



Data-Driven Management Of Blue Detergent

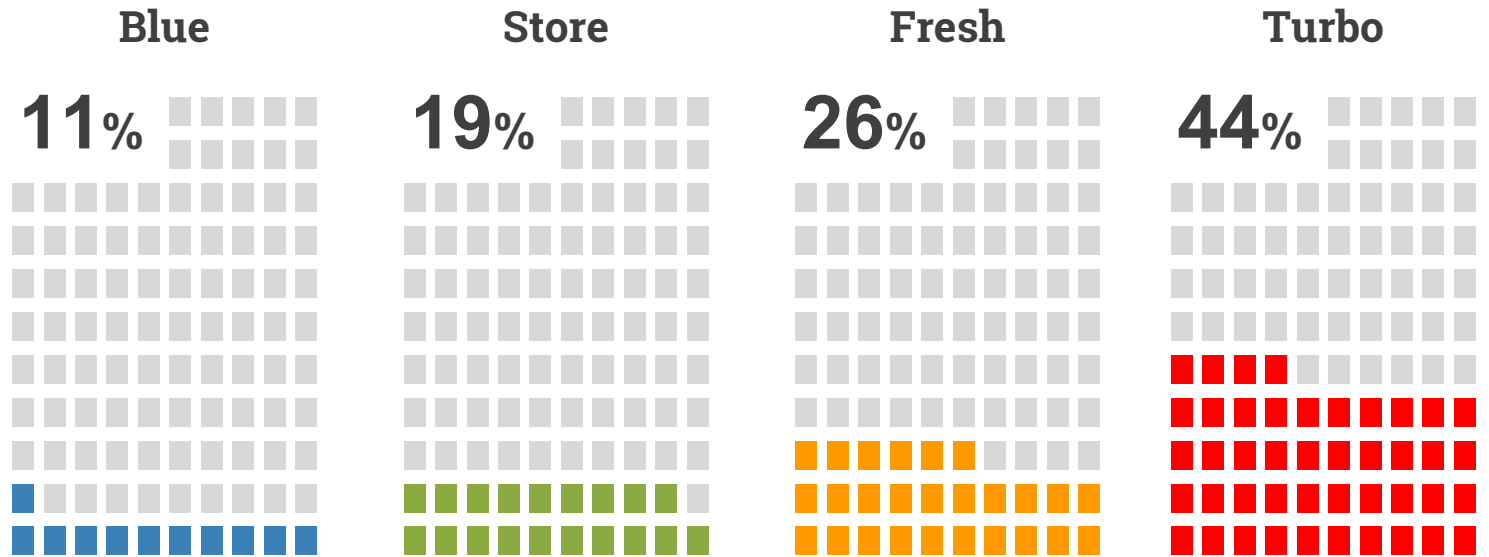
Kheng Horng Gan Edwin



Objective

- ◎ Create a feeling or experience.
- ◎ Rise to the top of the market.
- ◎ NEW Data-Driven Focus.

Blue vs. Competitors



Channel Price	\$7	\$6	\$8	\$10
Promotional Strategy	Average All Channels	None	Heavy Primarily TV	Heavy All Channels (Primarily Digital)
Target Placement	All Stores	All Stores	Grocery	Convenience

5 Factor Strategy

Based on consumer preferences.

Trade Channel Demand



Price Point Demand



Formulation Demand



Media Consumption



Brand Attribute Demand



60% of people prefer to pay \$5 or less.

Liquid is costs-effective and satisfies demand.

Based on consumer habits.

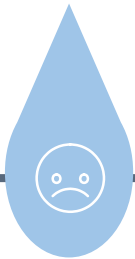
Odor Elimination attracts the most consumers.

