

Nestle Product Analytics



Nestle Product Analytics -Case Study

Nestlé is the largest food company in the world, marketing over 8,500 brands and 30,000 products. It operates nearly 500 factories across 5 continents and employs over 200,000 employees worldwide. As the World Food Company, Nestlé is the provider of the best food for whatever time of day and for whatever time of your life. Nestlé R&D Australia plays an important role in the development of products for Nestlé Nutrition, with focus on creating products with micronutrient fortification to address deficiencies.

The company wants to expand its business by adding new product lines. However, the Head of Growth and Strategy suggested that it was important to know the performance of the current products.

You have been employed as a Data Analyst in the Growth and Strategy Department of Nestle and asked to develop a product comparison dashboard to help the company take a decision on its expansion plans



Tailored Analysis

- What is the trend of total sales per product in the last 3 years?
- What is the monthly sales trend?
- Compare the different products based on the maximum and minimum revenue generated?
- Which location had the highest and lowest sales?
- Generate insights from the sales medium to help the Head of Growth take a decision?