



Nestlé

Introduction:

Nestle, a leading global food manufacturer, boasts a vast portfolio of over 8,500 brands and 30,000 products. Established in 1866 and headquartered in Vevey, Switzerland, Nestle operates 500 factories across five continents, employing over 200,000 individuals worldwide.

Objective:

Our primary focus is on Nestle Australia, aiming to support the Research and Development department in analysing the performance of current products. The goal is to provide the department with valuable insights to aid in decision-making for business expansion. To achieve this objective, I will develop a product comparison dashboard that will present:

- ➔ Total sales trends per product over the last three years
- ➔ Monthly sales trends
- ➔ Products generating the highest and lowest revenue
- ➔ Regions with the highest and lowest sales figures
- ➔ Key insights derived from sales data.



NESTLE PRODUCTS DASHBOARD

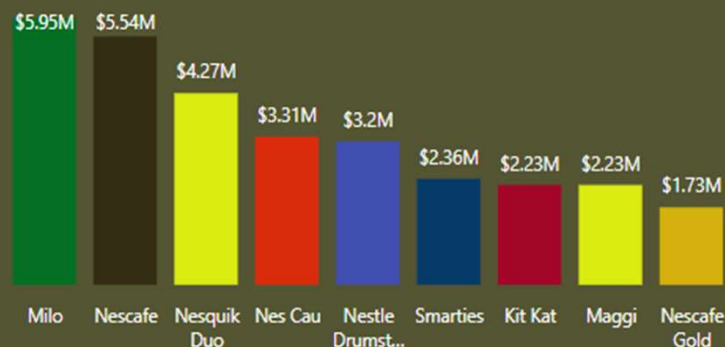
Product Name

- ☐ Kit Kat
- ☐ Maggi
- ☐ Milo
- ☐ Nes Cau
- ☐ Nescafe
- ☐ Nescafe Gold
- ☐ Nesquik Duo
- ☐ Nestle Drumst...
- ☐ Smarties

Sales Locati...

- ☐ Australian C...
- ☐ New South ...
- ☐ Northern Ter...
- ☐ Queensland
- ☐ South Austra...
- ☐ Tasmania
- ☐ Victoria
- ☐ Western Aus...

