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Our History

We're proudly upholding the values W.K. Kellogg instilled more than 100 years ago — but now we're doing it in 180 countries across the world including India and South Asia. We provide you and your family better breakfasts that lead to better days, and we flake corn the same way W.K. Kellogg did back in 1898. It just tastes better that way! W.K. Kellogg founded our company through his belief in nutrition and dedication to well-being. Motivated by a passion for people, quality and innovation, he created the first-ever breakfast cereal and then shaped an entire industry. Kellogg soon became a household name; his signature, a trusted mark. Today, his legacy continues to inspire us. Working together, we create moments of delight for people around the world with our well-loved brands.

Make In India Since 1994

We serve consumers with a wide range of cereals which are made with staple grains like wheat, corn, and rice. Our cereals fulfil the diverse nutrition needs of different members in the family, be it the home-maker, growing children or adults on the go. In 1996, we launched Kellogg's Chocos, a product meant to specifically cater to the nutritional needs of growing children. In 1999, we took our cause further when we launched Project Red Alert- fortifying Kellogg's Corn Flakes with iron to address the problems of iron deficiency in children. Then, in 2008, we took yet another leap forward by launching INR 10/- SKUs with a vision to make nutrition affordable and easily accessible to India. In 2014, we added to our snacking portfolio by bringing the much loved Pringles chips to India. In 2020, we expanded our portfolio by launching our first-ever Indian breakfast product Kellogg Upma, followed by targeting the 'In-between meal' segment for our 3 pm snacking needs with K-energy Bars. With the launch of our globally loved and fastest growing brand Kellogg's® Froot Loops® in 2021, we unlocked food that delights all senses!

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Kellogg's

Region

Category

Product Name

All



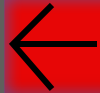
All



All



StateName	Total Store	Sum of Total Sales	Sum of Qty	Average Price of Product
+ Maharashtra	192	15705537	87943	257.06
+ Telangana	221	13301892	59454	256.81
+ West Bengal	210	12214603	56569	245.82
+ Karnataka	162	11633603	53522	254.64
+ Andhra Pradesh	123	11026627	57422	253.13
+ Gujarat	76	5696374	29699	260.05
+ Punjab	71	4615556	22884	250.18
+ Tamil Nadu	51	4270633	21462	254.72
+ Madhya Pradesh	29	3608793	19347	249.47
+ Delhi	91	3306269	17525	241.55
+ Uttar Pradesh	84	3222110	16220	248.77
+ Haryana	53	2836208	12755	255.95
+ Kerala	17	2561779	11923	251.62
+ Odisha	23	1937881	8222	261.98
+ Bihar	9	1776126	7683	264.03
+ Rajasthan	27	1700466	8754	257.63
+ Jharkhand	12	914546	3630	262.50
+ Chhattisgarh	16	553110	2709	251.33
+ Assam	8	212928	976	262.77





