

This dataset was used as an assessment in the final stage of the application for the CooperVision Commercial Analyst Role. While it is a mock dataset, it has a sense of realistic scenarios. The presentation I created was stated to be the best out of all candidates, enabling me to get an offer for the role.

Figure 1

Quantity of Lenses Sold to Great Vision Europe																				
Market	Product	Modality	Type		Jan	Febr	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Febr	Mar	Apr
France	Biofinity	Sphere	Monthly		200,000	202,000	204,000	206,000	208,000	210,000	212,000	214,000	216,000	218,000	220,000	222,000	223,000	224,000	225,000	226,000
France	Biofinity	Toric	Monthly		160,000	165,000	170,000	175,000	180,000	185,000	190,000	195,000	200,000	205,000	210,000	215,000	217,000	219,000	221,000	223,000
France	Biofinity	Multifocal	Monthly		50,000	50,500	51,000	51,500	52,000	52,500	53,000	53,500	54,000	54,500	55,000	55,500	56,000	56,500	57,000	57,500
France	Proclear	Sphere	Monthly		50,000	49,500	49,000	48,500	48,000	47,500	47,000	46,500	46,000	45,500	45,000	44,500	44,000	43,500	43,000	42,500
France	Proclear	Toric	Monthly		45,000	44,500	44,000	43,500	43,000	42,500	42,000	41,500	41,000	40,500	40,000	39,500	39,000	38,500	38,000	37,500
France	Proclear	Multifocal	Monthly		30,000	29,500	29,000	28,500	28,000	27,500	27,000	26,500	26,000	25,500	25,000	24,500	24,000	23,500	23,000	22,500
France	MyDay	Sphere	Daily		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
France	MyDay	Toric	Daily		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
France	Clarity 1 Day	Sphere	Daily		240,000	250,000	270,000	300,000	350,000	400,000	400,000	400,000	350,000	300,000	250,000	270,000	252,000	262,500	283,500	315,000
France	Clarity 1 Day	Toric	Daily		168,000	175,000	189,000	210,000	245,000	320,000	320,000	320,000	280,000	240,000	200,000	216,000	201,600	210,000	226,800	252,000
Germany	Biofinity	Sphere	Monthly		300,000	300,750	301,500	302,250	303,000	303,750	304,500	305,250	306,000	306,750	307,500	308,250	309,000	310,000	310,000	310,000
Germany	Biofinity	Toric	Monthly		280,000	280,200	280,400	280,600	280,800	281,000	281,200	281,400	281,600	281,800	282,000	282,200	282,400	282,600	282,800	283,000
Germany	Biofinity	Multifocal	Monthly		90,000	90,450	90,902	91,357	91,814	92,273	92,734	93,198	93,664	94,132	94,603	95,076	95,551	96,029	96,509	96,991
Germany	Proclear	Sphere	Monthly		70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	65,000	60,000	55,000	50,000
Germany	Proclear	Toric	Monthly		66,500	66,500	66,500	66,500	66,500	66,500	66,500	66,500	66,500	66,500	66,500	66,500	66,500	66,500	66,500	66,500
Germany	Proclear	Multifocal	Monthly		59,850	59,850	59,850	59,850	59,850	59,850	59,850	59,850	59,850	59,850	59,850	59,850	59,850	59,850	59,850	59,850
Germany	MyDay	Sphere	Daily		0	0	0	0	0	0	0	0	0	0	0	0	1,000	2,000	2,000	2,000
Germany	MyDay	Toric	Daily		0	0	0	0	0	0	0	0	0	0	0	0	800	1,600	1,600	1,600
Germany	Clarity 1 Day	Sphere	Daily		300,000	300,000	300,000	320,000	330,000	350,000	350,000	350,000	320,000	300,000	300,000	317,500	300,000	298,000	296,000	294,000
Germany	Clarity 1 Day	Toric	Daily		230,000	230,000	230,000	240,000	250,000	260,000	260,000	260,000	240,000	235,000	235,000	240,000	235,000	230,000	230,000	230,000
