**FOOD S.A.**

Food S.A. is the number one company to manufacture products to be prepared at home. However, in 2020, the new board of the company decided to produce and commercialize cheese. The idea was to complement company’s portfolio and increase its market share. Since 2020 the company have been investing a lot of resources to be an innovative company. For that reason, it started to keep a register of its transactions in an ERP system whit the objective to use that data to obtain some insights that help to develop better products.

One of the biggest problems that the company has is the lack of accuracy when a new product is launched. Usually the expectative is too different from reality and it generates some wastes and some clients are not comfortable.

Today the company wants to use the data to solve some questions. For that reason, it hires you as a Data Analyst to resolve the following questions:

* Was a good decision to commercialize cheese in 2020? Which cheese brands are the most important?

Apesar do queijo ser um produto novo ele já é o Segundo mais vendido pela compania. E a marca 1 é a mais vendida

* Which channel/plant is critical for the company? Does its importance depend from brand?

As vendas pelos canais, são todas pelas revendedoras. As plantas 5875 e 5909 podemos ver que são mais usadas. Dentro das plantas 5875 e 5909 algumas marcas são importantes, é a BRAND5.

* The company wants to launch a new cheese brand, but it doesn’t know if launch it with products of 100 gr per unit or 200 gr. Which one do you recommend? And How many tons of product do you recommend producing for the first month of sales of this new product?

**Instructions**

**Attached you will find three files (Transactions, Master of Products, Master of Clients) where all information is available. Also, a Glossary is attached to resolve any doubt about variables. With all of these, please prepare a 4 slides presentation (1 for each question and 1 to explain the strategy, process, software that you use to resolve the case)**

**You can use any software that you want to resolve the case and to create the slides**

**The slides should be created in English, and during the interview you can expose it in Spanish, English or “Portunhol”**

**GOOD LUCK!**