Supervisor Name

All

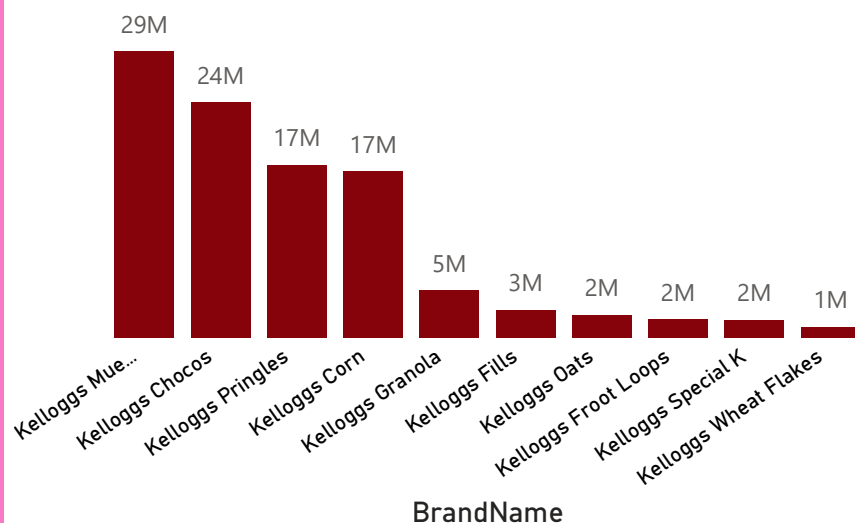
Total Sales

101.4M

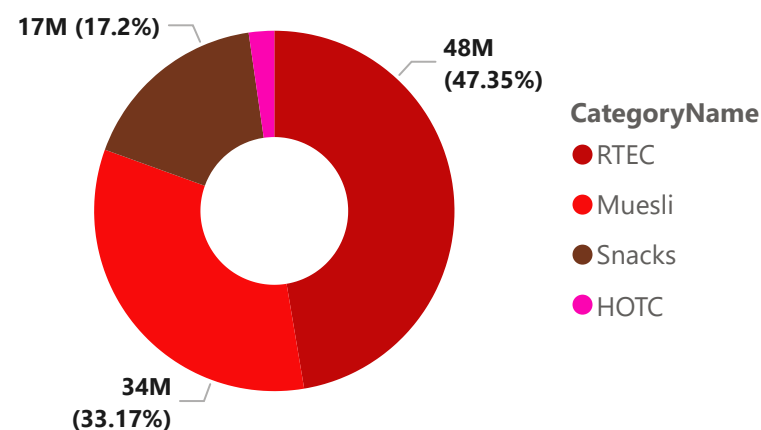
Avg. Total Sale

1100.23

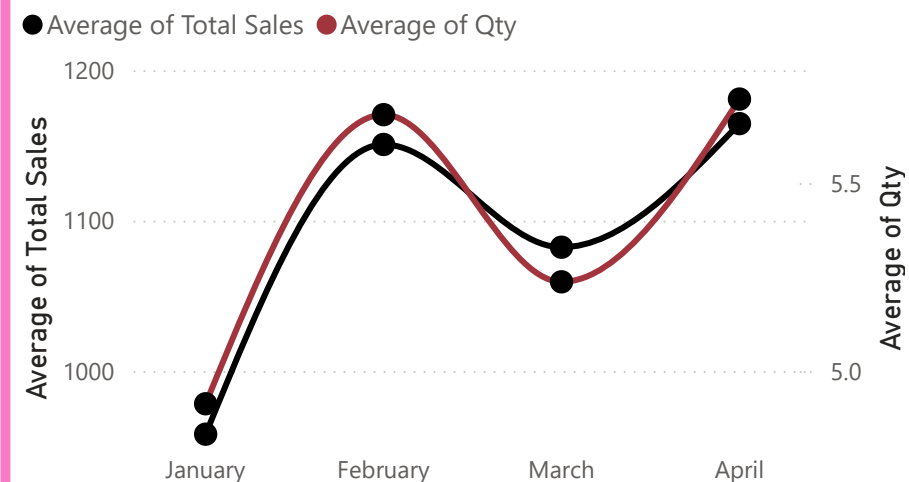
Sum of Total Sales by BrandName



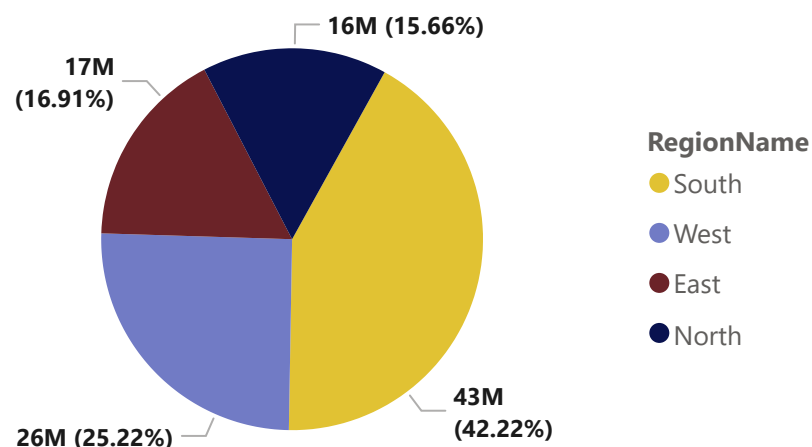
Sum of Total Sales by CategoryName



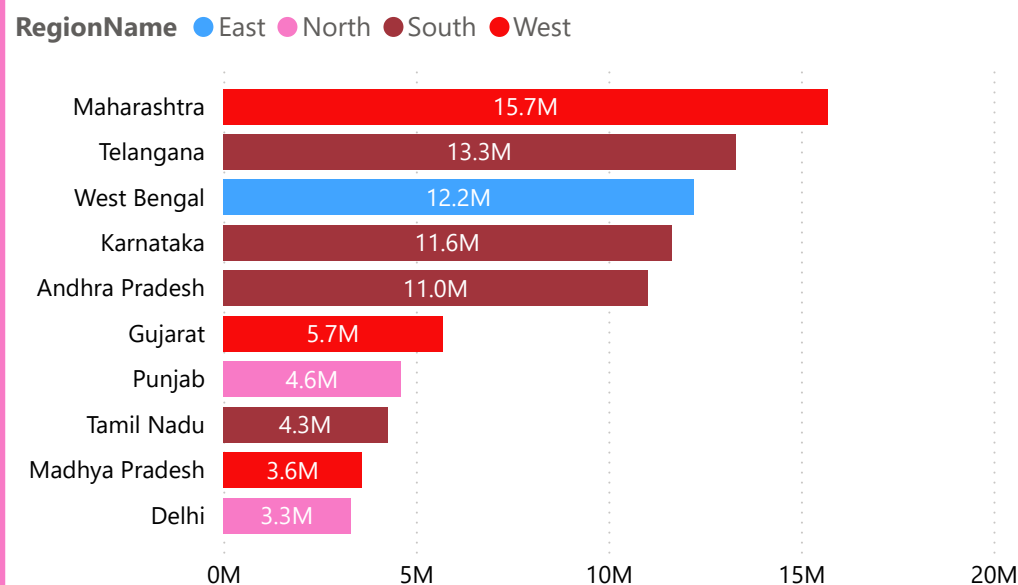
Average of Total Sales and Average of Qty by Month



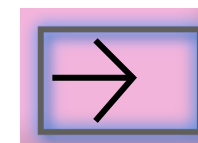
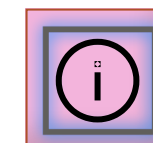
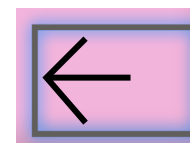
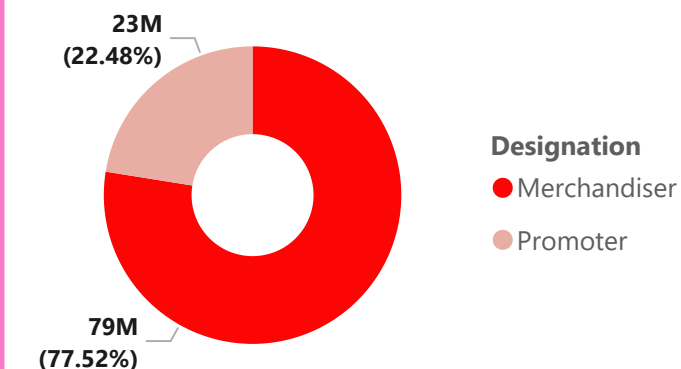
Sum of Total Sales by RegionName



Sum of Total Sales by StateName and RegionName



Sum of Total Sales by Designation



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CityName	Opening Stock	Closing Stock	Sum of Qty	Sum of Total Sales
Mumbai	160473	114484	53421	9648131
Bangalore	110454	76849	41679	9217661
New Delhi	109421	92437	17525	3306269
Hyderabad	98215	52992	51021	11653999
Pune	68296	54052	18427	3481321
Kolkata	63820	29339	41995	8966343
Visakhapatnam	44827	36080	10114	1881630
Lucknow	39692	36016	3676	754187
Bhopal	24274	15633	11086	2038047
Gurgaon	24160	14658	9641	2156430
Ahmedabad	23158	15149	10892	2190255
Total	1331581	903362	500031	101370025