Germany	Clarity 1 Day	Multifocal	Daily		120,000	120,000	125,000	125,000	130,000	150,000	150,000	150,000	130,000	120,000	120,000	130,000	123,600	123,600	128,750	128,750
Italy	Biofinity	Sphere	Monthly		80,000	80,800	81,600	82,400	83,200	84,000	84,800	85,600	86,400	87,200	88,000	88,800	89,200	89,600	90,000	90,400
Italy	Biofinity	Toric	Monthly		64,000	66,000	68,000	70,000	72,000	74,000	76,000	78,000	80,000	82,000	84,000	86,000	86,800	87,600	88,400	89,200
Italy	Proclear	Sphere	Monthly		20,000	19,800	19,600	19,400	19,200	19,000	18,800	18,600	18,400	18,200	18,000	17,800	17,600	17,400	17,200	17,000
Italy	Proclear	Toric	Monthly		18,000	17,800	17,600	17,400	17,200	17,000	16,800	16,600	16,400	16,200	16,000	15,800	15,600	15,400	15,200	15,000
Italy	Proclear	Multifocal	Monthly		40,000	39,600	39,200	38,800	38,400	38,000	37,600	37,200	36,800	36,400	36,000	35,600	35,200	34,800	34,400	34,000
Italy	MyDay	Sphere	Daily		0	0	0	5,000	5,000	5,000	100,000	100,000	150,000	150,000	200,000	200,000	200,000	210,000	220,000	230,000
Italy	MyDay	Toric	Daily		0	0	0	4,500	4,500	4,500	90,000	90,000	135,000	135,000	180,000	180,000	180,000	189,000	198,000	207,000
Italy	Clarity 1 Day	Sphere	Daily		195,000	205,000	215,000	225,000	245,000	255,000	265,000	275,000	255,000	255,000	255,000	265,000	255,000	255,000	255,000	265,000
Italy	Clarity 1 Day	Toric	Daily		175,500	184,500	193,500	202,500	220,500	229,500	238,500	247,500	229,500	229,500	229,500	238,500	229,500	229,500	229,500	238,500
Italy	Clarity 1 Day	Multifocal	Daily		125,000	125,000	130,000	130,000	135,000	155,000	155,000	155,000	135,000	125,000	125,000	135,000	128,600	128,600	133,750	133,750
Spain	Biofinity	Sphere	Monthly		300,000	300,000	300,000	310,000	310,000	310,000	320,000	320,000	320,000	310,000	310,000	310,000	309,000	309,000	309,000	319,300
Spain	Biofinity	Toric	Monthly		270,000	270,000	270,000	279,000	279,000	279,000	288,000	288,000	288,000	279,000	279,000	279,000	275,400	275,400	275,400	284,580
Spain	Biofinity	Multifocal	Monthly		243,000	243,000	243,000	251,100	251,100	251,100	259,200	259,200	259,200	251,100	251,100	251,100	245,430	245,430	245,430	253,611
Spain	Proclear	Sphere	Monthly		60,000	60,000	60,000	62,500	62,500	62,500	65,000	65,000	65,000	62,500	62,500	62,500	60,900	60,900	60,900	63,438
Spain	Proclear	Toric	Monthly		55,000	55,000	55,000	55,000	55,000	55,000	60,000	60,000	60,000	55,000	55,000	55,000	55,825	55,825	55,825	55,825
Spain	Proclear	Multifocal	Monthly		50,000	50,000	50,000	50,000	50,000	50,000	52,500	52,500	52,500	50,000	50,000	50,000	50,750	50,750	50,750	50,750
Spain	MyDay	Sphere	Daily		100,000	105,000	110,000	115,000	120,000	130,000	135,000	145,000	130,000	120,000	110,000	120,000	110,000	115,000	120,000	125,000
Spain	MyDay	Toric	Daily		80,000	84,000	88,000	92,000	96,000	104,000	108,000	116,000	104,000	96,000	88,000	96,000	99,000	103,500	108,000	112,500

Figure 1 is the original set of data, which required immense data cleaning as it was not feasible to analyse it at this point. The market is split into “Monthly” and “Daily” Type of Lens. Therefore, I split the data into 2 excel workbooks to analyse their performances individually and aggregated the performances within quarters.

