

Product Name

All

# NESTLE PRODUCT PERFORMANCE DASHBOARD



Year

All

\$30,819,745

Total Revenue

18,115

Total Sales

\$127,969

Max Revenue

\$1,701

Avg Revenue

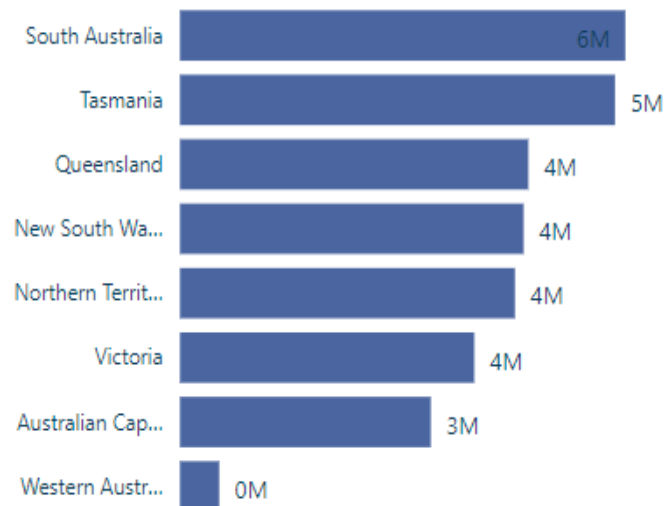
\$12

Min Revenue

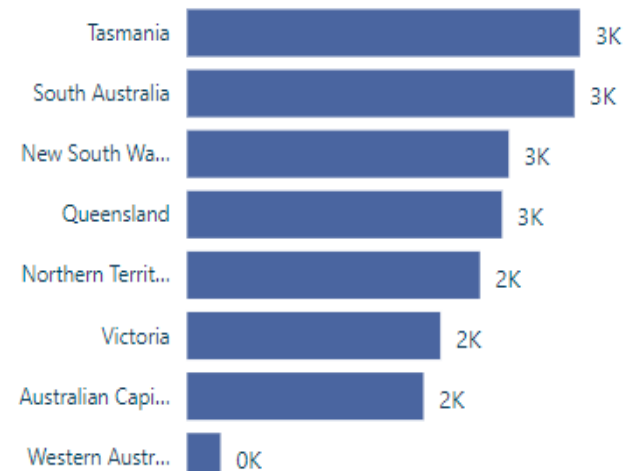
9

No of Products

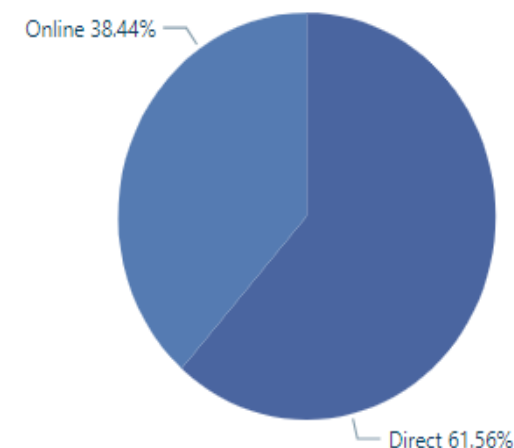
### Total Revenue by Sales Location



### Total Sales by Location



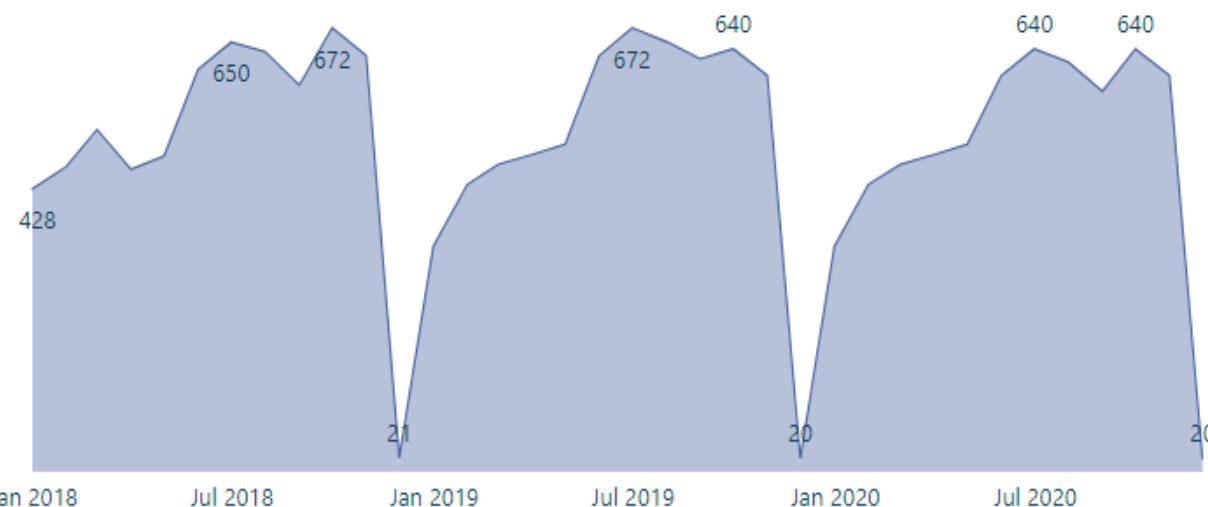
### Total Sales by Sales Medium



### Total Sales, Maximum and Minimum Revenue

Product Name	Total Revenue	Total Sales	Max Revenue	Min Revenue
Kit Kat	\$2,226,686	1978	\$15,950	\$61
Maggi	\$2,226,570	1555	\$127,969	\$148
Milo	\$5,952,660	1619	\$74,200	\$206
Nes Cau	\$3,305,206	1457	\$126,000	\$137
Nescafe	\$5,540,923	6368	\$3,087	\$12
Nescafe Gold	\$1,729,243	1299	\$99,654	\$74
Nesquik Duo	\$4,274,962	1014	\$98,875	\$221
Nestle Drumstick	\$3,199,163	2028	\$35,875	\$159
Smarties	\$2,364,330	797	\$68,644	\$104
Total	\$30,819,745	18115	\$127,969	\$12

### Sales Trend



## INSIGHTS

The total accumulated sales for the entire period was 18,115 while the sum total of the revenue generated was \$30,819,745. There is an average revenue of \$1,701, with \$127,969 and \$12 being the maximum and minimum revenues generated, respectively.

Nine different products were surveyed and analyzed across eight Australian States (Australian Capital Territory, New South Wales, Northern Territory, Queensland, South Australia, Tasmania, Victoria and Western Australia).

Two media was used for the sales; the Direct sales medium which accounts for 61.56% of the total sales, while 38.44% of sales was made through the online medium.

For the entire period, the product Nescafe had the highest sales of 6,368 while Smarties had the lowest sales of 797. This is no surprise with Nescafe being the best-seller and that is because it has a unique taste that is generally acceptable. Smarties on the other hand, is associated with some underlying health concerns, thus keeping its sales low.

