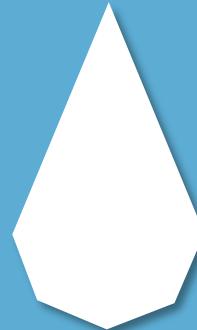


WELCOME

CAPSTONE PROJECT – A PRODUCT PORTFOLIO ANALYSIS.

// Malte „The Storyteller“ // Nina „The Strategist“ // Benni „The Coder“



**HYDRO
PHIL**

// GROWING FAST 2019



2019
Gross Profit*
5,621,952



2019
Sales Volume
4,231,289

2013
HYDROPHIL



NAIKED



* = sales revenue deducting variable costs and before taxes

// BACK TO THE ROOTS 2021



Sales Revenue
3.610.116€



Sales Volume
2.160.287



Gross Profit*
1.993.055€

 HYDROPHIL



2

* = sales revenue deducting variable costs and before taxes

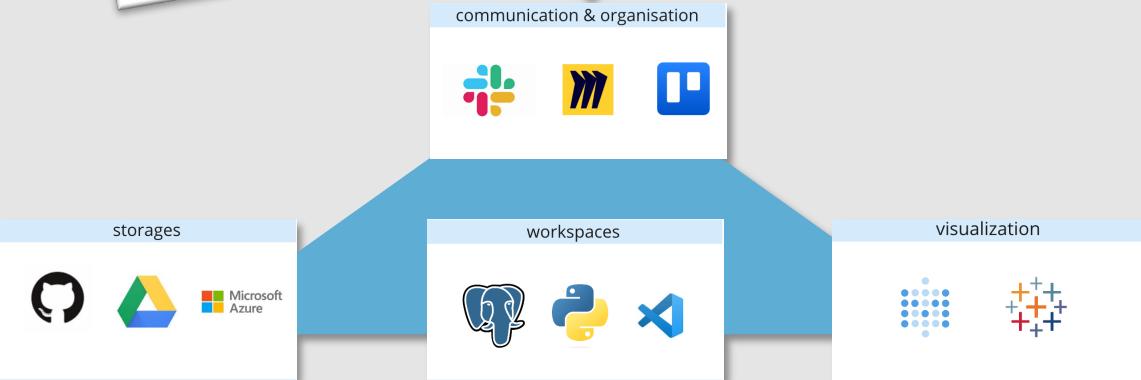
// 43 PRODUCTS - WHICH ONES SELL AND WHICH ONES DON'T?