Monthly Lens Market

Figure 2

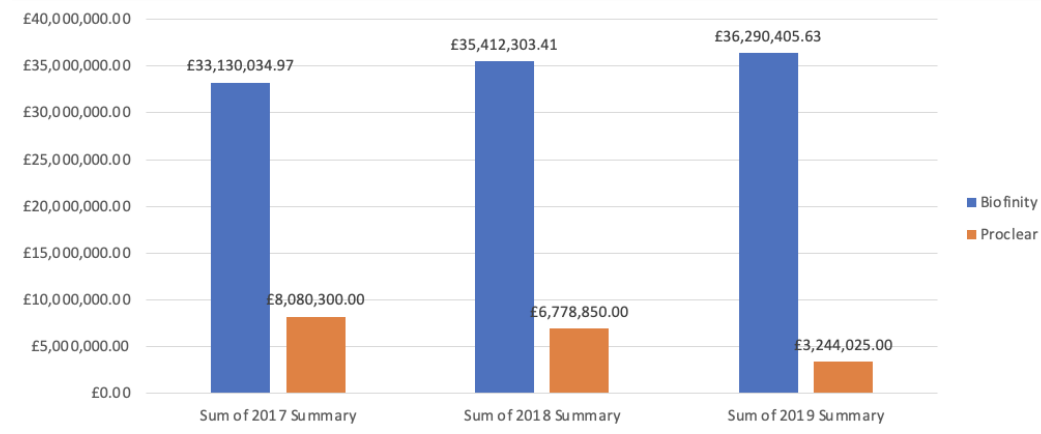
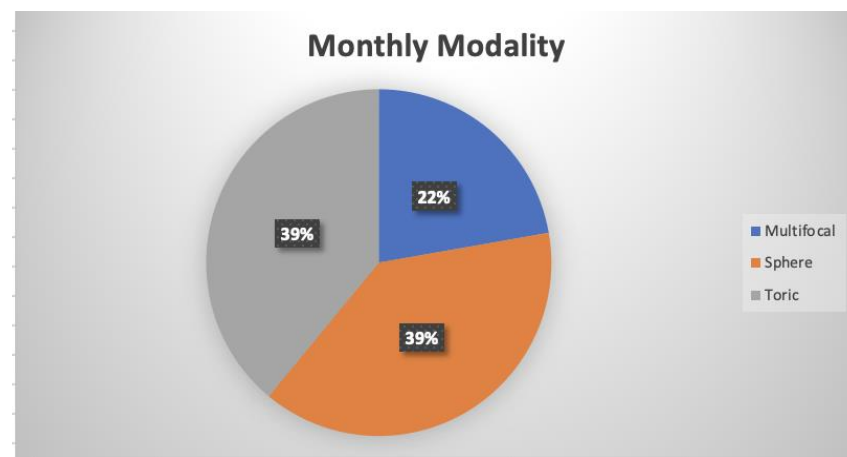
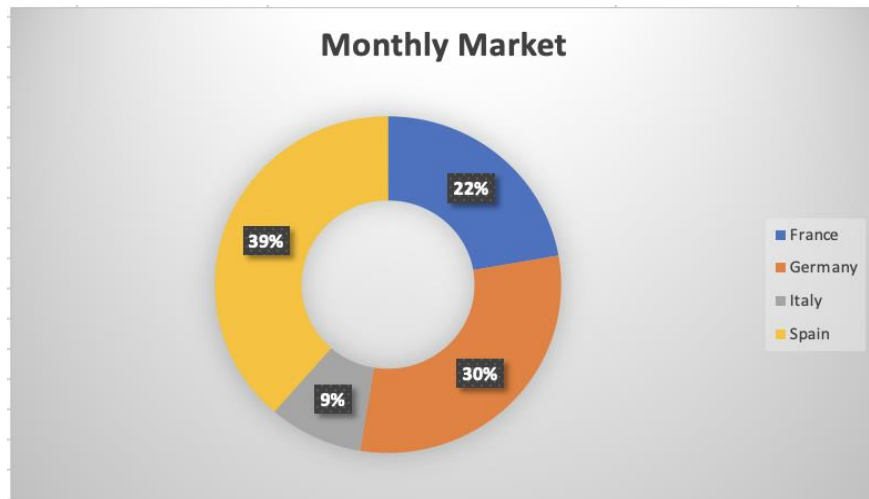