Timeline

"Ivory Soap of Detergents"

Price: \$7.00
Formulation: Powder,
Liquid, Pods

2018



2019

New Formulation

Price: \$4.99
Formulation: Liquid



Same

Price: \$4.99
Formulation: Liquid

2020



2021

Same

Price: \$4.99
Formulation: Liquid



Formula Improvement

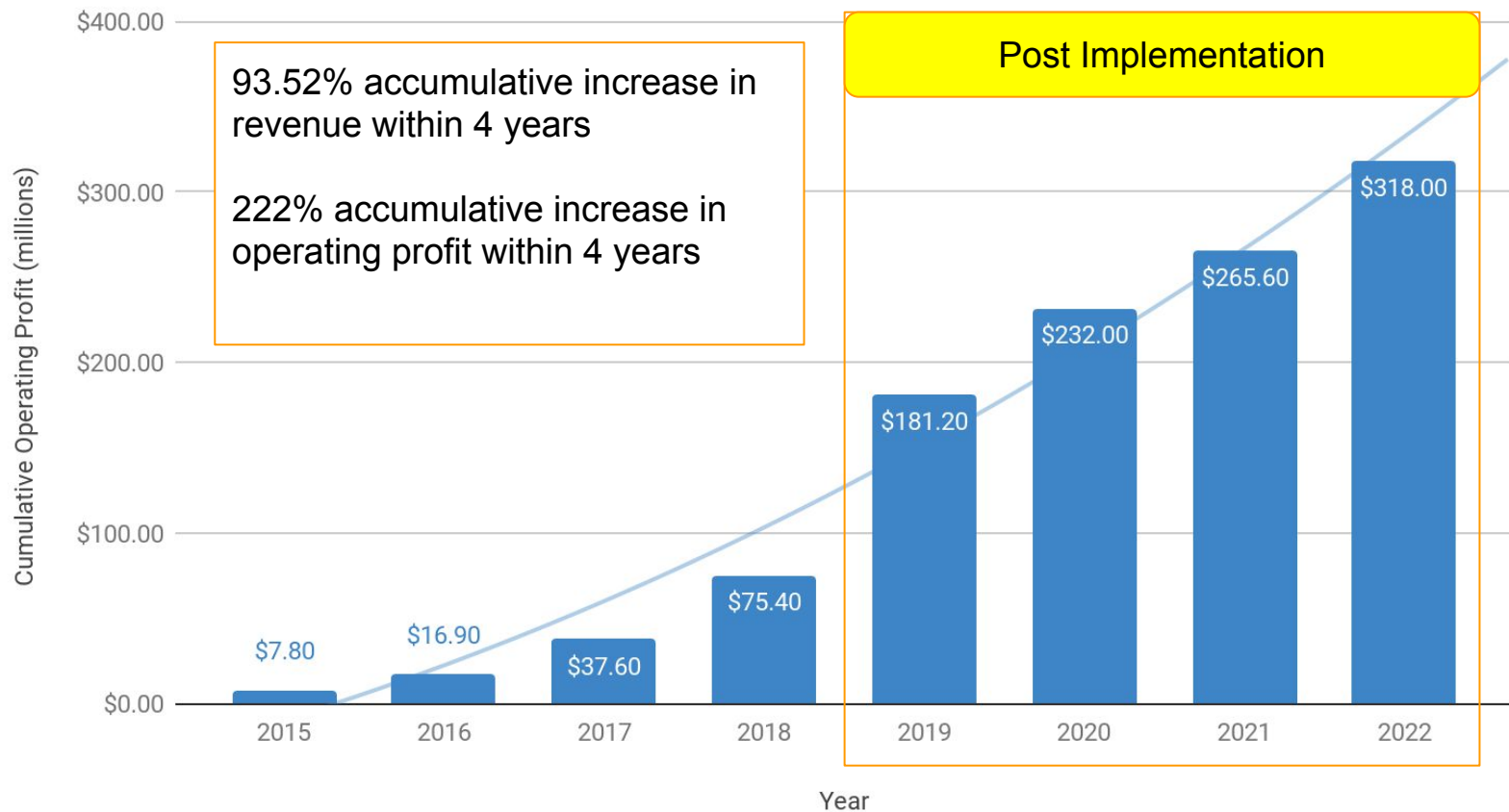
Price: \$4.99
Formulation: Pods

2022

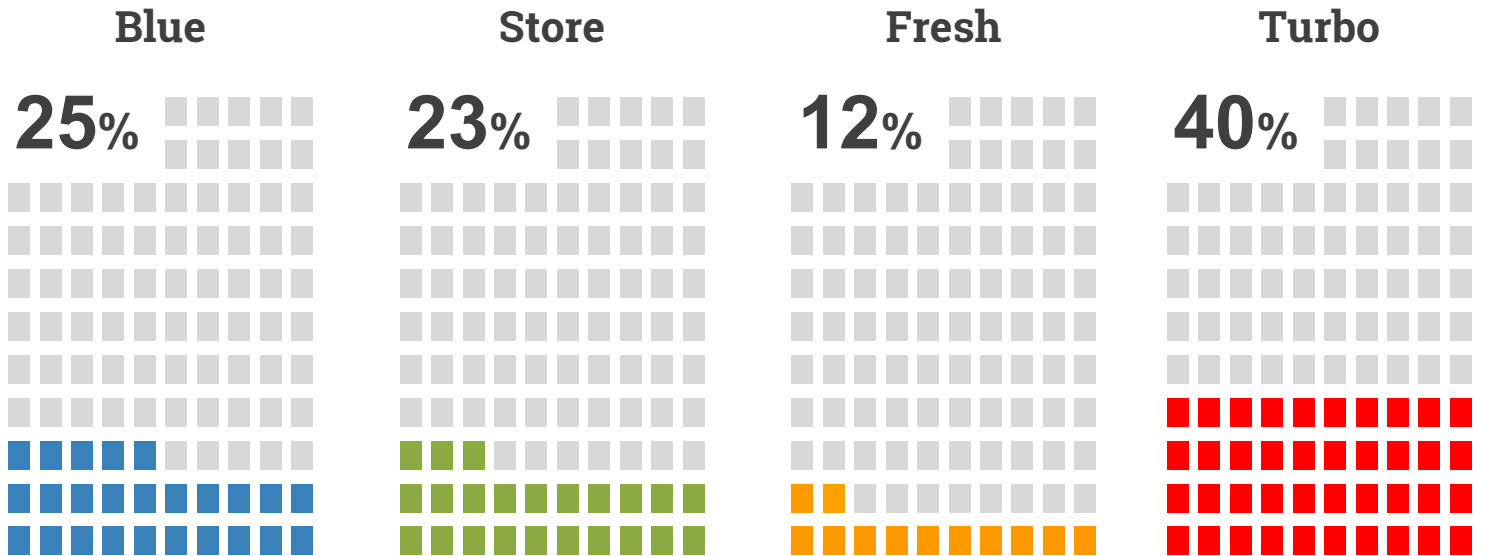


Cumulative Profits

Cumulative Operating Profit vs. Year



Blue vs. Competitors in 2022



Operating Profit	\$52 M	-\$28 M	-\$47 M	\$11 M
Brand Sales (in units)	76 M	69 M	36 M	121 M

A background pattern of a network graph with nodes and edges, rendered in light gray. The nodes are represented by small circles, some solid and some hollow, connected by thin lines. The overall pattern is dense and covers the entire slide.

1,509,336,682

Whoa! That's a big number, right?

Where we could be in 4 years

1,509,336,682\$ [+94%]

That's a lot of money

302,472,315 sales [+172%]

And a lot of sales

100%

Total success! 

Thanks!

Any questions?