Despite Nescafe having the highest sales, there is another product (Milo) that fetched in the most revenue of \$5,952,660 followed by Nescafe with \$5,540,923. Milo's revenue increased steadily across the year and has a total sale of 1,619. This shows that the profit margin in Milo is much higher than that of other products.

It's safe to say Nescafe has the minimum revenue generated (\$12), while Maggi has the maximum revenue (\$127,969). Other product that fits the narrative is Nescafe Gold which performed poorly with a total sale of 1,299 and total revenue of \$1,729,243 which may be due to its taste or quality.

Tasmania and South Australia states are top consumers, with respect to sales and revenue generated. Western Australia State had the least sale and revenue generated, which may be due to the location and marketing strategies.

The monthly sales trend revealed that, highest sales are observed in October, while the lowest sales are in the month of December. This is due to the majority of Nestle customers opting in for the discounted sales which usually takes place during that time of the year, to buy their desired products while they rarely make purchases the month of December.

Kit Kat, Maggi, Nescafe, Nescafe Gold and Smarties have good online sales return. However, the others have little or no online sales while Milo has 100% of its revenue was derived from Direct Sales.

## RECOMMENDATIONS

- Upgrade its online services to create an edge for products such as Nestle Drumstick, Milo, Nes Cau and Nesquik Duo.
- Develop new incentives for products such as Smarties and Nescafe Gold to help boost sales and the company's performance.
- Increase the market drive in states such as Victoria, Australian Capital Territory and Western Australia.