**FMCG Portfolio Project – Excel Analysis & Net Revenue Management**

**🧠 Project Overview**

The world of Fast Moving Consumer Goods (FMCG) is a dynamic and competitive space that significantly impacts our daily lives. In this project, I dove into the operations of top FMCG brands like **Coca-Cola**, **Nivea**, and **Lay’s** by analyzing a comprehensive dataset and performing a complete market analysis.

The objective was to understand the performance of brands and categories by calculating **market share**, identifying **growth drivers**, and applying **Net Revenue Management (NRM)** principles to uncover actionable insights.

**📊 Key Analyses Performed**

* **Market Share Calculation**  
  Identified each brand’s performance in terms of volume and value relative to competitors.
* **Promotion Effectiveness**  
  Used VLOOKUP and PivotTables to correlate promotional periods with spikes in sales.
* **Price-Volume Relationship**  
  Analyzed the elasticity between pricing strategies and sales trends.
* **Forecasting**  
  Projected future sales based on historical patterns and promotions.
* **Net Revenue Management (NRM) Buckets**  
  Segmented findings into growth opportunities: Price, Mix, Promo, Pack, and Channel.

**🛠️ Excel Tools & Functions Used**

* PivotTables & PivotCharts
* VLOOKUP(), IF(), INDEX/MATCH
* Data cleaning with Power Query
* Forecast Sheet for trend analysis
* Conditional Formatting for insights
* Slicers & Timelines for interactivity