Total Sales Per Product



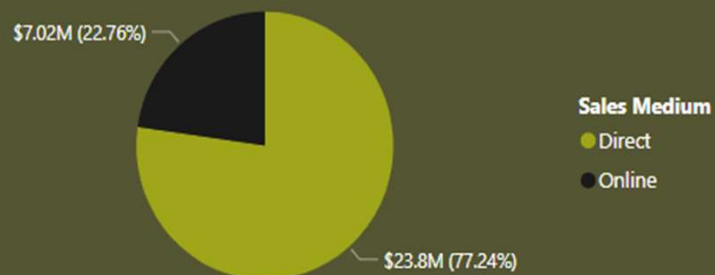
Product with the Max Revenue-Milo

\$5.95M

Product with the Min Revenue -N Gold

\$1.73M

Sum of Total Revenue by Sales Medium



Monthly Sales Trend



Min Sales -Western Australia

\$485.13K

Max Sales-South Australia

\$5.51M

Sales Location



Diagram 1.1

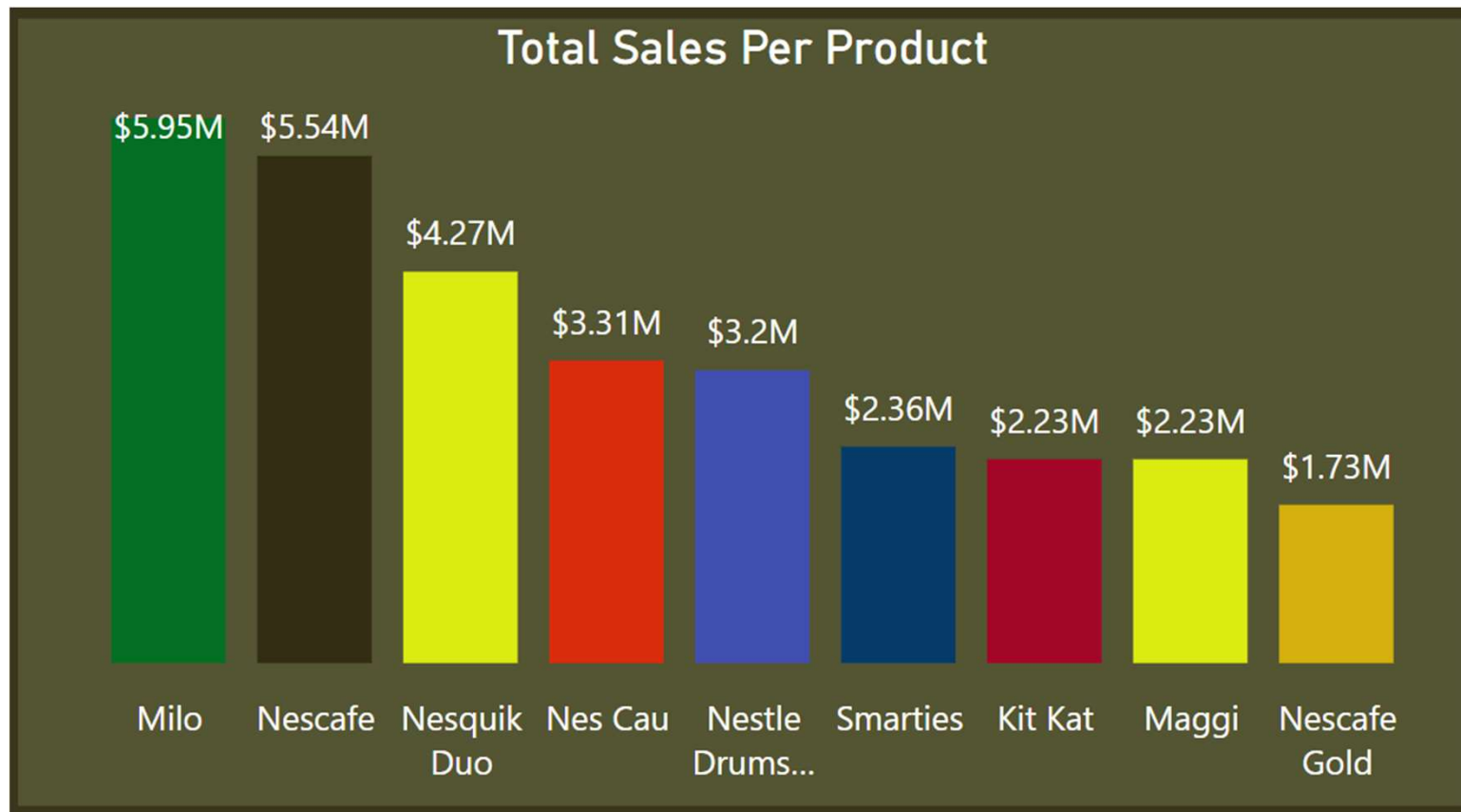


Diagram 1.2