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A decorative background featuring a network diagram. It consists of numerous nodes, represented by circles of varying sizes and shades of gray, connected by thin, light gray lines. Some nodes are highlighted with a blue outline, and a few are solid blue. The network is more densely packed on the left and right sides of the page, with the word 'Appendix' centered in the middle.

Appendix

Income Statement *(in \$US)*

	2015	2016	2017	2018	2019	2020	2021	2022
Revenue	\$178.2M	\$179.7M	\$196.7M	\$225.3M	\$419.1M	\$377.9M	\$334.1M	\$378.2M
Costs								
Variable Costs	\$53.5M	\$53.9M	\$59.0M	\$67.6M	\$188.7M	\$170.2M	\$150.5M	\$183.0M
Fixed Costs	\$87.0M	\$87.0M	\$87.0M	\$87.0M	\$87.0M	\$87.0M	\$87.0M	\$87.0M
Other Costs	\$30.0M	\$29.7M	\$30.0M	\$32.9M	\$37.6M	\$69.9M	\$63.1M	\$55.8M
Total Costs	\$170.5M	\$170.6M	\$176.0M	\$187.5M	\$313.3M	\$327.1M	\$300.6M	\$325.8M
Operating Profit	\$7.8M	\$9.1M	\$20.7M	\$37.8M	\$105.8M	\$50.9M	\$33.6M	\$52.4M
Cumulative Operating Profit	\$7.8M	\$16.9M	\$37.6M	\$75.4M	\$181.2M	\$232.0M	\$265.6M	\$318.0M