Figure 3



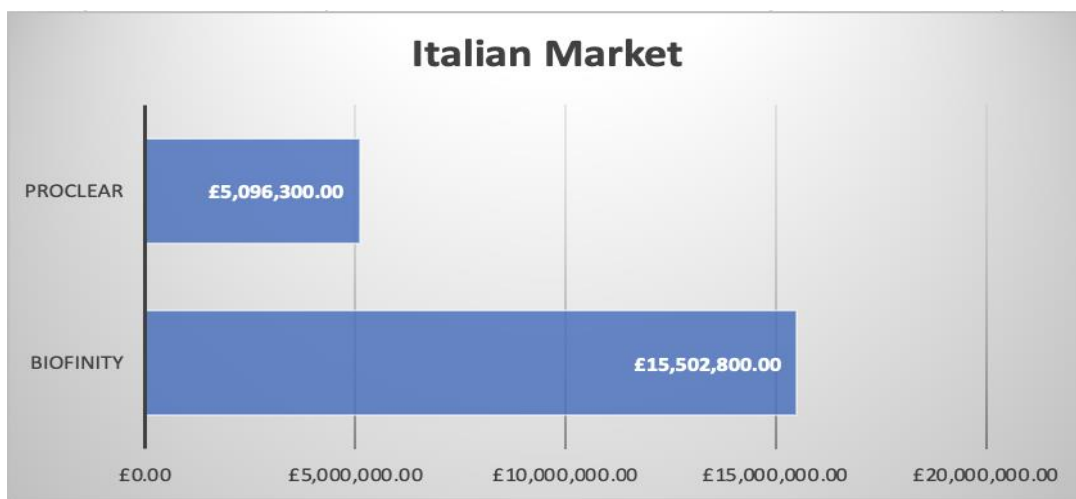
Biofinity Dominates all markets. In terms of Modality, Sphere and Toric are 40% which means Astigmatism, near-sightedness, farsightedness are the most common problems. Multifocal is the least common which means that Presbyopia is not common amongst these markets but does not mean we should stop the supply.

