



# NESTLE PRODUCT ANALYTICS

A PRODUCT COMPARISON DASHBOARD TO HELP THE COMPANY TAKE A  
DECISION ON EXPANSION PLANS

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# FINDINGS:

- 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 MIN 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?

## Total Revenue

30.82M

- ☐ Kit Kat
- ☐ Maggi
- ☐ Milo
- ☐ Nes Cau
- ☐ Nescafe
- ☐ Nescafe Gold
- ☐ Nesquik Duo
- ☐ Nestle Drumstick
- ☐ Smarties

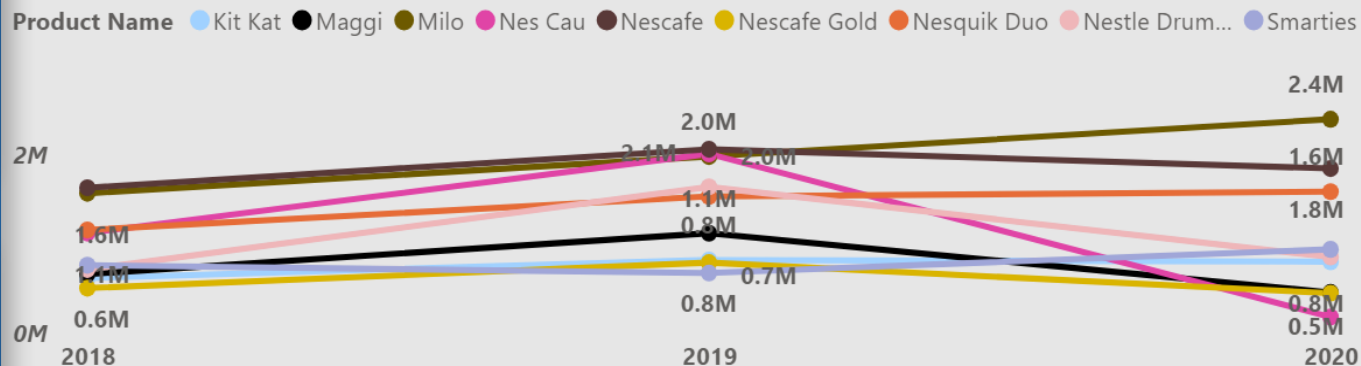
Year, Total Revenue, Product ...

- ☐ 2018
- ☐ 2019
- ☐ 2020

## NESTLE REVENUE ANALYSIS 2018-2020



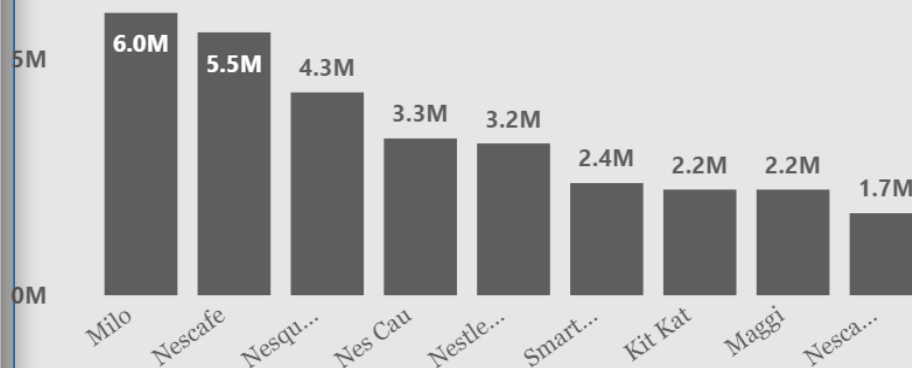
### Trend of total sales per product in three years



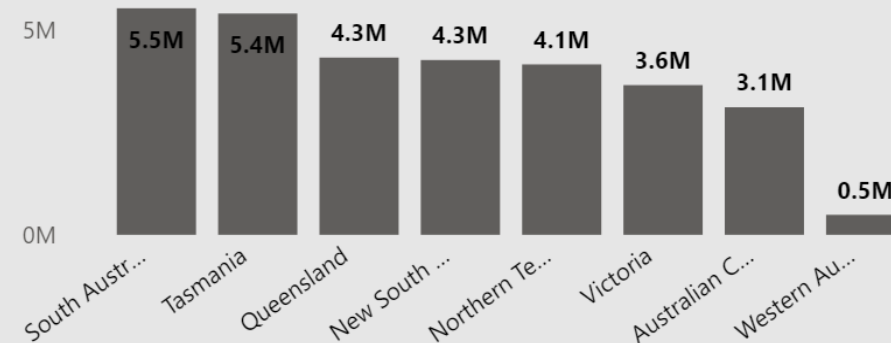
### Revenue by Sales Medium



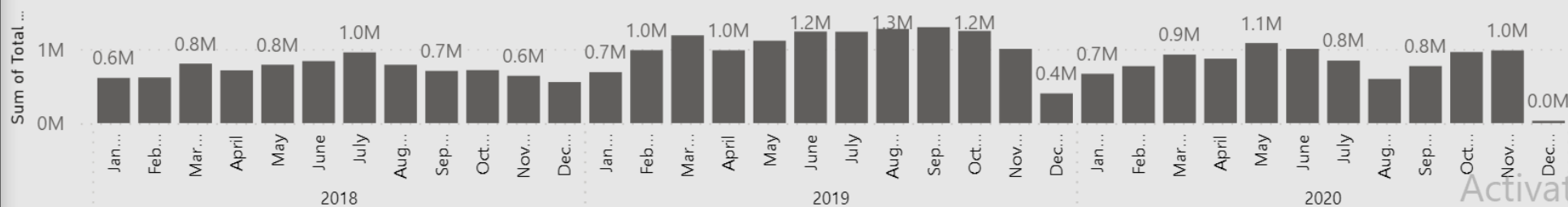
### Revenue Generated by Products



### Revenue from each Location



### Monthly sales trend



Total revenue generated over three years is \$30.82 million

Total sales trend in 3 years :

- Total revenue of \$8.71m was generated in 2018, there was increment of revenue in 2019 which result to total amount of \$12.62m, a little set back happened in 2020 which result to the company generating \$9.49m

Location :

- The company's highest revenue came from southern Australia with total revenue of \$5.5m follow by Tasmania with total revenue of \$5.4m Queensland, New south wales ,Northern Territory,Victoria,Australian Capital Territory and western Australia wit total revenue of \$4.3m,\$4.3m,\$4.1m,**\$3.6m,\$3.1m,\$0.5m** respectively.

Sales medium:

- Majority of Austrailians love direct sale medium than the online sales medium. 77% of sales from 2018-2020 came from direct sales with the total revenue of \$23.8m,while just 23% is from online sales.

Product Revenue:

- The best selling product is Milo with the total revenue of \$6m while Nescafe gold has the lowest revenue of \$1.7
- The analysis also shows that ;Nestle Australia always experience low sales in December, from 2018-2020.In December 2020 they experience their worst sales.
- The sales of Nescafe is trending over Nescafe Gold and affecting its demand because they are close substitute to eachother and nescafe gold is more expensive.

## RECOMMENDATIONS:

- Evaluate pricing strategies in Western Australia to ensure they are competitive and aligned with the local market dynamics. Run promotions, discounts, to attract and retain customers also Engage with consumers through social media, events, and other channels to build brand loyalty and increase sales.
- Stakeholders should look into boosting online marketing efforts by allocate resources to targeted online marketing campaigns, aiming to enhance brand visibility and draw in a larger number of online shoppers.