



IMPACT FROM DAY 1



*Project Portfolio – Strategic Applications for National
Paints Group*

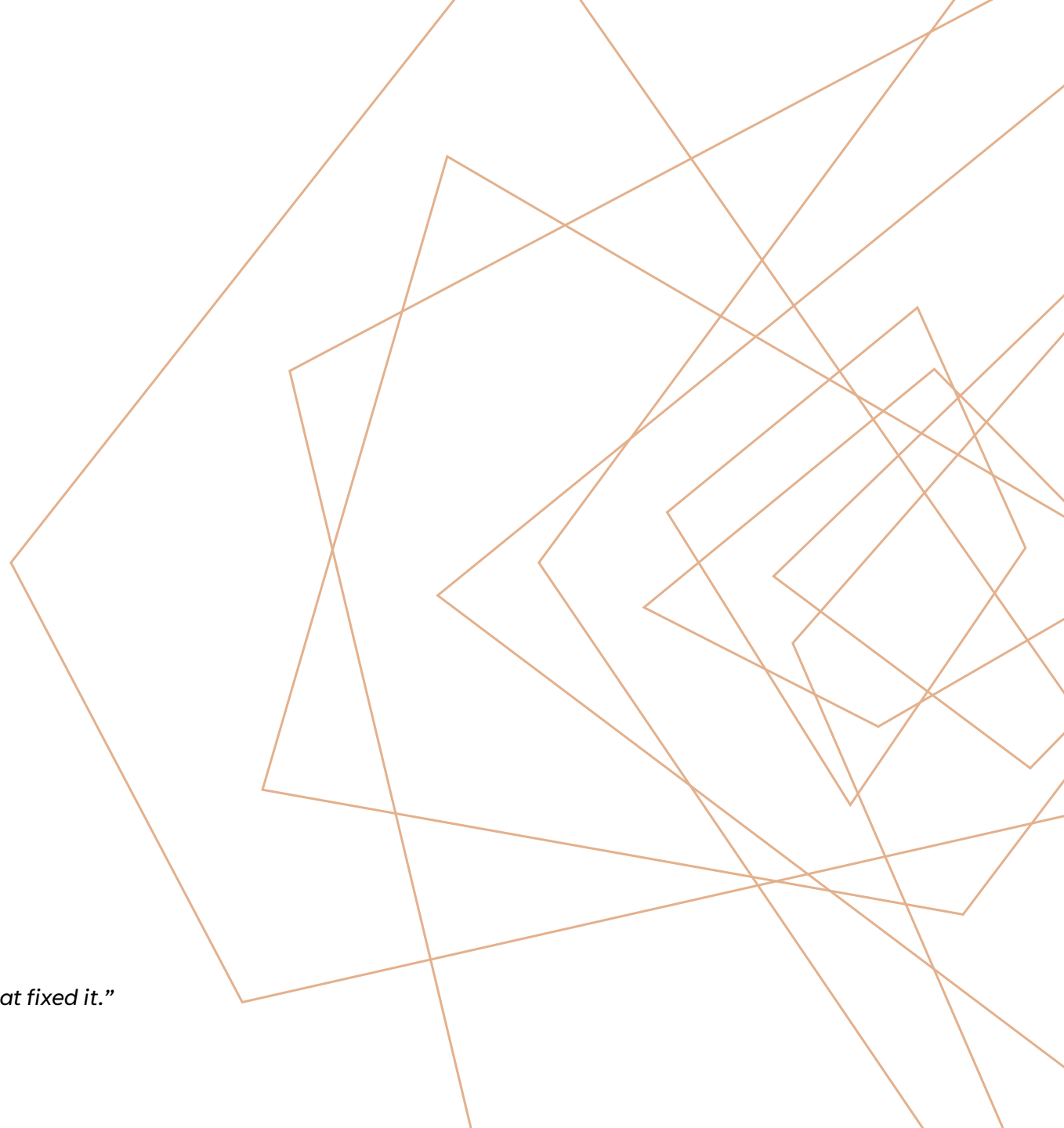


SUMMARY

This portfolio presents 4 real-world projects—each tested in live business contexts and fully adaptable to National Paints Group.

It demonstrates how I can contribute to your **market research, channel performance, and product strategy** from Day 1.

“I don’t just study the market — I’ve built tools and made decisions that fixed it.”