Diagram 1.3

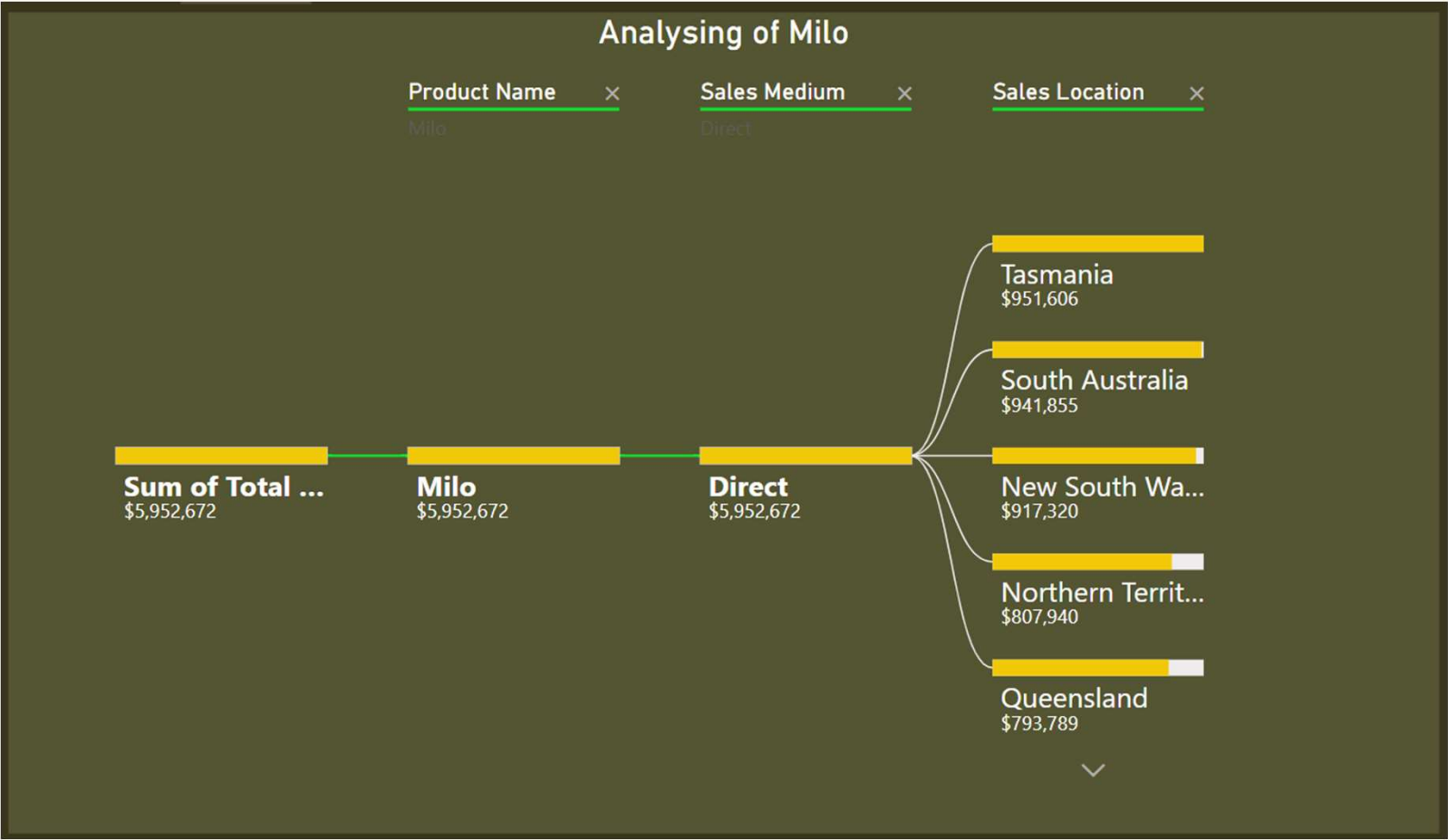


Diagram 1.4

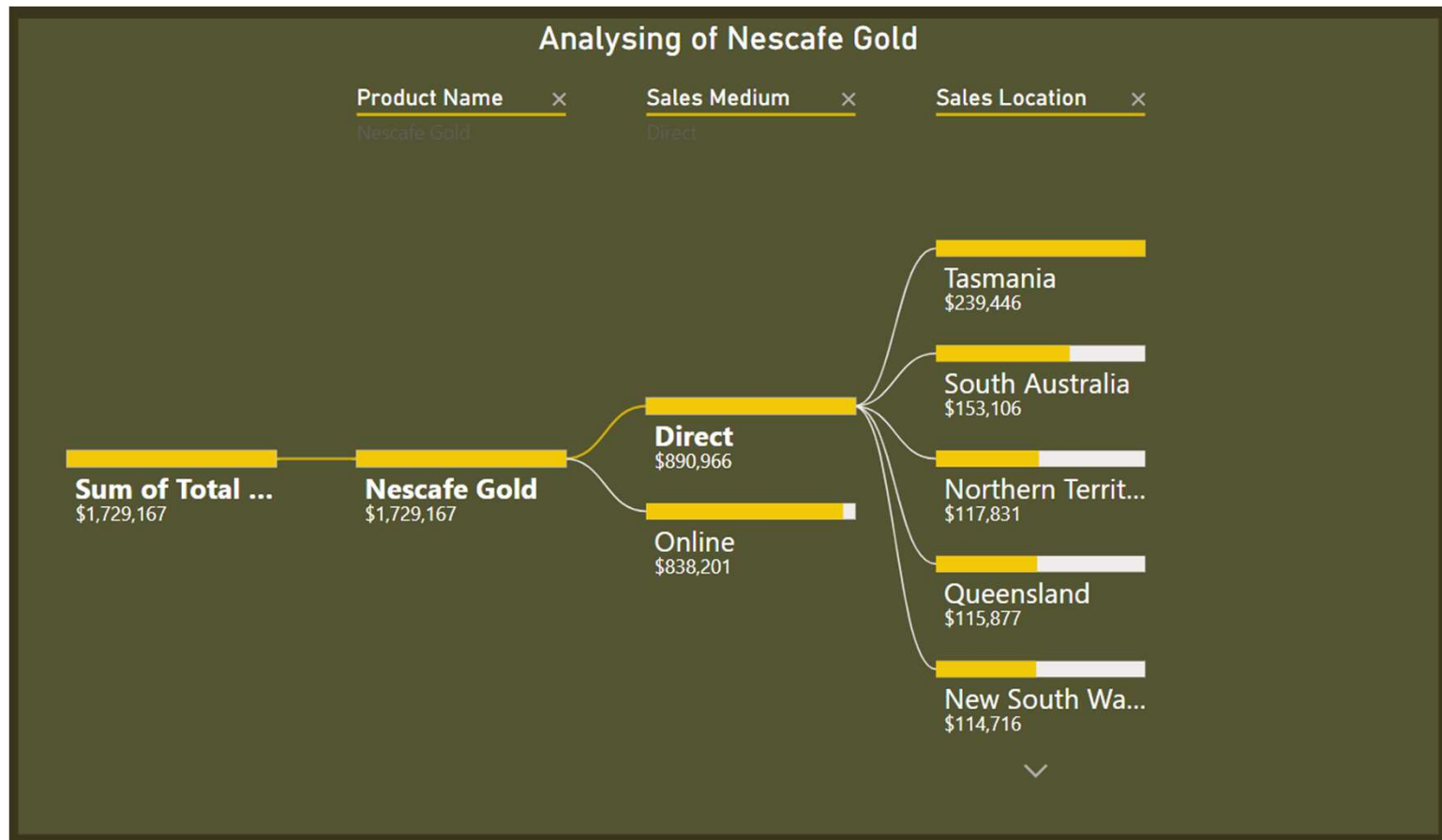


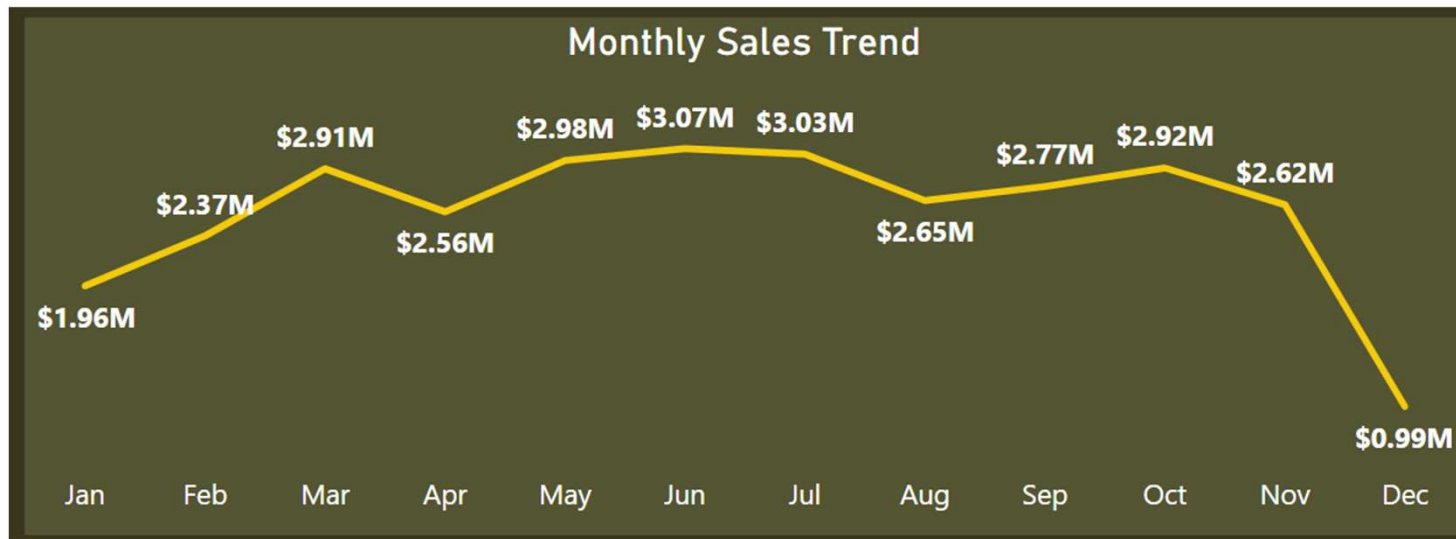
Diagram 1.1 illustrates the sales/revenue trend over the past three years, with Milo being the top revenue contributor and Nescafe Gold at the bottom, as shown in Diagram 1.2. Milo accounted for 19.31% of total revenue, with Tasmania contributing 15.99%, followed closely by South Australia at 15.82%. Western Australia had the lowest contribution at 2.2%. Sales for Milo were entirely through direct channels. Nescafe Gold contributed 5.61% of total revenue, with Tasmania being the top contributor at 23% and Western Australia at 1.15%. Direct sales accounted for 51.53% of Nescafe Gold's revenue, while online sales made up 48.47%.