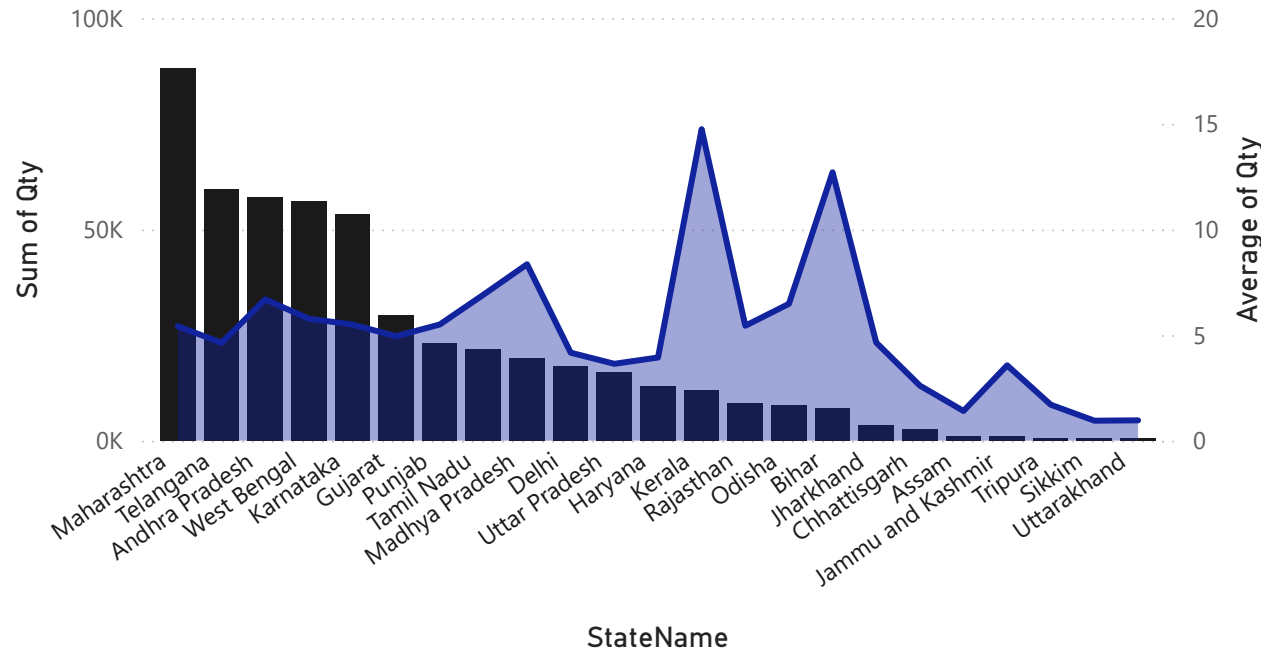
StateName	Sum of Qty	Opening Stock	Closing Stock	MidDay Stock
Maharashtra	87943	288806	214089	13226
Telangana	59454	111606	58876	6724
Andhra Pradesh	57422	131527	81980	7875
West Bengal	56569	93026	45747	9290
Karnataka	53522	125093	80328	8757
Gujarat	29699	80155	59351	8895
Punjab	22884	58006	36116	994
Tamil Nadu	21462	45676	30847	6633
Madhya Pradesh	19347	42695	28690	5342
Delhi	17525	109421	92437	541
Uttar Pradesh	16220	83503	68054	771
Haryana	12755	35156	23151	750
Total	500031	1331581	903362	71812

Our Analysis

- At 1,164.46, April had the highest Average of Total Sales and was 21.54% higher than January, which had the lowest Average of Total Sales at 958.05.
- Average of Total Sales and total Average of Qty are positively correlated with each other.
- Average of Total Sales and Average of Qty diverged the most when the Month was April, when Average of Total Sales were 1,158.73 higher than Average of Qty.
- Kellogg's Muesli accounted for 28.47% of Sum of Total Sales.
- Across all 10 Brand Name, Sum of Total Sales ranged from 1068120 to 28856210.
- South had the highest total Sum of Total Sales at 40232755, followed by West at 25010704 and North at 7921825.
- Maharashtra in Region Name West made up 18.39% of Sum of Total Sales.
- South had the highest average Sum of Total Sales at 1,00,58,188.75, followed by West at 83,36,901.33 and North at 39,60,912.50.

Type of Sales

● Sum of Qty ● Average of Qty



Insights:

At 87943, Maharashtra had the highest Sum of Sale and was 1,75,786.00% higher than Uttarakhand, which had the lowest Sum of Sale at 50.