Figure 4

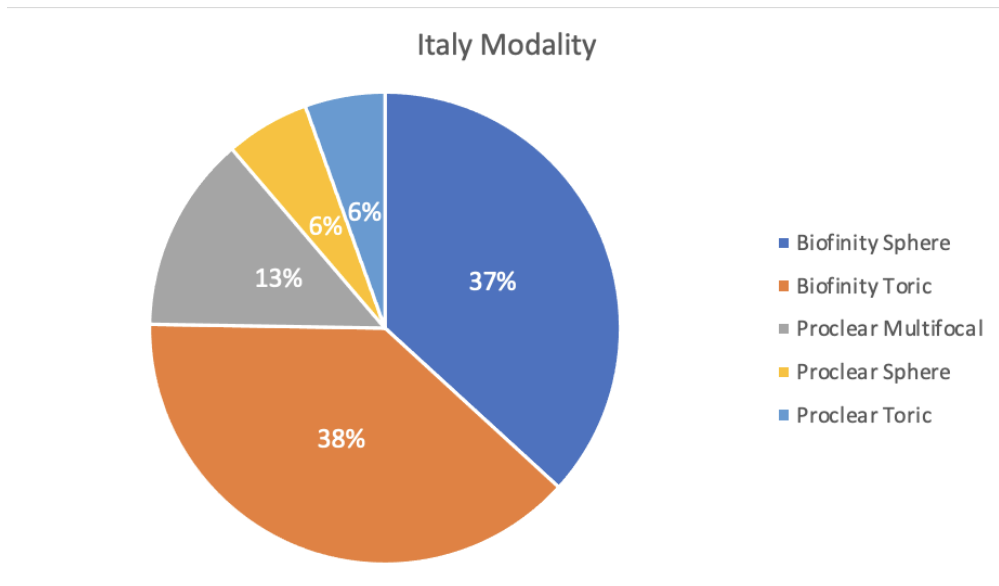


Italy

Figure 5

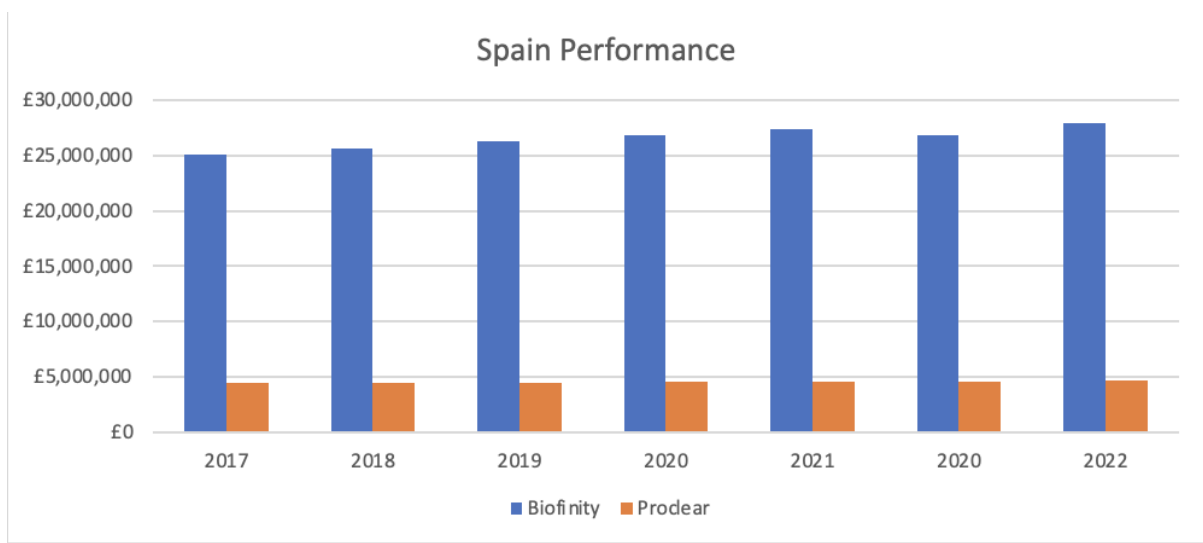


They hold the lowest contribution to our sales, only 9%.[See Figure 4]
This could be because there is a large supply of Proclear, and Italians actually prefer Biofinity, which is how we can improve that.



We can focus on distributing **Biofinity Sphere, Toric, and Procstar Multifocal** to maximize our current sales. In the future we should distribute Biofinity Multifocal

