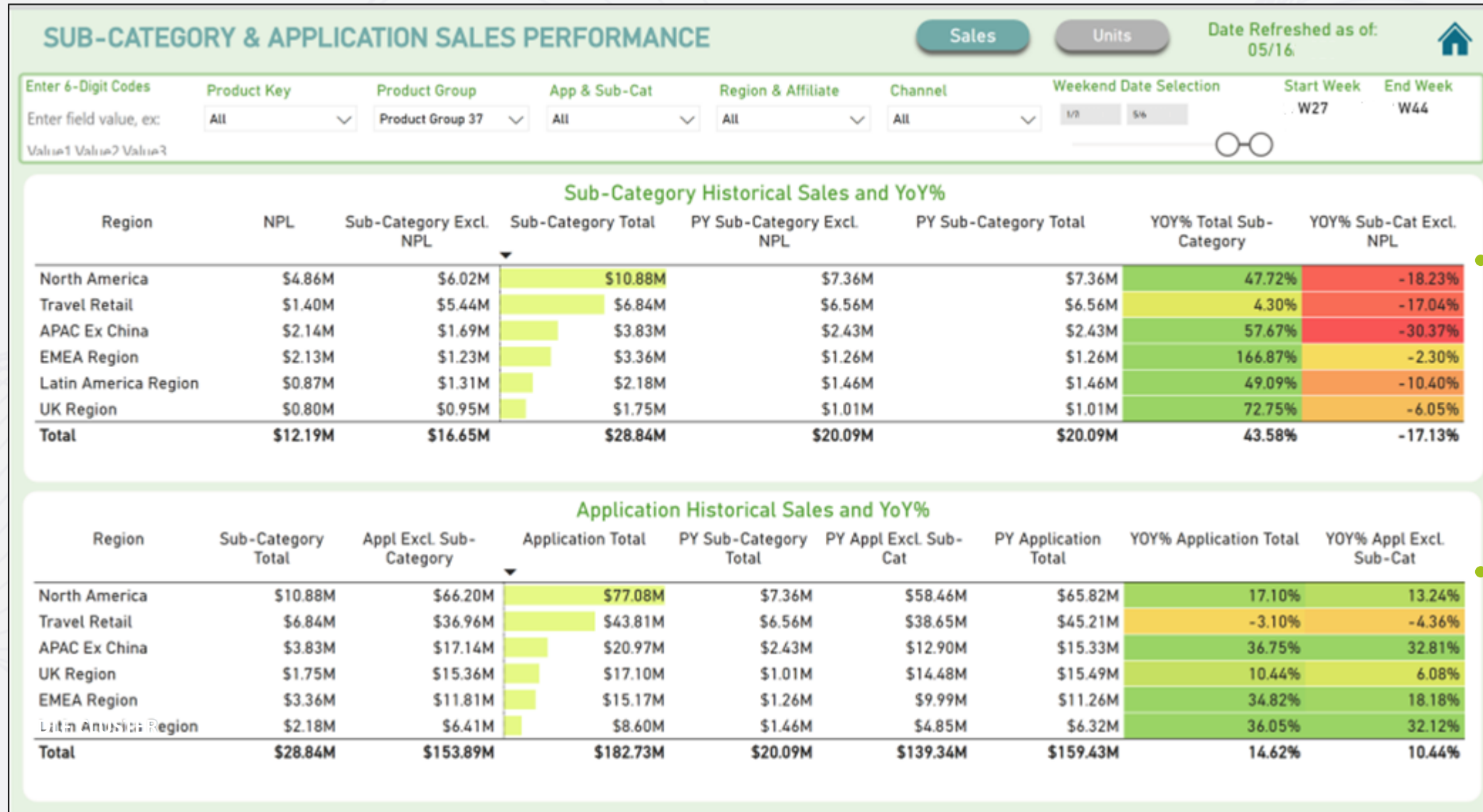
Refresh the  
PowerBI dashboard  
linked to the  
shared folder to  
display the latest  
data

# EXHIBIT 1: WEEKLY SALES SUMMARY VIEW OF THE NEW PRODUCT LAUNCH



This view provides the weekly retail sales trend of a new product, and its percentage share within that sub-category