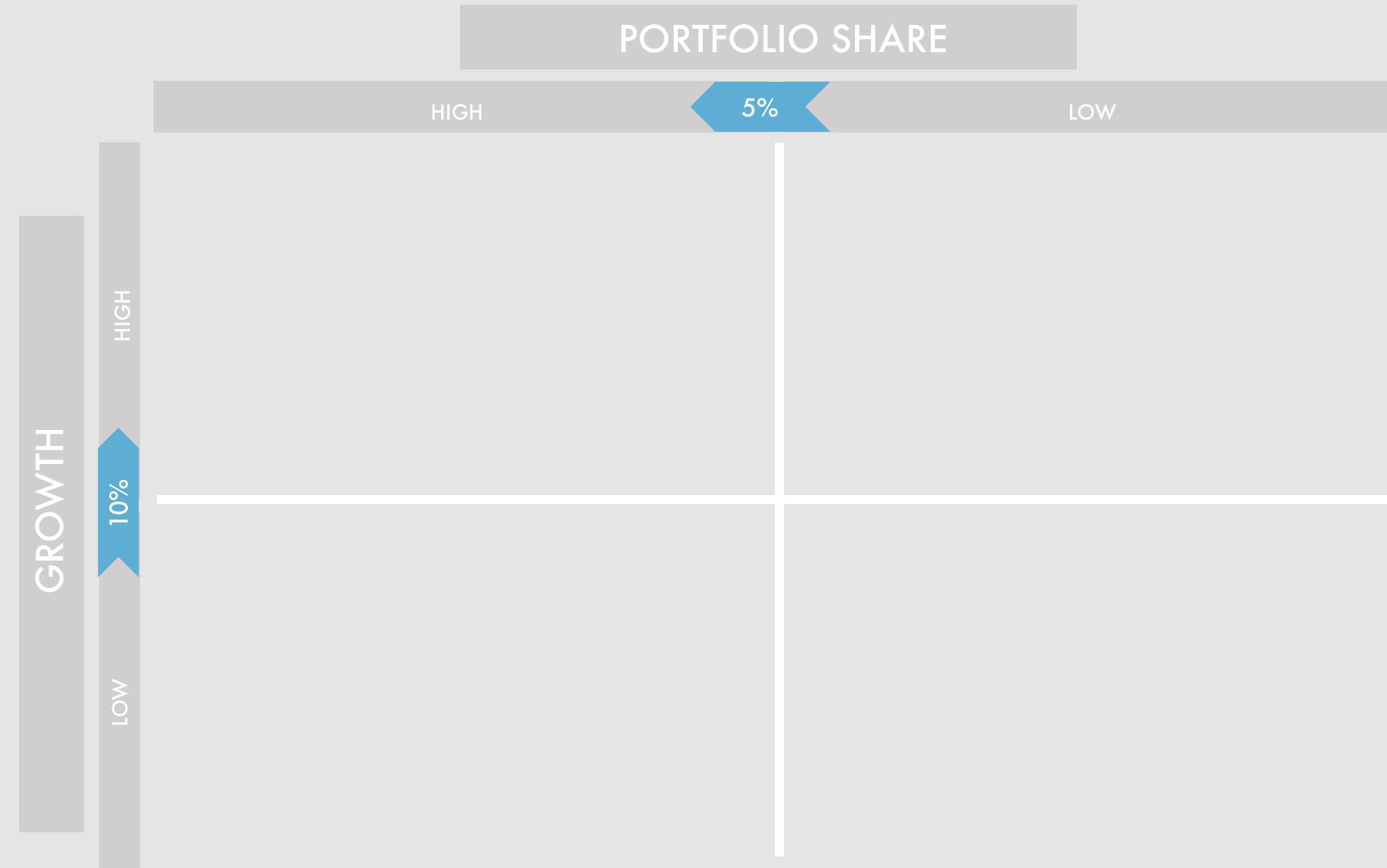
// THE STARTING POINT - OUR WORKFLOW

1. What products should I **invest** in?
2. What products can I **leave alone**?
3. What products should I **get rid of**?