How This Portfolio Aligns with National Paints Group's Needs



Market Research

Consumer behaviour analysis, competitor benchmarking, trend scanning



Data Analysis

Dashboards, clustering models, profitability simulators



Field Intelligence

Store visits, retailer interviews, channel bottleneck identification



KPI Development & Performance Insights

Adaptable KPI frameworks (Power BI, Python)

"...monitor marketing trends, perform fieldwork, and deliver research & reporting..."
— From National Paints Group Job Description

PROJECTS

KSA Market Entry Research

Regional analysis, market sizing, regulatory insights

SKU Profit & Investment Planning Tool

Unit economics, financial modeling, pricing simulation

HR KPI Dashboard → SKU Performance Dashboard

Business intelligence, KPI design, cross-domain logic

Clustering Market Segments

Customer segmentation, product mapping, smart insights

Each project has been successfully implemented in real business contexts and is immediately adaptable to your organization.

Tools Used:

Excel · TradeMap · Regulatory Datasets (SFDA) · Competitive Benchmarking

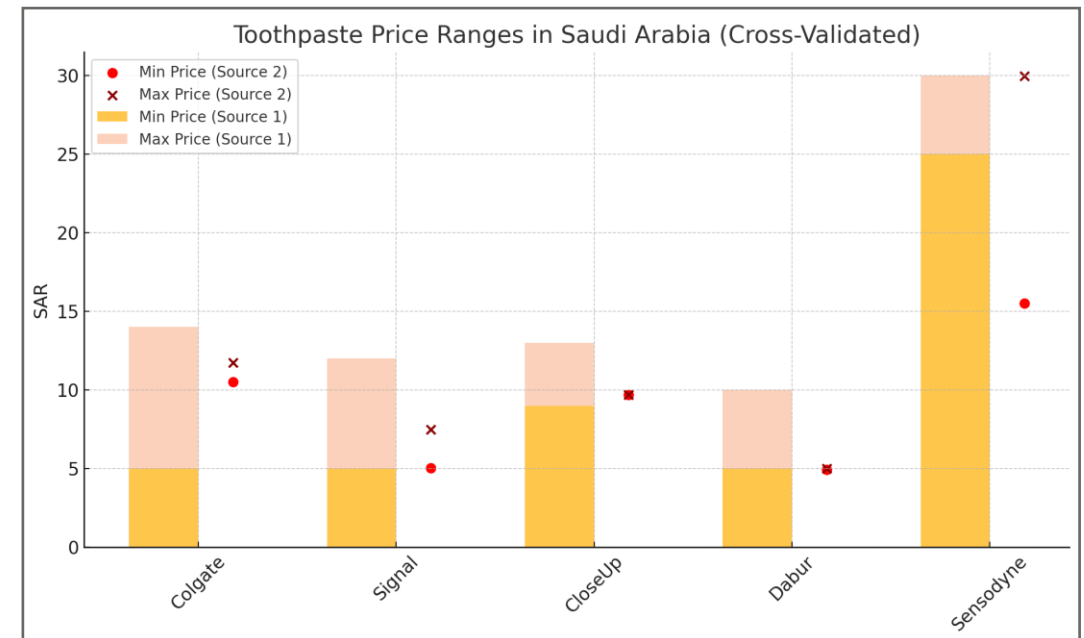
Key Outcomes:

- Designed full export readiness roadmap aligned with Saudi regulations
- Analyzed pricing bands and competitor positions using live market data
- Identified optimal B2B outreach channels and local compliance shortcuts

Relevance to National Paints Group:

Framework can be directly reused for entering Gulf or North African paint markets with new or regionalized lines.

1. KSA MARKET ENTRY RESEARCH – ORAL CARE & FUNCTIONAL PRODUCTS



❑ Tools Used:

Python · Streamlit · Excel · Linear Programming

❑ Key Outcomes:

- Built simulator to visualize profit margins by batch size and packaging volume
- Enabled breakeven and investment scenario modeling per SKU
- Informed strategic batch planning for initial FMCG production cycles

❑ Relevance to National Paints Group:

Can be applied to model paint unit costs, format profitability, or investment logic for seasonal campaigns.

2. SKU PROFIT & INVESTMENT PLANNING TOOL



Batch Size vs. Profit

Line graph illustrating profitability across batch sizes.