Maharashtra accounted for 17.59% of Sum of Sale.

Sum of Sale and Average of Sale diverged the most when the State Name was Maharashtra, when Sum of Sale were 87938 higher than Average of Sale

Kellogg's Sales Analysis 2024

SupervisorName

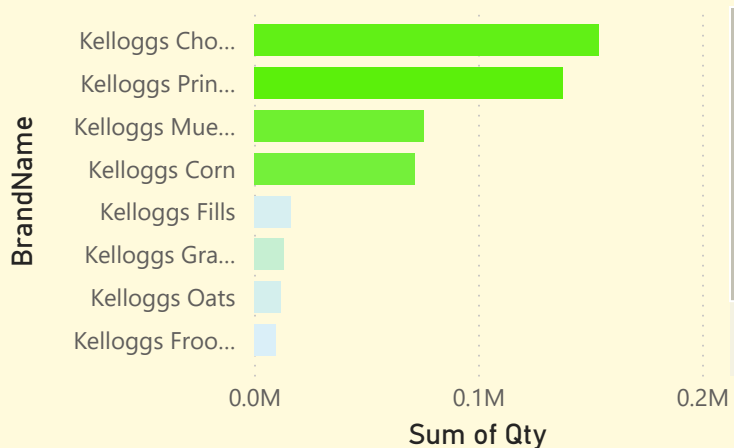
All

Clear all slicers

Apply all slicers

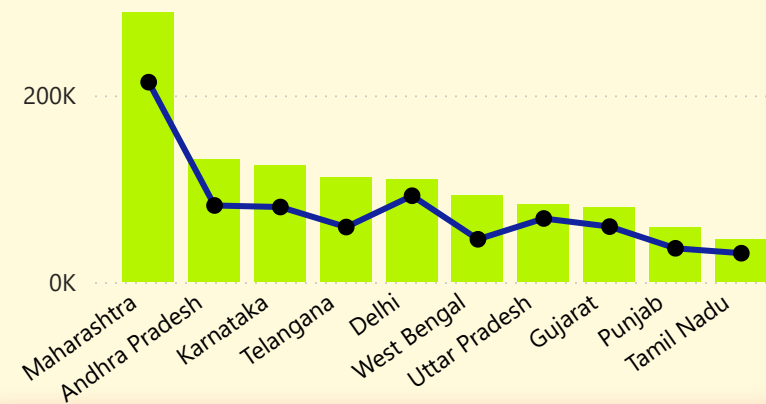
Sum of Qty by BrandName

Count of BrandName 1.51K 20.62K

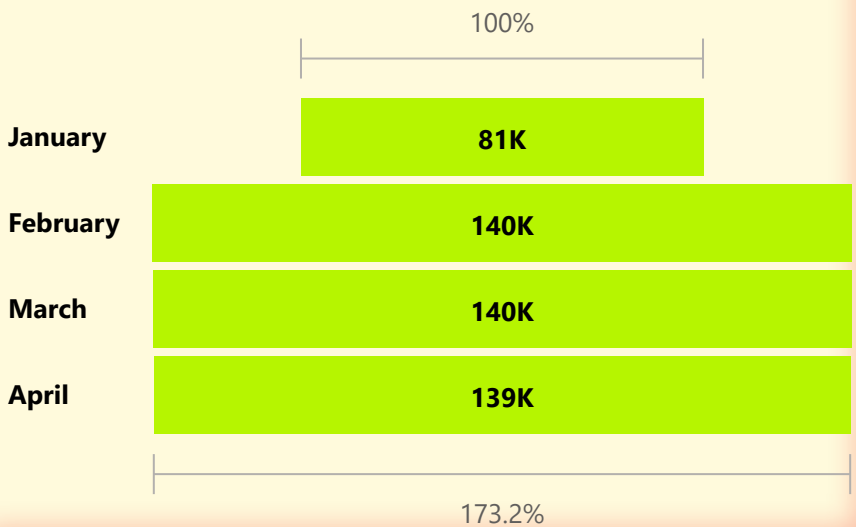


Sum of OpeningStock and Sum of ClosingStock by StateName

Sum of OpeningStock Sum of ClosingStock



Sum of Qty by Month



Sum of Total Sales by CityName

