**Unveiling Growth Opportunities in the FMCG Industry: A Net Revenue Management (NRM) Case Study**

This case study transformed me from a data analyst into a strategic partner for HealthMax, a leading player in the FMCG industry's shampoo market. I analyzed market data to understand HealthMax's performance and competitors. Leveraging the five pillars of NRM, I identified growth opportunities through techniques like brand portfolio pricing, mix management, and promotion analysis. Using Excel functions like VLOOKUP and pivot tables, I calculated key metrics like net sales contribution and gross margin. Ultimately, I developed data-driven recommendations to improve HealthMax's profitability by optimizing pricing, product mix, and promotions.

**Data-Driven Insights for Profitability:**

* Organic Boom: Capitalizing on market trends, I identified a surging demand (275% growth) for organic shampoos. This strategic insight translates into a lucrative launchpad for new HealthMax products, aligning with evolving consumer preferences in the dynamic FMCG landscape.
* Travel-Sized Innovation: Analyzing competitor data revealed a growing consumer preference for travel-sized products (50ml). This data-driven discovery presents a unique opportunity for HealthMax to develop a new product line.
* Promotion Optimization: Leveraging Excel and ROI calculations, I evaluated past promotions, pinpointing the most effective campaigns. This data analysis empowered me to translate insights into actionable recommendations, maximizing the return on HealthMax's marketing investments.

**Quantifiable Impact:**

* NRM-Driven Growth: Through NRM initiatives, I forecasted net sales growth exceeding organic market growth. This highlights the significant revenue potential of NRM within the competitive FMCG industry.

**Key Takeaways:**

* Identified high-growth market trends in the organic shampoo segment.
* Utilized competitor analysis to discover new product opportunities.
* Implemented NRM principles in Excel to analyze data and develop data-driven recommendations.
* Forecasted the potential impact of NRM initiatives on future sales growth.

**This case study showcases my ability to:**

* Apply NRM principles to a real-world FMCG scenario.
* Use Excel for data analysis and business insights.
* Develop strategic recommendations to optimize profitability.