

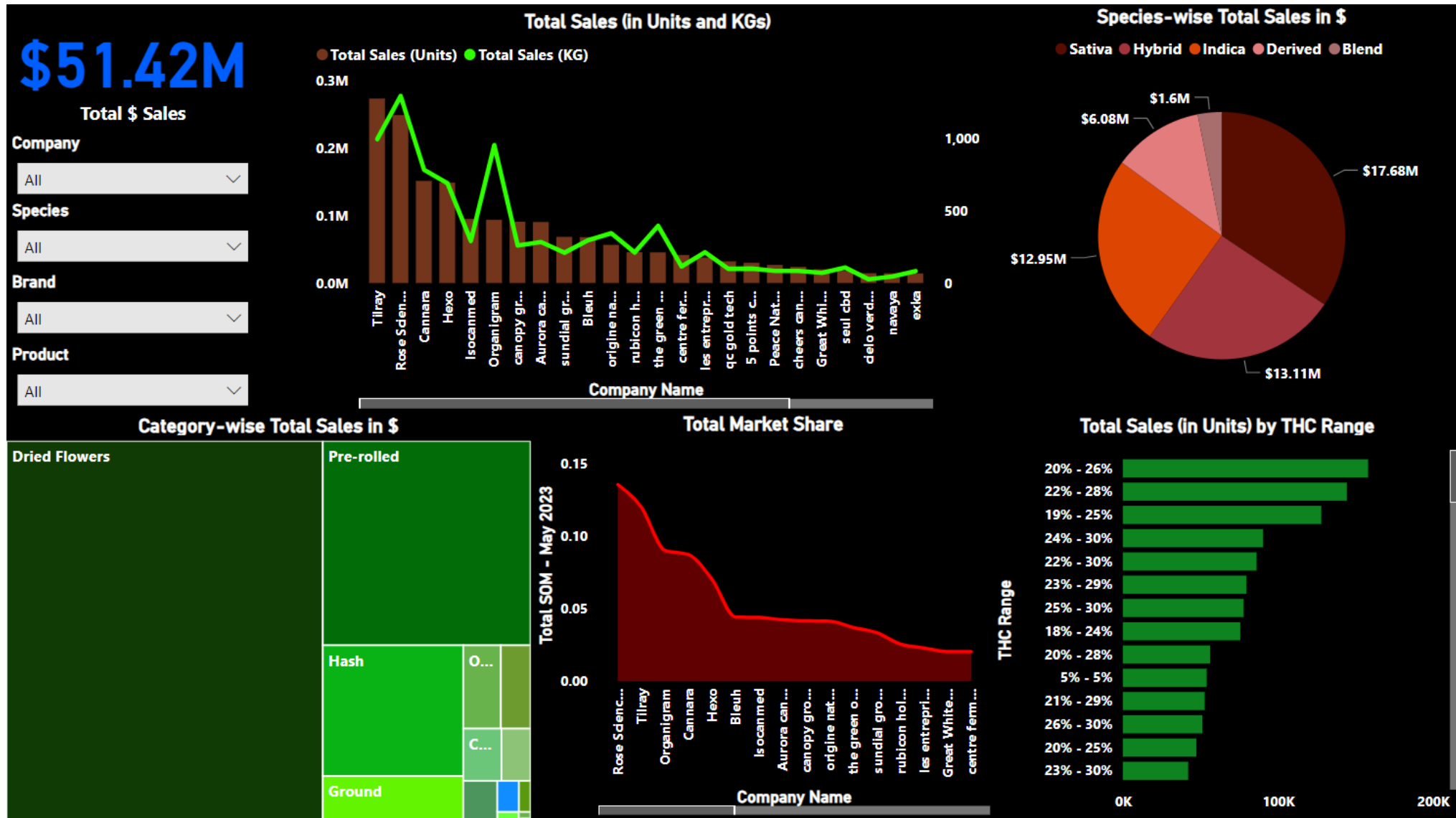
# ROSE LifeScience Inc.