Spain



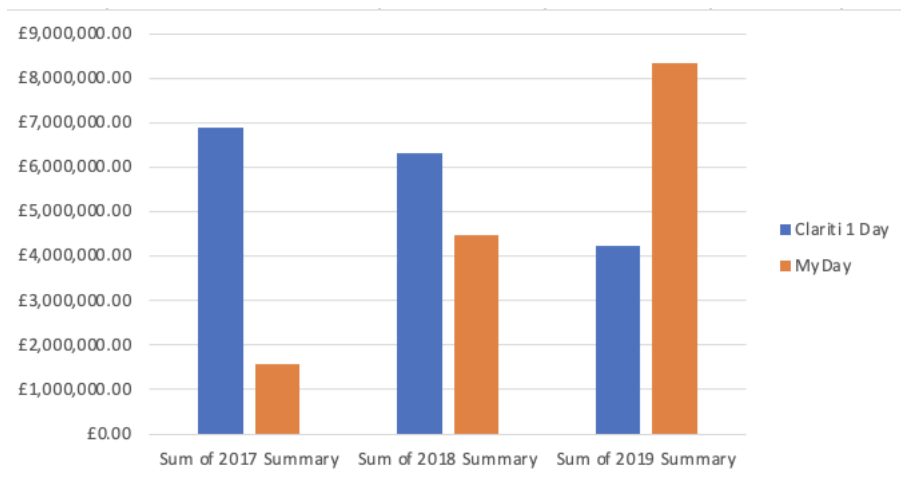
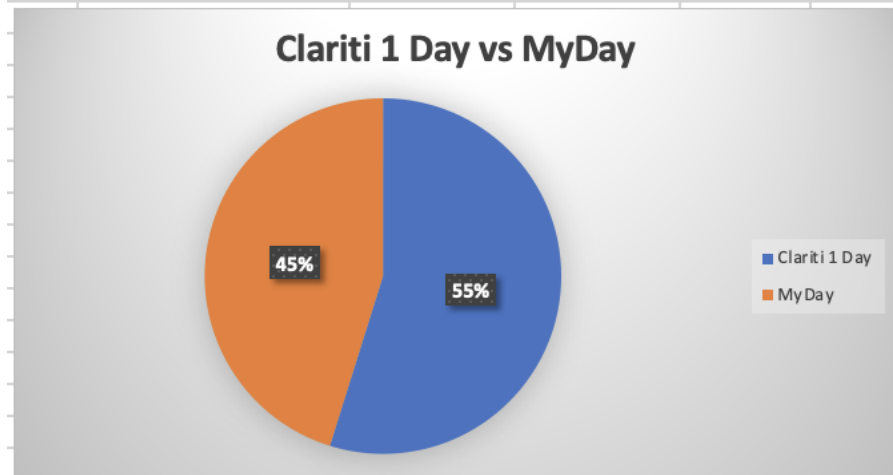
Spain is the highest with 39% [See Figure 4]. Biofinity still dominates and is considered our cash cow. To maximize sales in Spain, we should focus on using Biofinity. Without COVID-19, it could potentially reach a combined 32 million in sales in 2022.

Germany and France

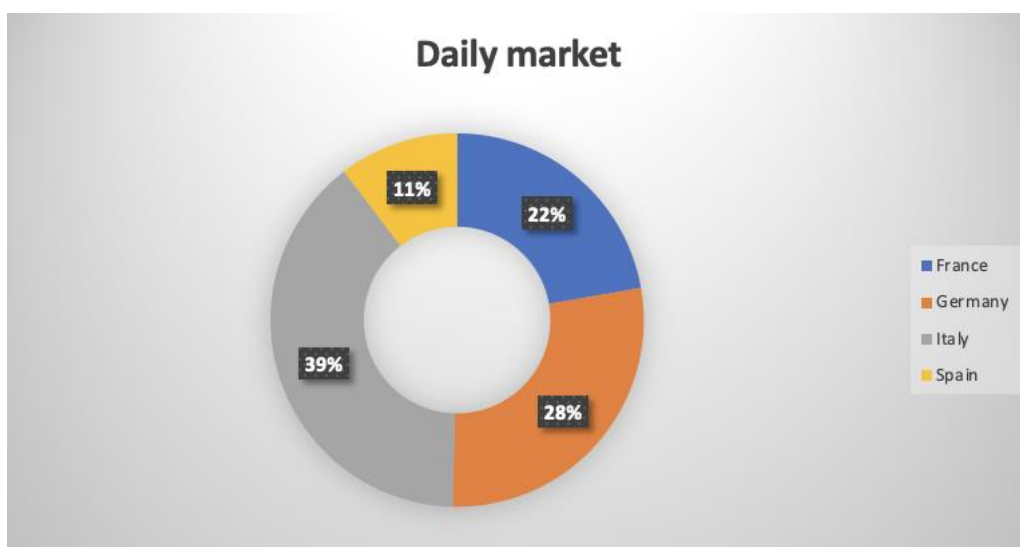
To improve all markets, we should stop supplying Procstar in France, Germany,