Point highlighted where expenses equal revenue, profit zero.

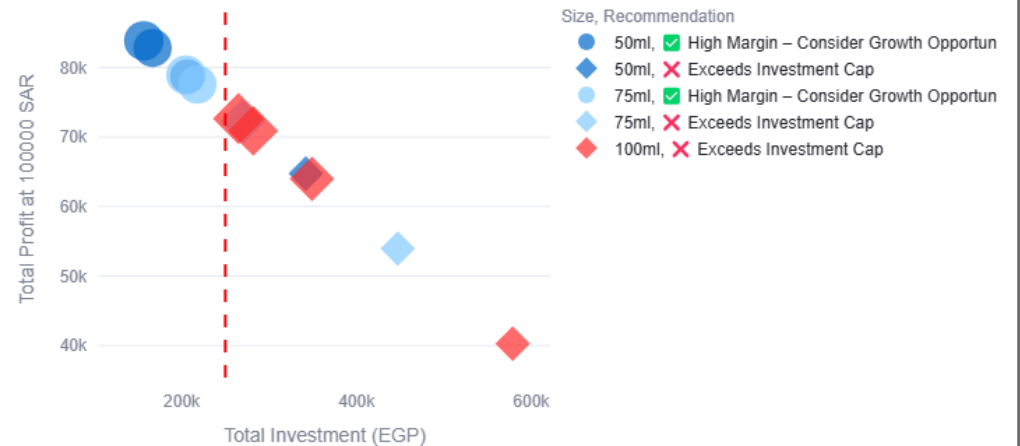
Break-even Analysis



Investment Forecasting

Simulated scenarios aiding strategic investment and financial planning.