## Case Study



Kapil Sharma

# Key Performance Indicators (KPIs) Dashboard

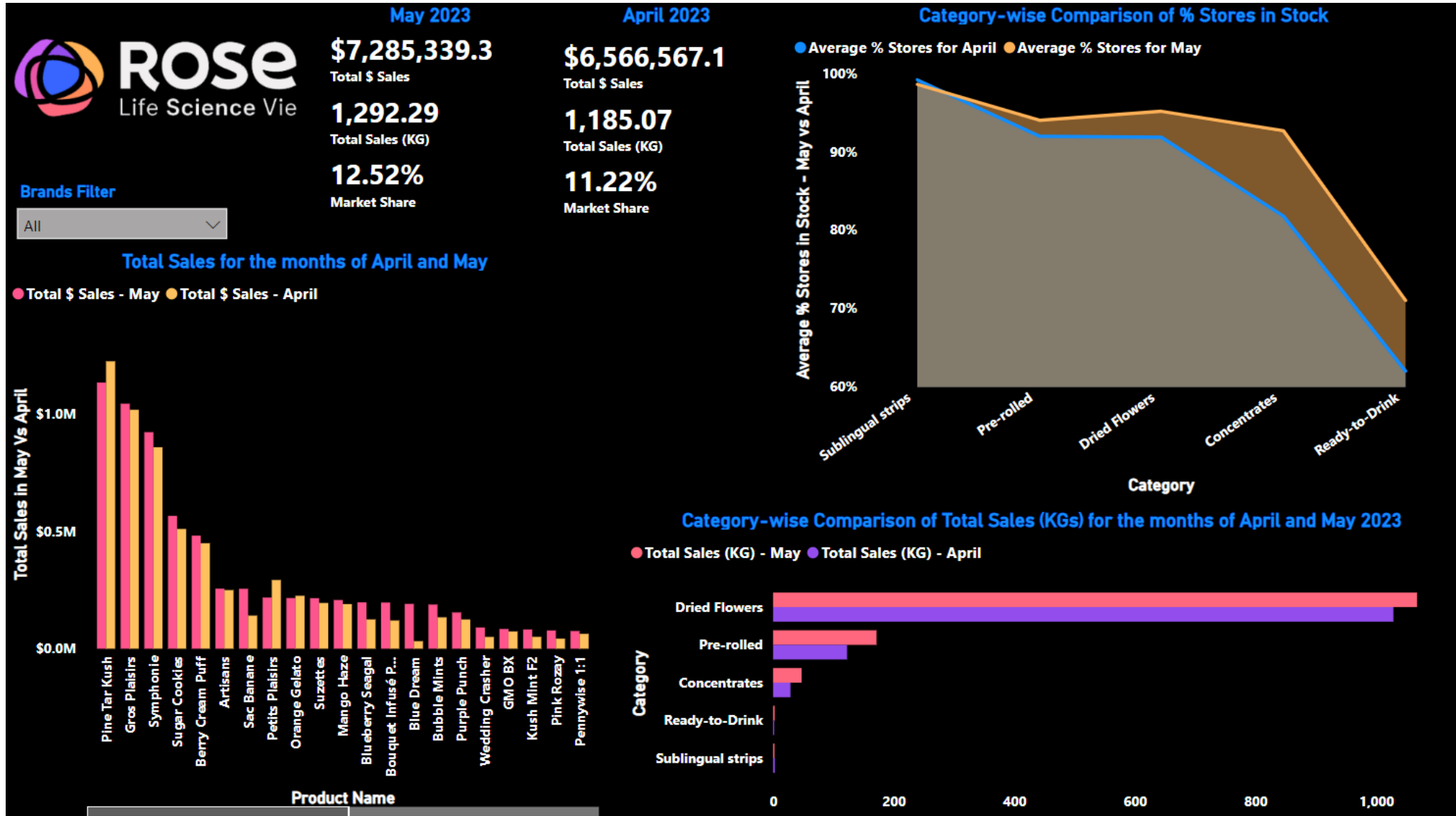


*\*The dashboard and all visualizations in it are made using May 2023 SKUs Dataset provided by the company.*

# Key Performance Indicators (KPIs) for Cannabis Market



# Performance Drivers Dashboard



# Performance Drivers for Rose LifeScience Inc.



## Market Demand Analysis:

1. *Total Sales Increase:* There is an increase in total sales from \$6,566,567.1 in April to \$7,285,339.3 in May, which is a growth of 10.95%.
2. *Market Share Growth:* The market share also increased from 11.22% in April to 12.52% in May, which is a growth of 11.58%.