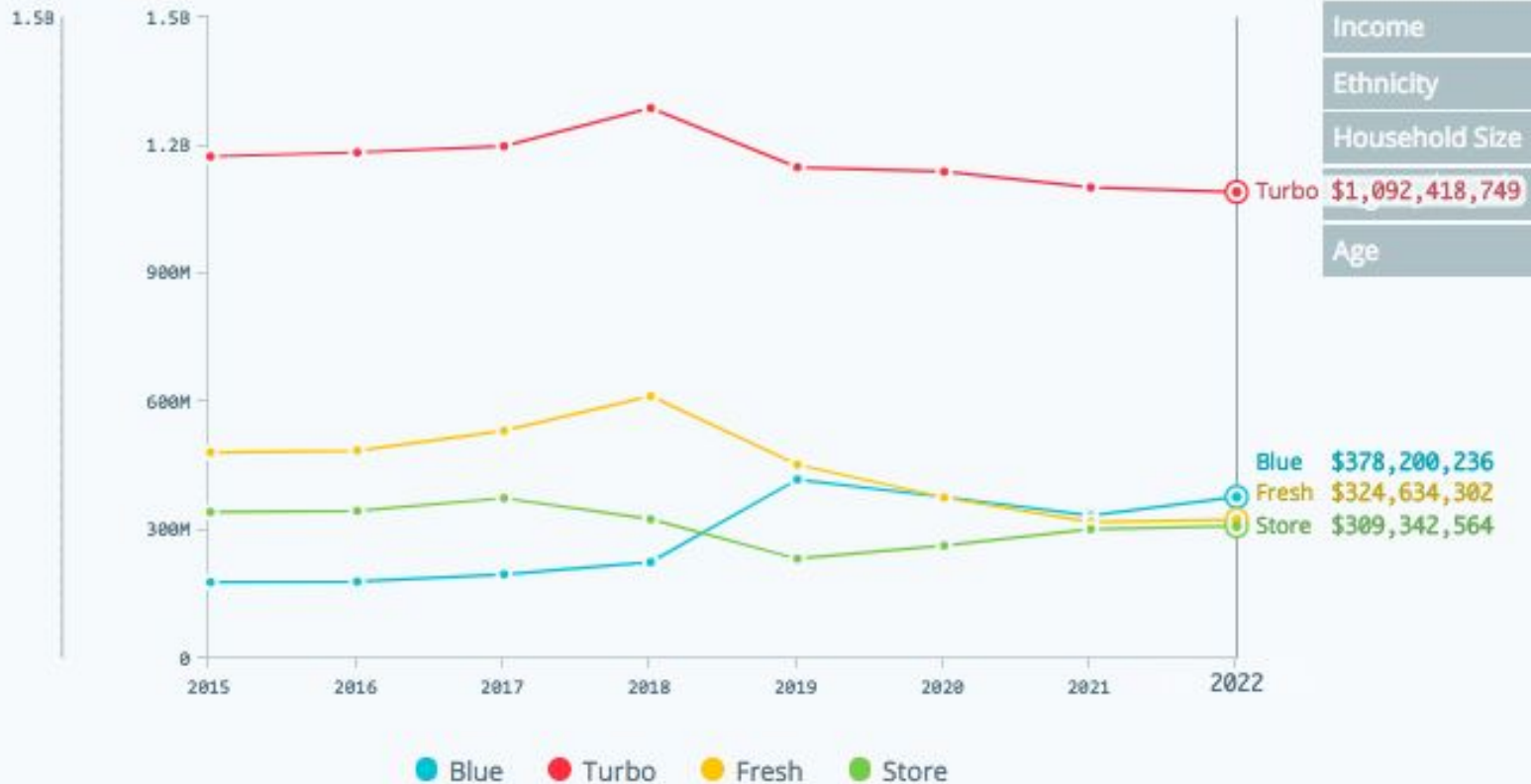
Decision History

	2019	2020	2021	2022
Units to Produce <i>(units)</i>	84.0M	76.0M	67.0M	76.0M
Channel Price <i>(per 100 loads)</i>	\$4.99	\$4.99	\$4.99	\$4.99
Formulation	Liquid	Liquid	Liquid	Pods
Product Features and Positioning	Odor elimination	Odor elimination	Odor elimination	Odor elimination
Trade Channel Spend				
Convenience	\$7.5M	\$14.0M	\$12.6M	\$11.2M
Club	\$7.5M	\$14.0M	\$12.6M	\$11.2M