## EXHIBIT 2: IMPACT OF NEW PRODUCT LAUNCH BY VARIOUS SEGMENTS

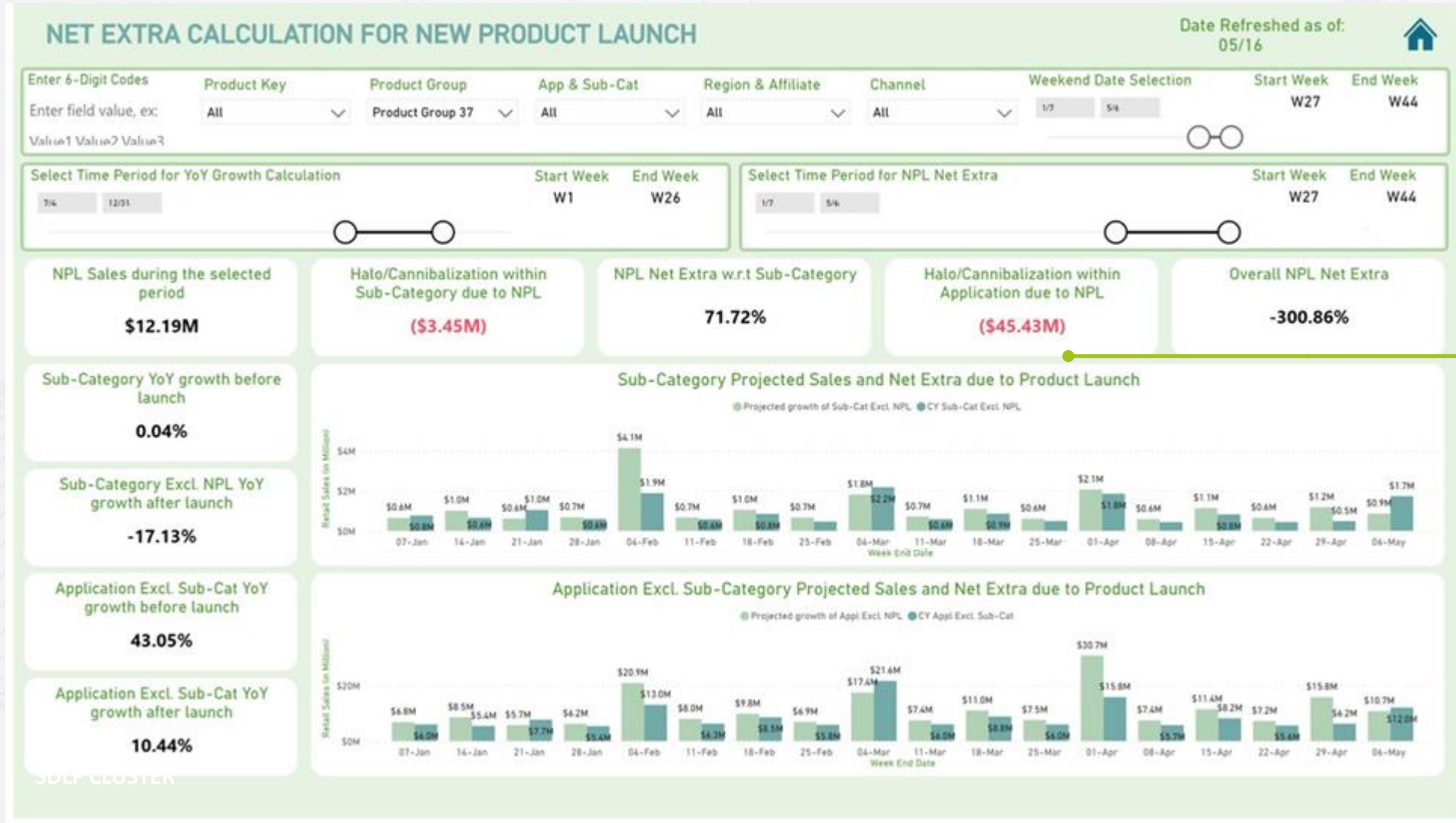


Impact of new product launch on the existing SKUs **within a product category**

Impact of new product launch on the existing SKUs **within a product application**



## EXHIBIT 3: CANNIBALIZATION EFFECT DUE TO NEW PRODUCT LAUNCH



Dollar cannibalization impact based on the YoY revenue growth of products excluding new product