Total Profit vs Investment (Cap = 250,000 EGP)



Tools Used:

Power BI · DAX · Power Query

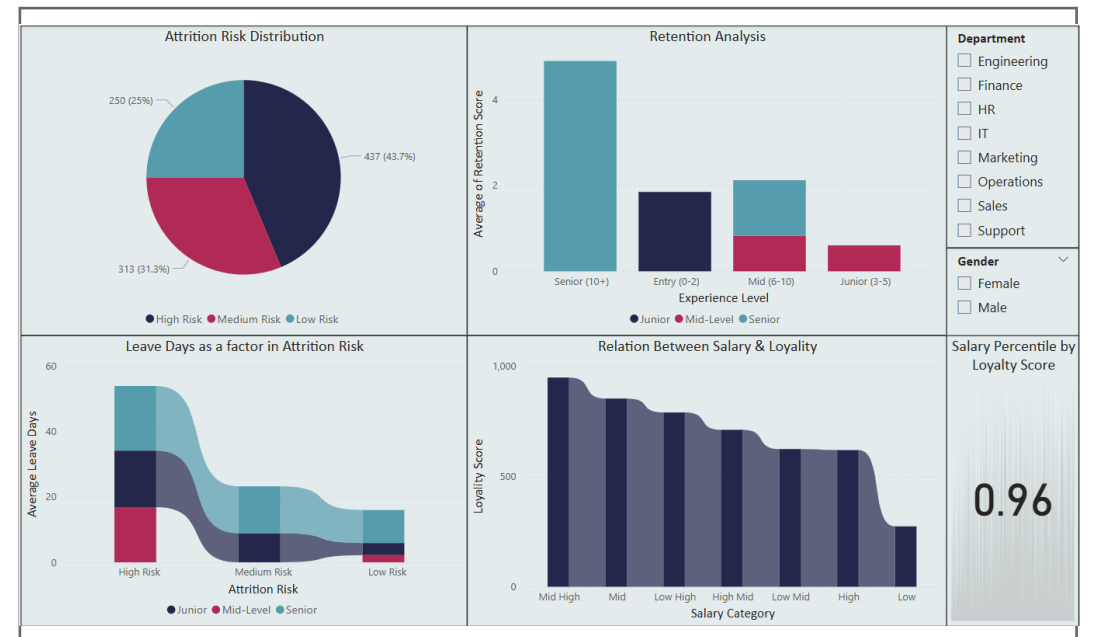
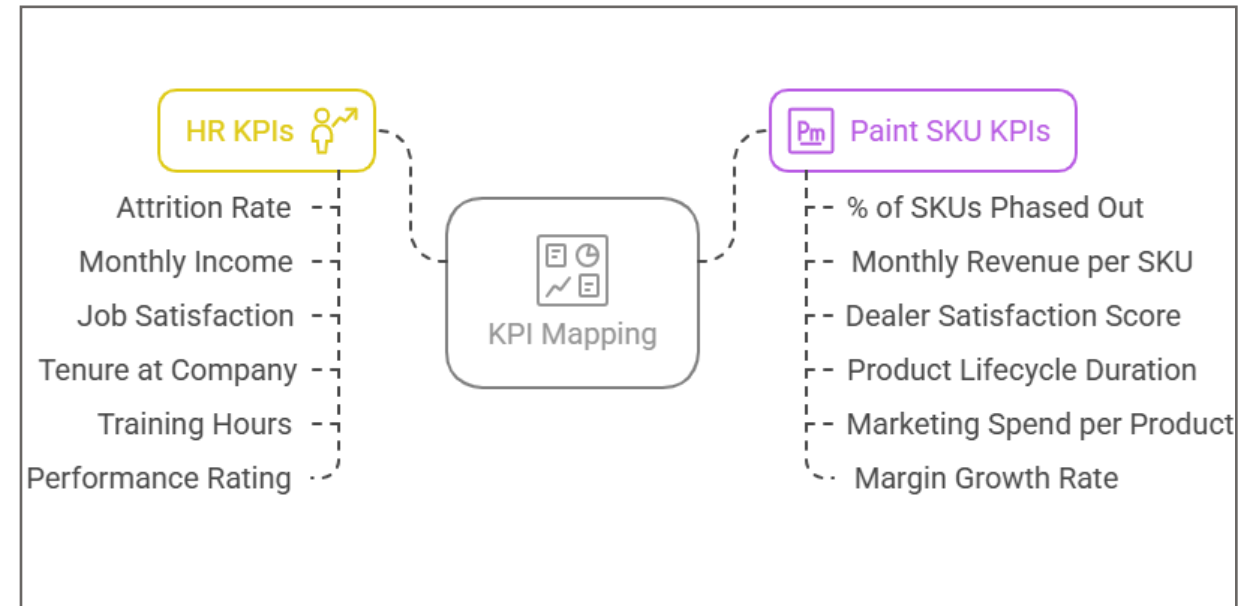
Key Outcomes:

- Created interactive KPI dashboard originally for HR analytics
- Translated key metrics into SKU-focused insights (e.g., attrition = SKU phase-out)
- Enabled dynamic filtering by performance, geography, or lifecycle

Relevance to National Paints Group:

A ready template to monitor SKU, store, or sales team performance with real-time dashboards.

3. KPI DASHBOARD → SKU PERFORMANCE DASHBOARD



Tools Used:

Python · TF-IDF · KMeans · PCA · Plotly · LSA

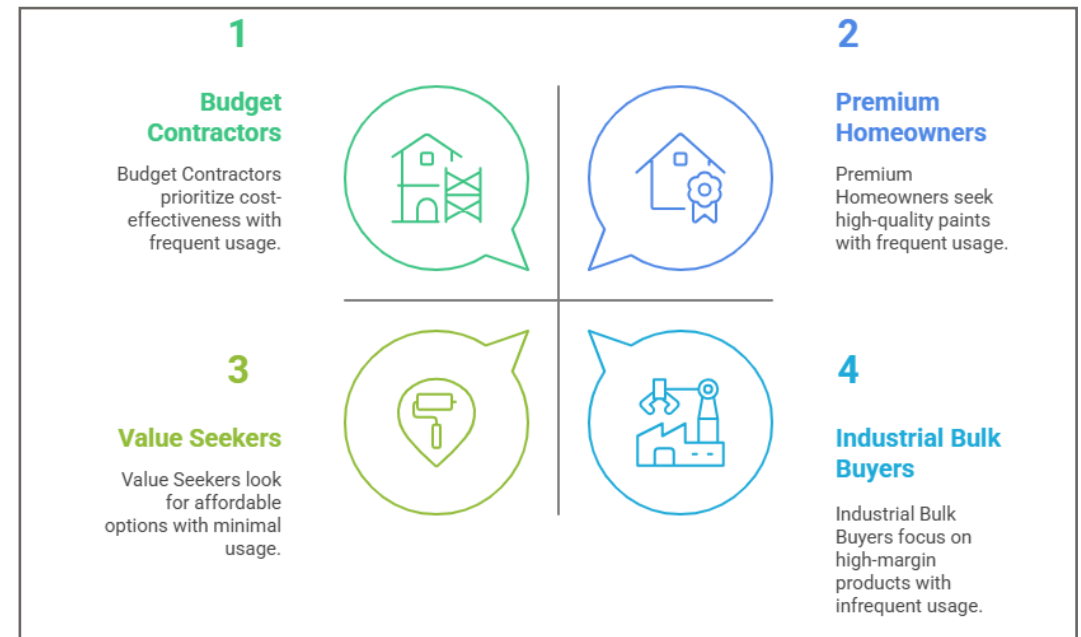
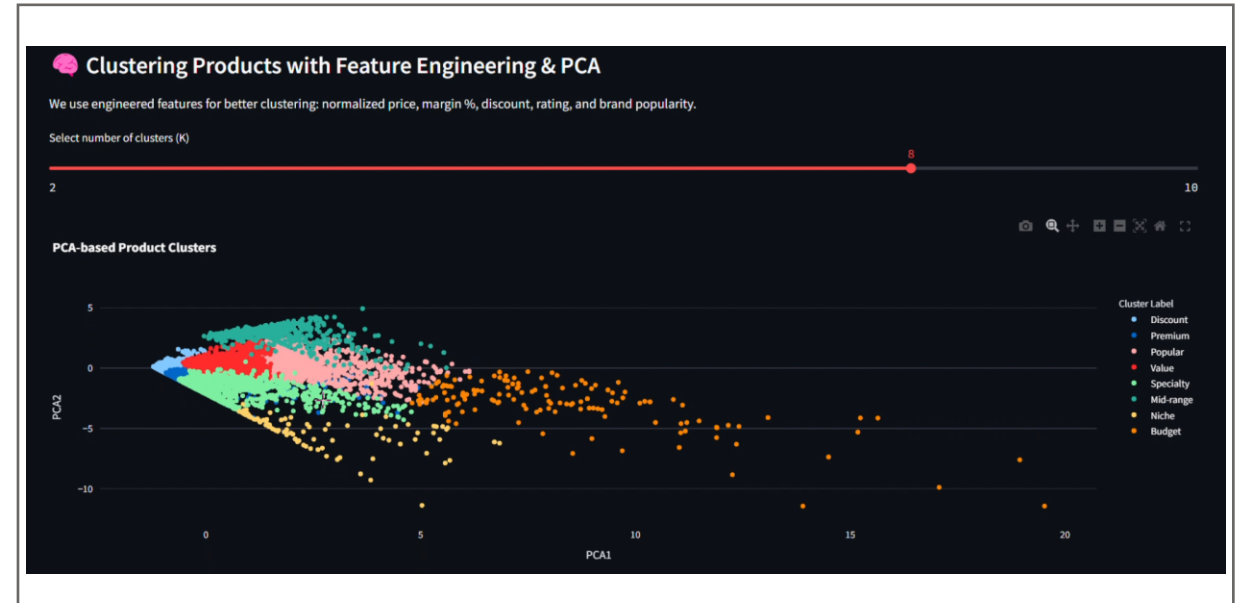
Key Outcomes:

- Used clustering to segment products by margin, price sensitivity, and behavior
- Applied NLP to group products based on feature-rich descriptions
- Delivered dashboard-ready insights to tailor marketing and pricing strategy