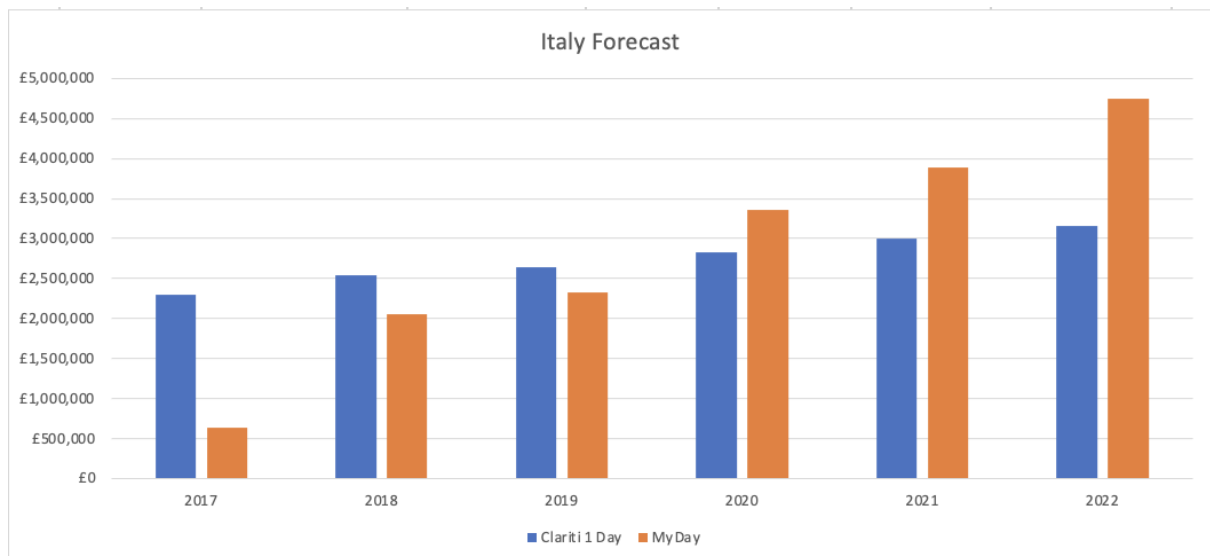
Daily Lens Market

Multifocal is consistent with the 2 sheets as it helps people with presbyopia



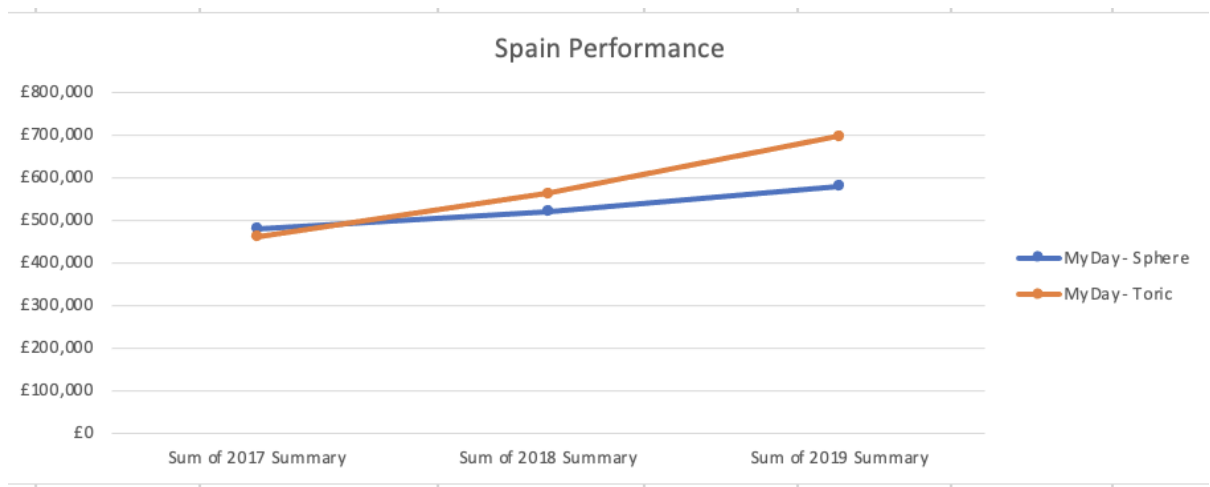
While it may look like that Clariti 1 Day is performing better, the trend of growth is decreasing substantially per year, while My Day has increased sales.