Both these factors indicate that there is an increasing demand for ROSE's products.

## Product Availability (Product Supply):

1. *Category-wise Stock Levels:* The average percentage of stores in stock showed a slight decrease for "Dried Flowers" and "Pre-rolled". This could indicate a higher demand or a lower supply for these categories.
2. *Category-wise Sales Comparison:* Total sales (KG) increased for all categories with "Dried Flowers" having the highest sales volume. This could indicate a preference for this category among the customers.

Based on the above analysis, Dried Flowers and Pre-rolled category products should be supplied more to meet the increasing demand in the market.

# Cannabis Purchasing Cost in Quebec



The Price at which majority of Quebec consumers are purchasing their cannabis is -

April 2023	May 2023
<b>\$30.6</b> Mode Price per Unit	<b>\$30.6</b> Mode Price per Unit
<b>\$8.74</b> Mode Price per Gram	<b>\$8.74</b> Mode Price per Gram

# Best Cannabis KPI



If I had access to all the Quebec Cannabis data in the world, I would build the below important Marketing KPIs:

1. Customer Acquisition Cost (CAC)
2. Retention Costs
3. Customer Life Time Value (LTV).

These KPIs will enable the company to analyze and closely monitor their marketing spend and will help them to decide how much to spend on attracting and retaining customers.

# Tilray's May Performance Review Dashboard



## Total \$ Sales KPI Tracker

**\$6.21M** ✓  
Previous Month: \$5.70M (+9%)

## Market Share KPI Tracker

**13.75%** !  
Previous Month: 13.81% (-0.4%)

## Difference in Sales (May vs April)

Brands	Unit Sales	KG Sales	Dollar Sales	Market Share Diff
Solei	3528	5.02	\$52,103.1	0.000851
Good Supply	19243	62.09	\$361,219.2	0.000260
La Batch	784	21.95	\$106,310.4	0.000229
Dubon	597	0.81	\$9,537.4	-9.356018E-5
Everie	107	0.06	\$579.8	-0.000139
Broken Coast	-129	0.38	\$3,223.4	-0.000374
Riff	-1464	-2.09	-\$20,412.9	-0.001283
Total	22666	88.22	\$512,560.4	-0.000548

### Brands Filter

- ☐ Broken Coast
- ☐ Dubon
- ☐ Everie
- ☐ Good Supply
- ☐ La Batch
- ☐ Riff
- ☐ Solei