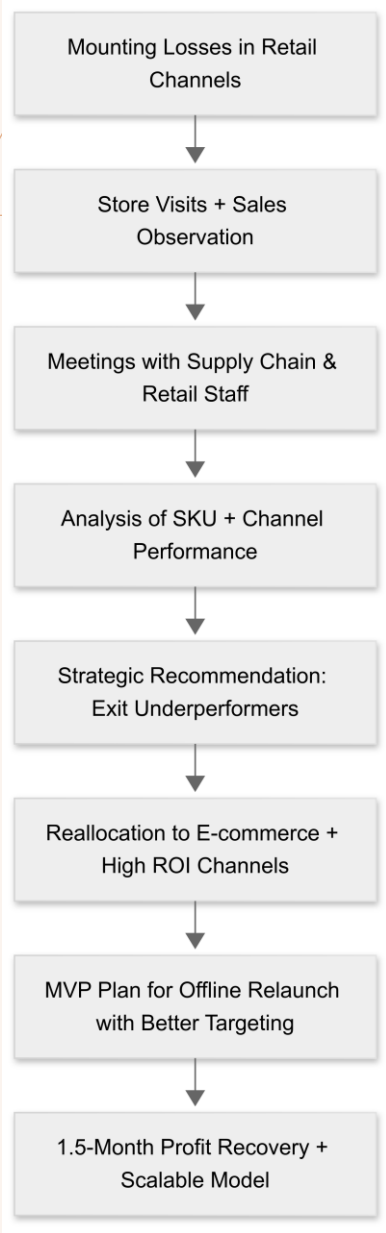
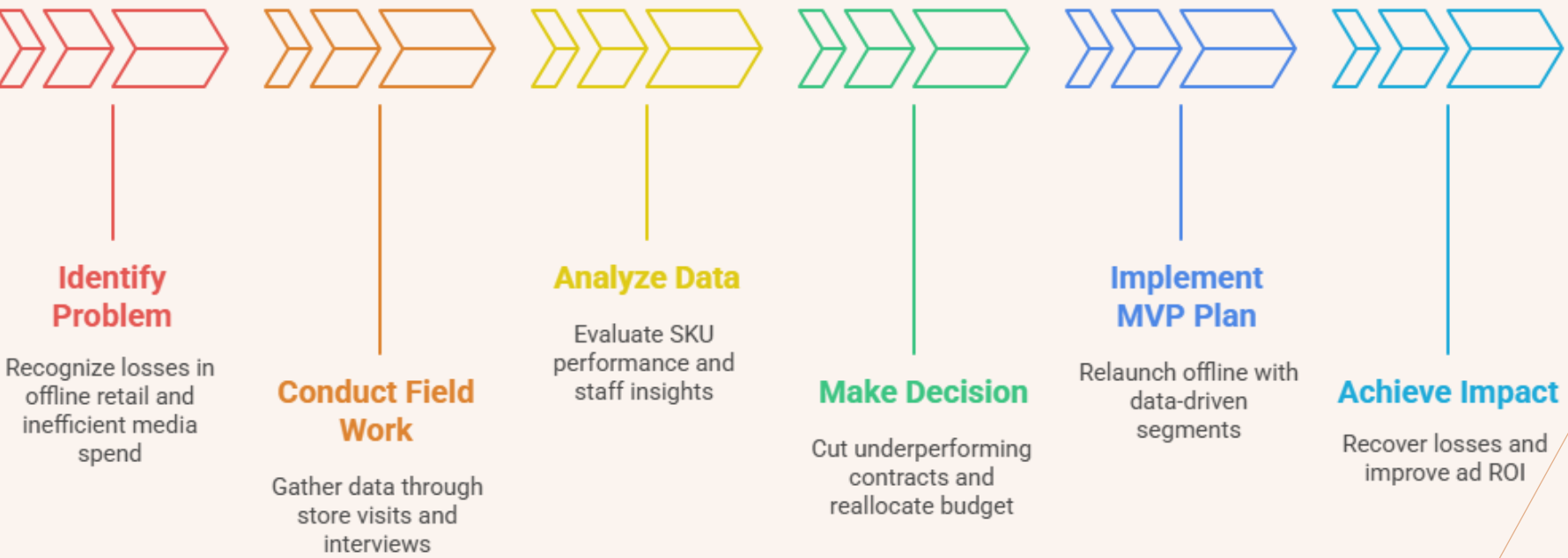
Relevance to National Paints Group:

Perfect fit to cluster decorative vs. industrial users, price bands, or promotional sensitivity across paint SKUs.

4. CLUSTERING MARKET SEGMENTS



CHANNEL TURNAROUND STRATEGY- FROM FIELD RESEARCH TO PROFIT RECOVERY (RECENT SUCCESS STORY)



Flowchart with Mermaid

A series of thin, light brown lines forming an abstract geometric pattern in the top left corner of the slide. The lines intersect to create various triangular and polygonal shapes.

THANK YOU

This Is Just the Start.

“This portfolio reflects what I can contribute today — but the real value lies in what we can build next.”

From consumer research to performance dashboards, from product analysis to market expansion — I’m ready to support National Paints Group across **implementation, field operations, and regional strategy.**

Mahmoud Ali