Total sales and revenue from all the products in the Area was 18.12 thousand and USD 30.82M respectively.

In the 3 years, sales crashed in Q4 with most impact observed in December. Could this be as a result of consumers/dealers saving for the EOY and NY celebrations or the sales force are all on work leave. Perhaps the factory or business shuts down from week 48 of each year.

Concerned that the ratio of sakes medium had no balance. Online sales channel needs some development.

Kit kat in the 3 years experienced decline in sales, but grew in Revenue. This may be due to production cost reduction

Within 2018 to 2019, Maggi had a 10% sales growth which corresponds to a 30% revenue increase. However, in 2020 sales volume was same as 2019 but rev deepened by 50%.

Milo continued to experience revenue growth YOY even with a decline in sales between 2018 and 2019. Worth mentioning that YOY revenue growth for Milo was above 20%

Nes Cau had the greatest decline in sales of above 80% and this impacted its revenue as well.

YOY Nescafe was the only product with steady growth sales. However, it had a decline in revenue in 2020 despite having the highest volume sales for the year

Nescafe Gold maintained the similar volume sales within the 3 years in view. Despite this, its revenue was peak in 2019 at USD 0.8Million

Nesquik has similar volume sales averaging 0.3k each year. However, YOY its revenue growth was consistent at 10%

Nestle Drumstick had the same trend as Nescafe Gold. It only seems to have recorded more volve sales when compared to the former

Smarties had a decline in sales from 2018 to 2019 and this was with a corresponding drop in revenue at this time. However, it had an increase in revenue by 20% from 2019 to 2020 while maintaining the sales volume number from 2019.

Nesquik Duo and Nestle Drumsticks had little or no sales via online channel

South Australia contributed the highest Revenue of USD 5.51M while West Australia had the least revenue of USD 0.49M amongst the geography