Diving into the Data: Kenvue Inc.

Defining our Challenges

Data

Received Raw Data from Kenvue, how should we organize it? What data sets should we use?

Research

What outside sources and technology can we use to understand the data?

Analysis

What can we take away from our data - What recommendations can we make to Kenvue?

Our Goal

Drawing meaningful conclusions and creating a go-to-market strategy based off of raw data: to improve the **Bottom-Line**.

- Finding sales trends and seasonality for need states
- Determining optimal trade spend for need states
- Comparing data to analyze and optimise product sales and profitability
- Creating scripts to make this analysis repeatable and efficient

Cleaning the Data

Utilizing PANDAS library in python, we categorized each file's data by the four seasons, per fiscal year.

	Fiscal Year	Season	Need State 1
0	2021	Fall	166126
1	2021	Spring	119572
2	2021	Summer	111164
3	2021	Winter	202110
4	2022	Fall	124812
5	2022	Spring	122861
6	2022	Summer	138197
7	2022	Winter	160802
8	2023	Fall	84661
9	2023	Spring	126385
10	2023	Summer	124833
11	2023	Winter	113439

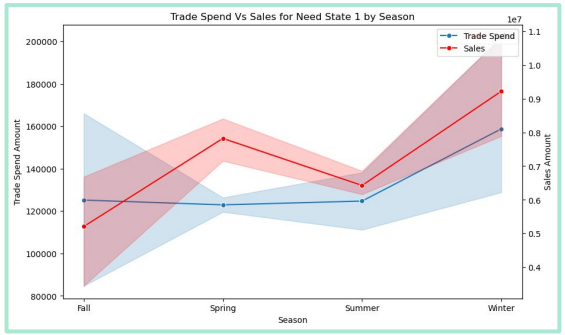
Ex: Trade Spend Data

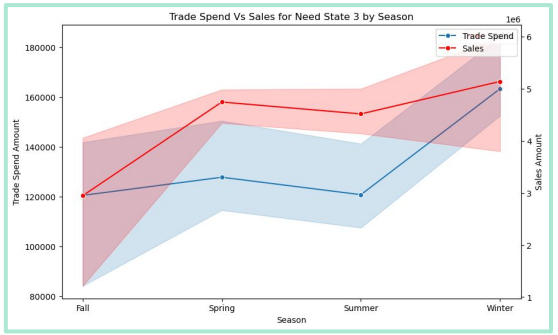
This way, the data is more digestible and there is less volatility due to less inputs.

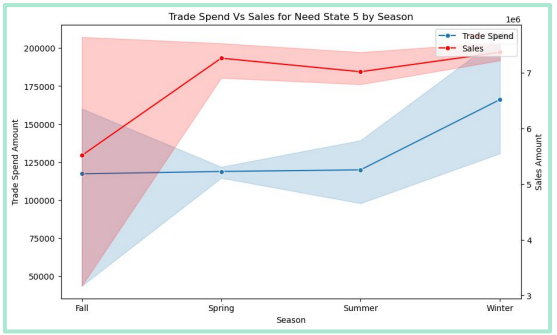
This provides a better gauge on each need state within the dataset.

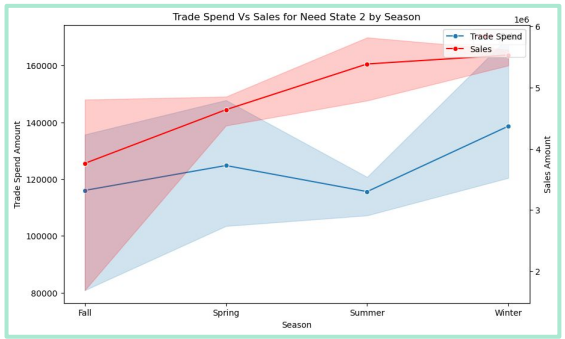
We further elevate this analysis by using the Seaborn Library to visualize this data.

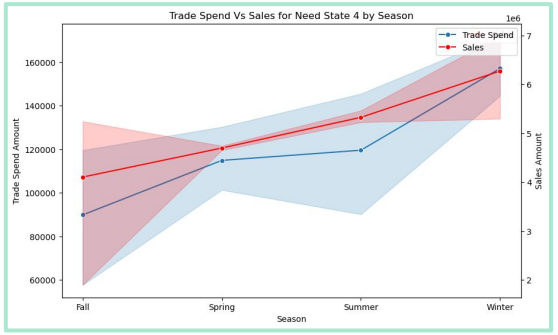
Need States 2 & 5 are consistently the most profitable