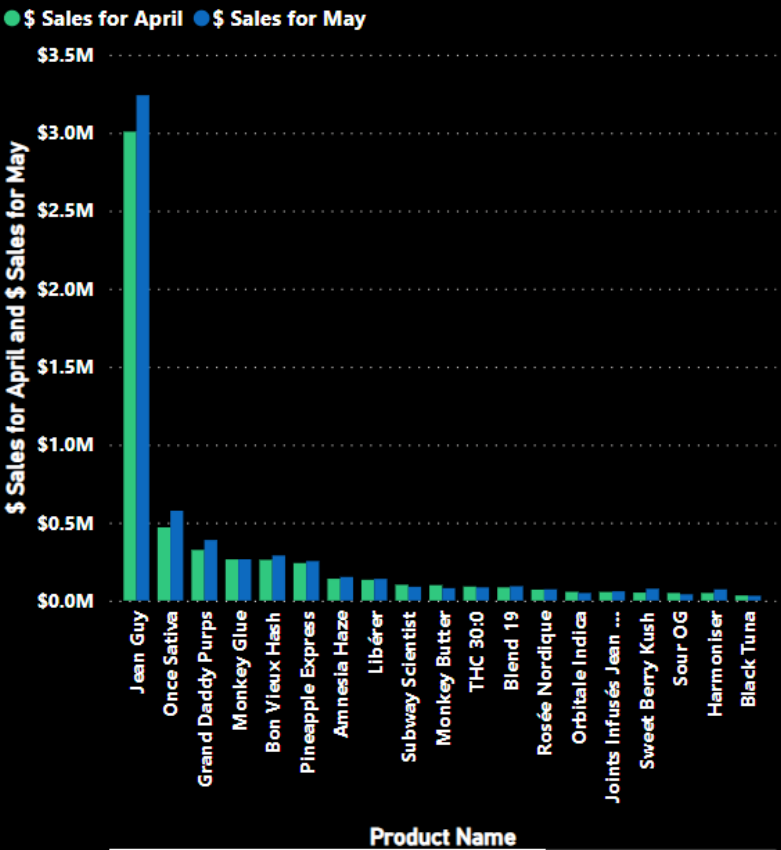
### Category Filter

- ☐ Capsules
- ☐ Concentrates
- ☐ Cooking Ingredients
- ☐ Decarb powder
- ☐ Dried Flowers
- ☐ Edibles
- ☐ Ground
- ☐ Hash

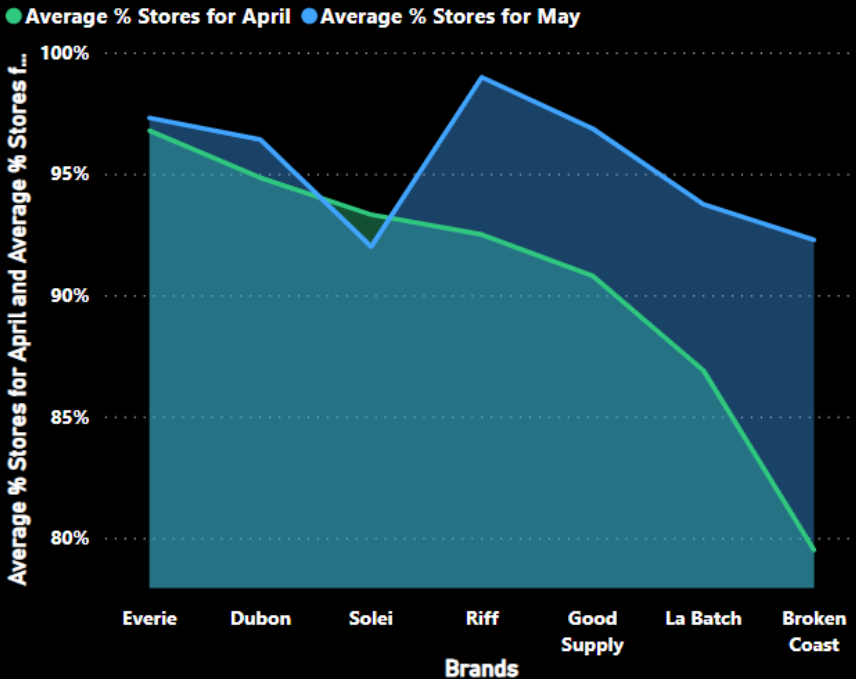
### Species Filter

- ☐ Blend
- ☐ Derived
- ☐ Hybrid
- ☐ Indica
- ☐ Sativa

## Product-wise Total \$ Sales Comparison



## Brand-wise Comparison of % Stores in Stock





# Tilray's May Performance Review

## Key Insights

- Increase in total sales by 9%, surpassing the goal of \$5.70M by 9%.
- Decrease in Market share by 0.45%.
- Brands with positive growth in market share: Solei, Good Supply, La Batch, Dubon, and Broken Coast.
- Brands with negative growth in market share: Riff, Dubon, Everie, and Broken Coast.
- Best performing products: Jean Guy, Once Sativa and Grand Daddy Purp.
- New product launch in Solei brand.
- Increase in supply of Riff, Good Supply, La Batch, and Broken Coast branded products, indicating increase in sales for those brands.

## Recommendations

- Analyze competitors' strategies during May. Investigate the reasons behind Riff's poor performance and consider revising its marketing or production strategies.
- Enhance supply chain efficiency to ensure popular products are always available.



# What caught your attention

While doing this exercise, building dashboards, and generating insights about the cannabis industry, I found some really interesting facts which caught my attention:

1. While cannabis is mostly related with generating 'High' or with 'stimulating' effects, cannabis has a lot of medicinal benefits as well. Depending on the strain, the dosage and the individual, both CBD (Cannabidiol) and THC (Tetrahydrocannabinol) compounds present in cannabis can help an individual in multiple ways.
2. Cannabis can be categorized into a lot of different segments and come in a lot of different formats. Some of the categories which are new to my knowledge are sublingual strips and ready-to-drink formats.