Diagram 1.5



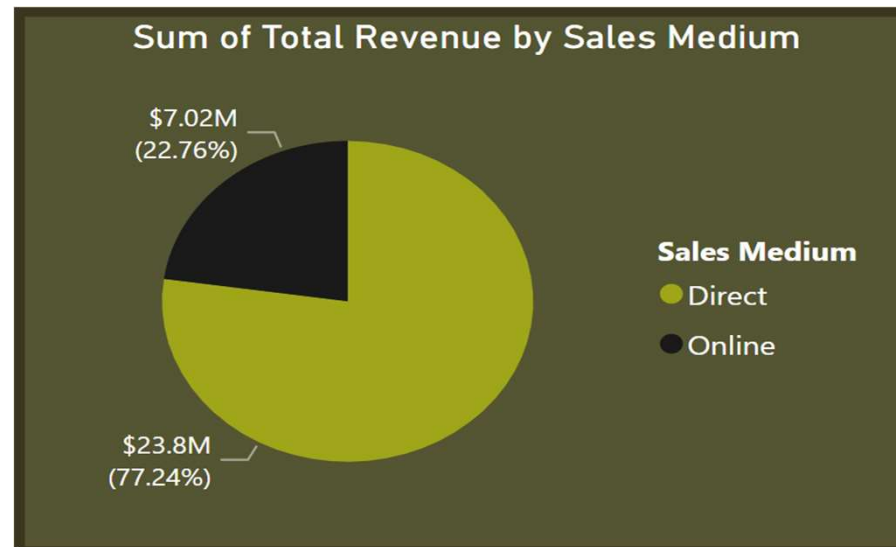
South Australia contributed the most revenue with 17.87% contribution also keenly followed by Tasmania with 17.46% and Western Australia contributing the list with 1.57%

Diagram 1.6



The sales data indicates that January 2018 marked the beginning of sales for the Australian entity. There was a consistent upward trend with slight declines in April and August. The sales remained relatively stable from March to July and in September and October. However, a noticeable decline in sales began in November.

Diagram 1.5



This chart reveals that the primary method of sales is through direct channels, accounting for 77.24%, while online sales make up 22.76% of the total sales.

Sales Location



Insight and Proposed Recommendation:

Product Focus: The data shows that Milo is the top-selling product, indicating strong demand in the market. To build on Milo's success, it is suggested to increase promotion and expand its market reach. Furthermore, considering the idea of introducing a new product based on Milo's ingredients like chocolate and malt powder could result in a companion product to Nescafe Gold. This approach targets the audience that prefers Milo, aiming to attract them to the new product.

Optimizing Sales Channels: the business can gather that focusing on strengthening direct sales channels may be a key strategy for expansion. It should also consider investing in and improving online sales channels to reach a wider audience and boost sales, especially during expansion and new product launches. Specifically, focusing on increasing online sales for Milo, Nesquik duo, and Nestle Drumstick, which had online sales results of 0, 2, and 2 respectively, is crucial.