# Case Study Report

**Project Title:** Financial Impact Analysis of IPL-Themed Packaging Strategy
**Company:** PureVibe Co.
**Date:** November 18, 2025
**Analysis Prepared By:** [Tanmay Chouhan]-----**1. Executive Summary**

This report presents a cost-benefit analysis for the proposed marketing campaign to launch Indian Premier League (IPL) co-branded packaging for PureVibe Co.'s 'PowerSip' and 'HappyGrow' health drinks. The financial analysis covers a six-month period from January to June.

The primary finding is that the campaign is **highly profitable**. The project is projected to generate **₹86.61 million** in new, incremental contribution (profit) over the six-month period. After subtracting the total project-specific costs of **₹40.01 million**, the campaign is expected to deliver a **net positive financial impact of ₹46.60 million**.

**Recommendation: GO.** It is strongly recommended to proceed with the investment. The campaign is a financially sound strategy that effectively leverages a high-visibility event to drive significant sales growth and profitability, far outweighing the initial costs.-----**2. The Business Problem**

PureVibe Co. intends to capitalize on the widespread popularity of the upcoming IPL season by launching special-edition packaging. This initiative is designed to achieve three key strategic objectives:

- Increase sales volume for both 'PowerSip' and 'HappyGrow' through enhanced consumer appeal.
- Enhance overall brand visibility and attract a new segment of customers during a peak consumption period.
- Justify a strategic price increase for both products (from ₹135 to ₹140 for PowerSip, and from ₹60 to ₹70 for HappyGrow).

The finance team requested a detailed financial forecast to ensure the project's return on investment (ROI) would fully justify the significant new costs associated with new packaging design, ad preparation, and a substantial incremental advertising budget.-----**3. Data & Methodology**

The analysis was conducted by processing and modeling data from 12 separate CSV files. The methodology involved three key, interdependent phases:

**Phase 1: Data Cleaning & Preparation (ETL)**
The raw sales data (*Data.csv*) was provided in an unstructured text format (e.g., `//Month1//\#N\#City\_Chennai//PRD-PowerSip//...`).

- This raw text was parsed using the *Data Format.csv* file as a structural key.

- Key dimensions (Month, Region, City, Product) and measures (Old Quantity, New Quantity) were extracted into a structured table (*Sales Quantity.csv*).
- Lookup files (*Details.csv*) were used to map abbreviations (e.g., 'Month1' to 'January', 'N' to 'North') to their full names.

**Phase 2: Financial Modeling**
A complete financial model was built to compare the baseline "Old Plan" against the "New Plan."

- **Revenue:** Calculated as [Quantity] x [Price per Unit] for both plans, using the old and new prices from *Assumption.csv*.
- **Variable Costs:** Modeled as the sum of Raw Materials, Packaging, and Processing.
  - **Raw Materials:** Calculated per-unit cost from the product recipes and material prices in *Assumption.csv*.
  - **Packaging:** Applied the cost of ₹2/unit (Old Plan) vs. **₹3/unit (New Plan)**, reflecting the 50% increase for the co-branded design.
  - **Processing:** Applied the standard ₹8/unit cost for both plans.
- **Contribution:** Calculated as [Total Revenue] - [Total Variable Costs]. This was done for both plans, resulting in *Contribution_Old.csv* and *Contribution_New.csv*.

**Phase 3: Cost-Benefit Analysis**
The final analysis (*Cost-Benefit Analysis.csv*) synthesized the models to determine the project's net impact.

- **Incremental Contribution (The "Benefit"):** [New Plan Contribution] - [Old Plan Contribution].
- **Incremental Costs (The "Cost"):** Summed all new project-specific costs (Ad Preparation, New Design, Incremental Advertising).
- **Net Impact:** [Incremental Contribution] - [Incremental Costs].

**-----4. Analysis & Key Findings**

**Finding 1: Significant Incremental Profit**
The primary driver of the project's success is the **₹86.61 million** in incremental contribution. This substantial gain is achieved because the combined benefit of higher sales volume (NPQ) and the increased price per unit more than offsets the 50% increase in packaging cost (from ₹2 to ₹3).

**Finding 2: Quantified Project Costs**
The total investment required for this campaign was clearly identified from the *Assumption.csv* and *Cost-Benefit Analysis.csv* files:

- **Ad Preparation:** ₹10,000,000 (one-time)
- **New Design:** ₹10,000 (one-time)
- **Incremental Advertising:** ₹30,000,000 (₹5,000,000 per month for 6 months)
- **Total Incremental Costs: ₹40,010,000**

**-----5. Risk Assessment**

While the financial model is robust, the recommendation is contingent on several external factors. A review of potential risks is essential for proactive management.

| Risk Factor | Financial Impact | Mitigation Strategy |
| --- | --- | --- |
| **IPL Underperformance** | Lower-than-expected uplift in sales volume, directly reducing incremental contribution. | Front-load advertising spend to the first month of the campaign. Ensure creative assets are ready to pivot to non-IPL-focused marketing if early sales indicators are weak. |
| **Competitive Response** | A major competitor launches a similar co-branded or promotional campaign, cannibalizing market share. | Maintain a competitive retail shelf presence. The price increase is modest; the marketing team must ensure the perceived value of the IPL packaging justifies the new price. |
| **Consumer Rejection of Price Hike** | Customers trade down to cheaper non-IPL variants or switch brands, leading to a net loss in volume despite the price increase. | Conduct in-store promotions and sampling to drive trial for the new packaging. Clearly communicate the added value (collectible design, etc.) to the consumer. |
| **Supply Chain Issues** | Delays in securing the new co-branded packaging materials, leading to lost sales during the critical IPL period. | Order 25% buffer stock for the specialized packaging material. Establish contractual penalties for delayed delivery with the supplier. |

-----**6. Final Financial Summary**

The bottom-line financial impact is a direct comparison of the total benefit against the total cost.

| Metric | Value (INR) |
| --- | --- |
| **Total Incremental Contribution (Benefit)** | **₹ 86,613,477** |
| **Total Incremental Costs (Cost)** | **(₹ 40,010,000)** |
| **Net Financial Impact (Profit)** | **₹ 46,603,477** |

-----**7. Conclusion & Recommendation**

The analysis concludes that the IPL co-branding strategy is a financially sound and highly profitable initiative. The project is projected to generate a net positive impact of **₹46.60 million**, demonstrating a strong return on investment.

It is **strongly recommended** that PureVibe Co. proceeds with the investment. The data supports this marketing campaign as a powerful driver for both revenue growth and profitability, provided the identified risks are actively managed.-----**Appendix: Data Sources Used**

- Case.csv
- Assumption.csv
- Data.csv
- Data Format.csv
- Details.csv
- Sales Quantity.csv
- RM Consumed_PowerSip.csv
- RM Consumed_HappyGrow.csv
- Cost-RM.csv
- Contribution_Old.csv
- Contribution_New.csv
- Cost-Benefit Analysis.csv