Italy

Italians dominate the market taking 39% of the market share. Based on the projection from 2020 and onwards, MyDay has the fastest growth rate per Year in Italy, in contrast to the rest of the world however Clariti 1 Day is still a cash cow. Improve Italy by increasing sales from the 1st and 4th Quarter through meeting demand. Italy performed the best because both products were supplied on time. Invest in both products as they have high growth rate.



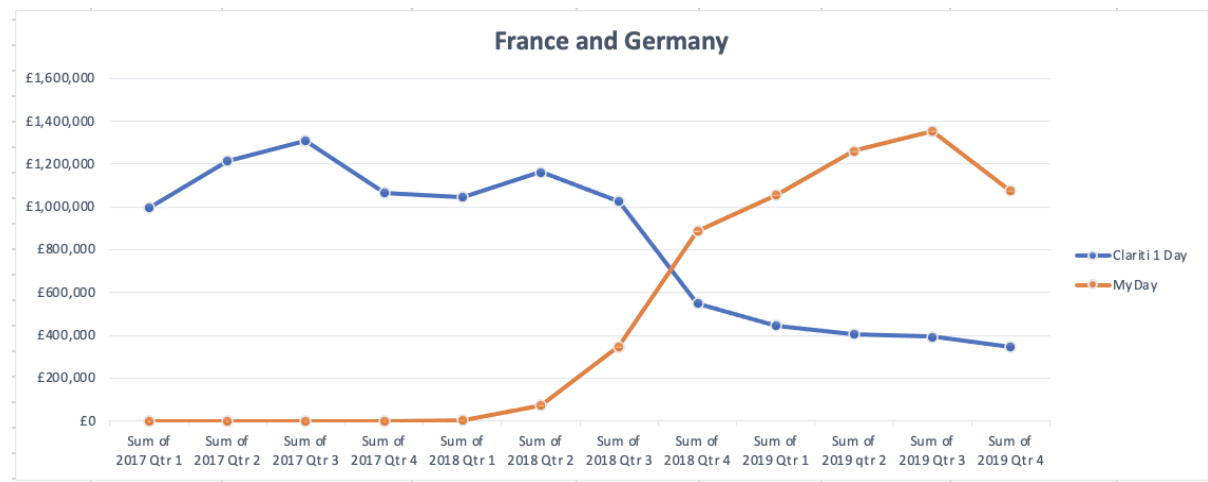
Spain

Spain has the lowest with 11%. The most popular product, MyDay is not performing well in Spain compared to many other places which could mean they just have a preference of Monthly contacts.

Another factor is Clariti 1 Day is not supplied in Spain which explains why they have the lowest amount of sales. Clariti 1 Day is getting extremely popular in a short amount of time and Spain is deprived from it and this is an issue as there could be people who are suffering from presbyopia. For now, we can keep supplying Spain with MyDay Toric while also releasing Clariti 1 Day. The Spaniards have a tendency

to not buy that much in the 1st and 4th Quarter of every year. In order to improve the sales, we can decrease prices and increase the supply during those quarters.

Germany and France



Germany and France

France and Germany produce high sales, but they did not receive MyDay in the first quarters. They also lose interest in *Clariti 1 day* every year therefore it a bad investment, so instead we should supply *MyDay*. In general, there is a tendency for most markets to buy less products in winter seasons.

In conclusion:

The Spanish market prefers Monthlies in contrast to Dailies. The Italians prefer Dailies in contrast to Monthlies therefore we should adjust our supply chain to meet their demands in order to increase our revenue.

Monthly contact lenses are eco-friendlier because you will be throwing out fewer lenses compared to dailies. You usually only use 12 pairs every year if you choose monthly contacts, resulting in less waste that ends up in landfills.

Germany and France stay consistent with their preferences throughout the analysis. Therefore, if we want to release a product, we should first understand what kind of people are we targeting and products should be released earlier if we want better results.