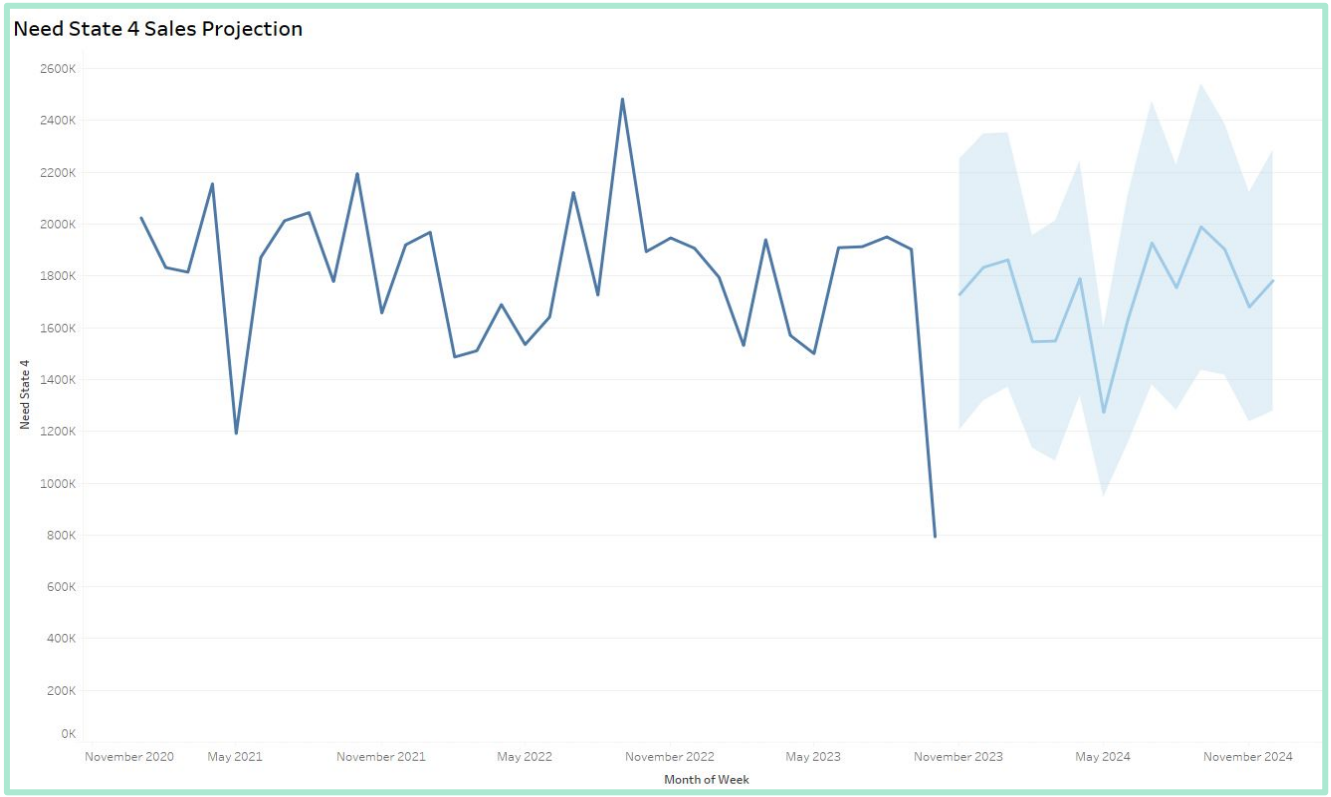




Key Takeaways

- Need State 4 seems to be least profitable (small gap between Sales & Trade Spend throughout the Year)
- Fall & Winter are the most Volatile Seasons
- Overall, increased trade spend results in increased sales

Predicting Sales with Time-Series Forecasting



Historic

Projection

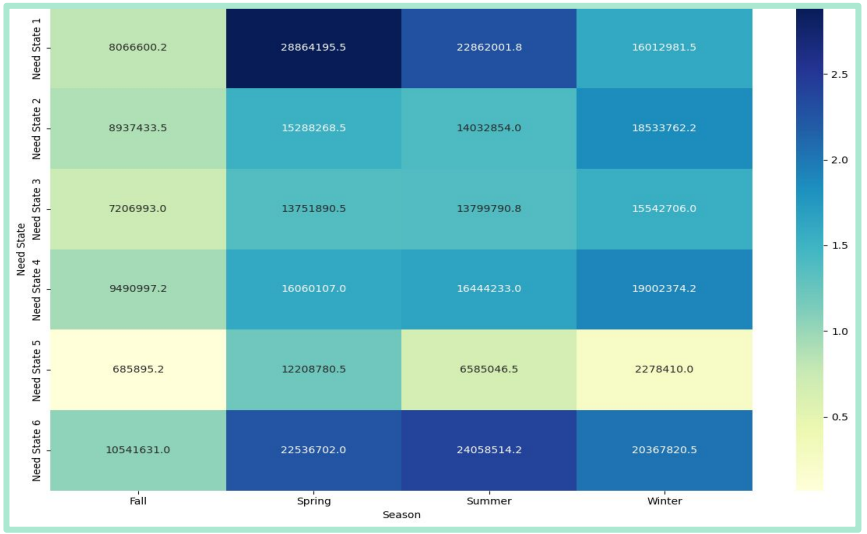
By using tableau, we analyzed previous trend data, to predict future total sales volume for Need State 4.

July to January are predicted to perform the best, with a mean of ~1.65 Million/Month and a variance of ~300k.

In-Store POS Consistently Outperforms E-Commerce

Ecommerce POS for each Need State by Season

Factory POS for each Need State by Season



Recommendations

Increasing Profitability through Sales Channel Optimization

- In situations such as Need State 4, where trade spend runs close to sales
- Push customers towards E-Commerce due to less overhead
  (Currently E-Commerce only accounts for 1-3 % of Total Sales)
- Setup e-commerce infrastructure and incentives to purchase DTC
- Utilize trade spend in awareness/incentives/marketing of E-commerce options

Need States Allocation

- Need States 1 & 4 need the most attention in trade spend + brand recognition
- Need States 2, 3 & 5 sell “organically”, likely to be household name products
  (Can experiment with more/less trade spend here)
- Fall (Weeks 39-49) perform worse across the board

Risks and Challenges

Consumers push against E-Commerce

- Depending on target group, some consumers may veto against purchasing from E-Commerce model
- Kenvue needs to minimize “Pain-of-Switching”
  (Through infrastructure improvements and marketing)

Unpredictable Consumer Behaviour

- When allocating trade spend to need states that need increased sales
- Consumers may change preferences for other reasons (Switching to competitors, need for product decreases, etc)
- Kenvue needs to be active in testing different marketing campaigns for each need state/season

Over-focus on a certain Need State

- Diversification in efforts is necessary
- Some may require more attention than others
- Staying diligent in watching for changing trends in data