Grocery	\$5.0M	\$9.3M	\$8.4M	\$7.4M
Mass	\$5.0M	\$9.3M	\$8.4M	\$7.4M
Total Trade Channel Spend	\$25.1M	\$46.6M	\$42.1M	\$37.2M
Media Spend				
Print	\$5.0M	\$9.3M	\$8.4M	\$7.4M
TV	\$3.8M	\$7.0M	\$6.3M	\$5.6M
Radio	\$1.3M	\$2.3M	\$2.1M	\$1.9M
Digital Ads	\$2.5M	\$4.7M	\$4.2M	\$3.7M
Total Media Spend	\$12.5M	\$23.3M	\$21.0M	\$18.6M

Revenue (in \$US)

Filters

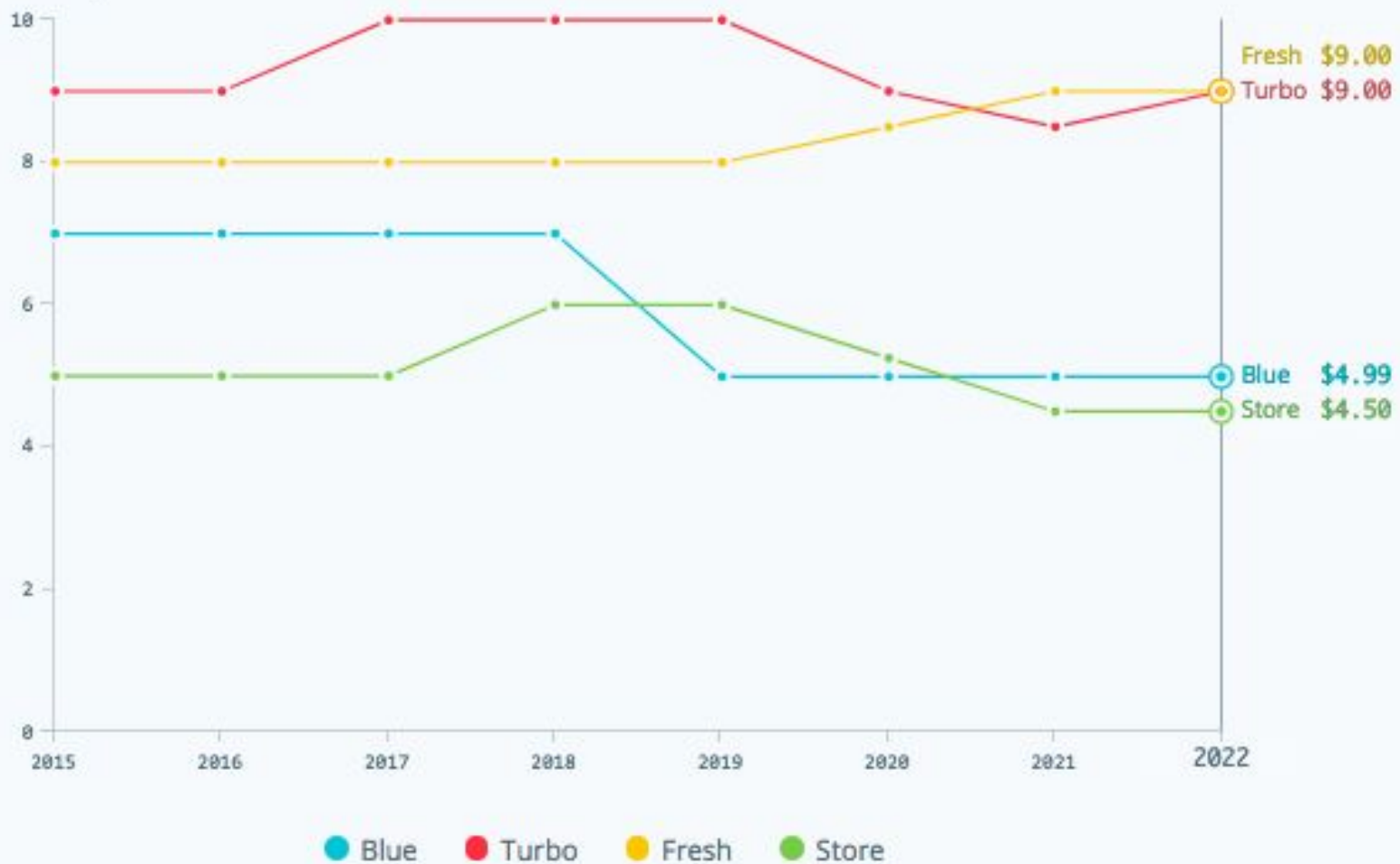
- Income
- Ethnicity
- Household Size
- Age