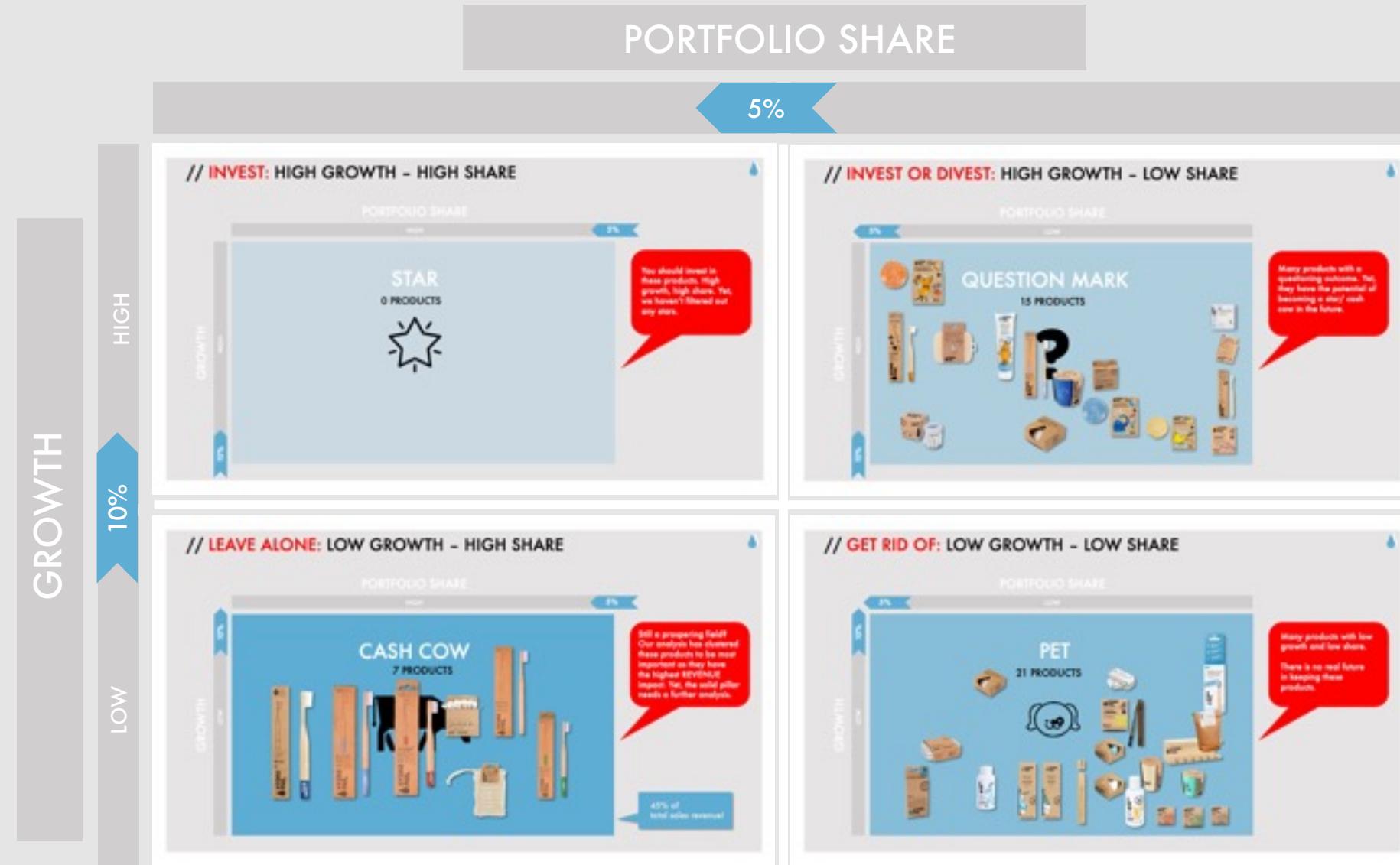
ZUWEISUNG	RECHNUNGSNR.	RECHNUNGSNR. ZAHNLSTATUS	KUNDENNR.	RECHNUNGSNR. LIEFERANT	PRODUKTNR. ARTIKELNR. CANT	Menge	Steuern	Einheitspreis	Gesamtpreis Umsatzsteuerabzug
254441 2021249709	382079	bezahlt/verbucht	637963	31.12.21 PayPal	Hydrophil - 2 HY-2199-DEC 4,2604E+12	1	19	4,96	4,96 shopware
254441 2021249709	382080	bezahlt/verbucht	637963	31.12.21 PayPal	Hydrophil - 2 HY-2198-DEC 4,2604E+12	1	19	4,96	4,96 shopware
254441 2021249709	382081	bezahlt/verbucht	637963	31.12.21 PayPal	Hydrophil - 2 HY-2197-DEC 4,2604E+12	1	19	4,96	4,96 shopware
254441 2021249709	382083	bezahlt/verbucht	619812	31.12.21 PayPal	Hydrophil - Z HY-1302-MLI 4,2604E+12	6	19	4,96	29,75 shopware
254442 2021249710	382083	bezahlt/verbucht	632709	31.12.21 PayPal	Hydrophil - B HY-1099-DE-Set	1	19	8,32	8,32 shopware
254443 2021249711	382085	bezahlt/verbucht	632709	31.12.21 PayPal	Hydrophil - B HY-1097-DE-Set	1	19	8,32	8,32 shopware
254443 2021249711	382086	bezahlt/verbucht	632709	31.12.21 PayPal	Hydrophil - B HY-1098-DE-Set	1	19	8,32	8,32 shopware
254443 2021249711	382087	bezahlt/verbucht	632709	31.12.21 PayPal	Hydrophil - 2 HY-2198-DEC 4,2604E+12	1	19	4,96	4,96 shopware
254444 2021249712	382088	bezahlt/verbucht	637965	31.12.21 PayPal	Hydrophil - B HY-1203-DEC 4,2604E+12	2	19	11,68	23,36 shopware
254444 2021249712	382088	bezahlt/verbucht	637965	31.12.21 PayPal	Hydrophil - B HY-1202-DEC 4,2604E+12	2	19	11,68	23,36 shopware
254441 2021249681	381948	bezahlt/verbucht	637953	30.12.21 PayPal	Hydrophil - B HY-1097-DE-Set	2	19	8,32	16,64 shopware
254441 2021249681	381947	bezahlt/verbucht	637953	30.12.21 PayPal	Hydrophil - Z HY-1399-DEC 4,2604E+12	2	19	3,28	6,55 shopware
254441 2021249681	381948	bezahlt/verbucht	637953	30.12.21 PayPal	Hydrophil - V HY-2900-DEC 4,2604E+12	1	19	1,6	1,6 shopware
254441 2021249681	381949	bezahlt/verbucht	637953	30.12.21 PayPal	Hydrophil - L HY-1500-DEC 4,2604E+12	1	19	4,96	4,96 shopware