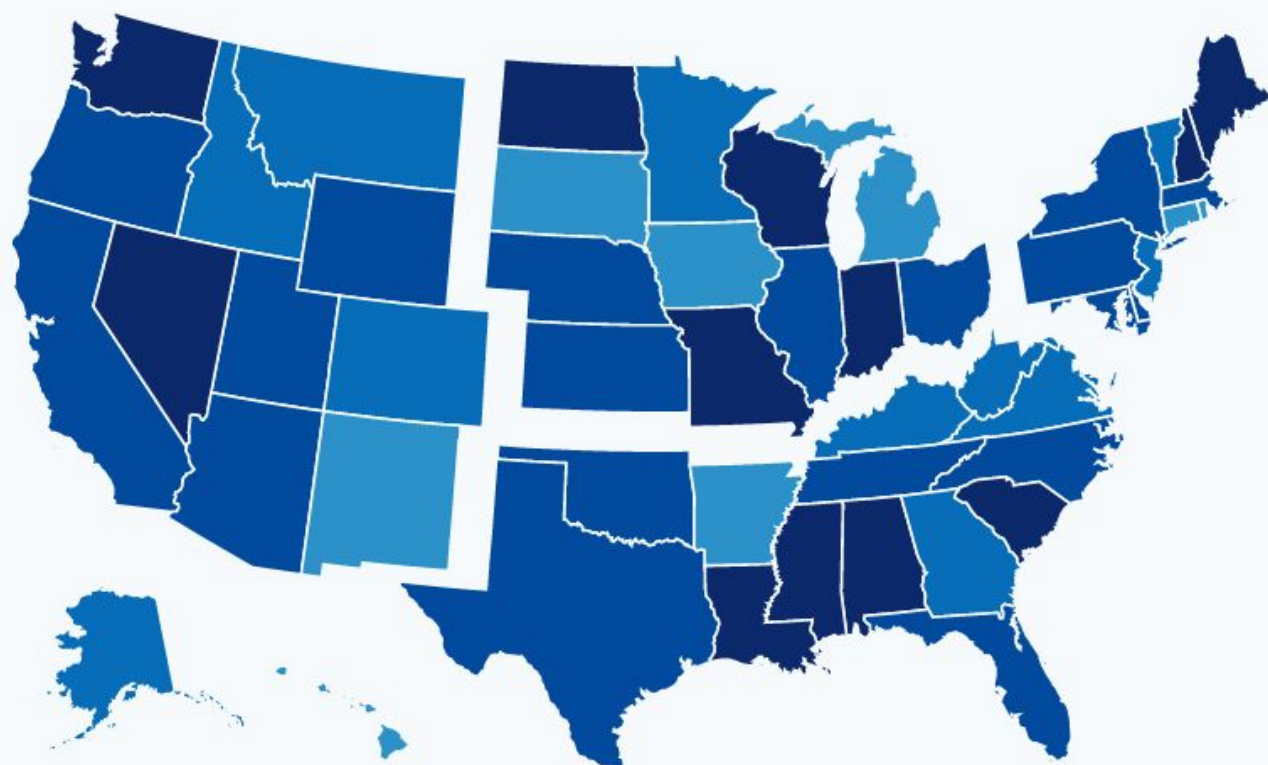


Market Share (in %)



Pricing (in \$US)





Filters

- Income
- Ethnicity
- Household Size
- Age



Unit Demand per Household by State



Social Sentiment Analysis