254442 2021249682	381950	bezahlt/verbucht	522057	30.12.21 PayPal	Hydrophil - B HY-1003-DE-Set	1	19	8,32	8,32 magento
254442 2021249682	381951	bezahlt/verbucht	522057	30.12.21 PayPal	Hydrophil - B HY-1001-DE-Set	2	19	8,32	16,64 magento
254442 2021249682	381952	bezahlt/verbucht	522057	30.12.21 PayPal	Hydrophil - Z HY-1003-DEC 4,2604E+12	1	19	2,44	2,44 magento
254443 2021249683	381953	bezahlt/verbucht	637941	30.12.21 Avocado Sto	Hydrophil - B HY-8003-DE01	1	19	26,81	26,81 avocadostore
254443 2021249683	381954	bezahlt/verbucht	637941	30.12.21 Avocado Sto	Versandkosten versandkosten	1	19	0	0 avocadostore
254444 2021249684	381955	bezahlt/verbucht	637939	30.12.21 Kreditkarte	Hydrophil - B HY-1002-DE-Set	2	19	8,32	16,64 shopware
254444 2021249684	381956	bezahlt/verbucht	637939	30.12.21 Kreditkarte	Versandkosten versandkosten	1	19	4,12	4,12 shopware
254445 2021249685	381957	bezahlt/verbucht	637937	30.12.21 Vorkasse	Hydrophil - B HY-1098-EN-Set	1	19	8,32	8,32 shopware
254445 2021249685	381958	bezahlt/verbucht	637937	30.12.21 Vorkasse	Hydrophil - B HY-1005-DE-Set	1	19	8,32	8,32 shopware
254445 2021249685	381959	bezahlt/verbucht	637937	30.12.21 Vorkasse	Versandkosten versandkosten	1	19	7,48	7,48 shopware
254446 2021249686	381960	bezahlt/verbucht	637936	30.12.21 Kreditkarte	Hydrophil - B HY-1005-DE-Set	1	19	8,32	8,32 shopware
254446 2021249686	381961	bezahlt/verbucht	637936	30.12.21 Kreditkarte	Hydrophil - B HY-1002-DE-Set	1	19	8,32	8,32 shopware
254446 2021249686	381962	bezahlt/verbucht	637936	30.12.21 Kreditkarte	Versandkosten versandkosten	1	19	4,12	4,12 shopware
254447 2021249687	381963	bezahlt/verbucht	637942	30.12.21 Avocado Sto	Lamazuna - LA-2906-DE0 3,7602E+12	1	19	11,34	11,34 avocadostore
254447 2021249687	381964	bezahlt/verbucht	637942	30.12.21 Avocado Sto	Versandkosten versandkosten	1	19	0	0 avocadostore
254448 2021249688	381965	bezahlt/verbucht	637943	30.12.21 Avocado Sto	Hydrophil - 2 HY-2199-DEC-Set	1	19	12,52	12,52 avocadostore



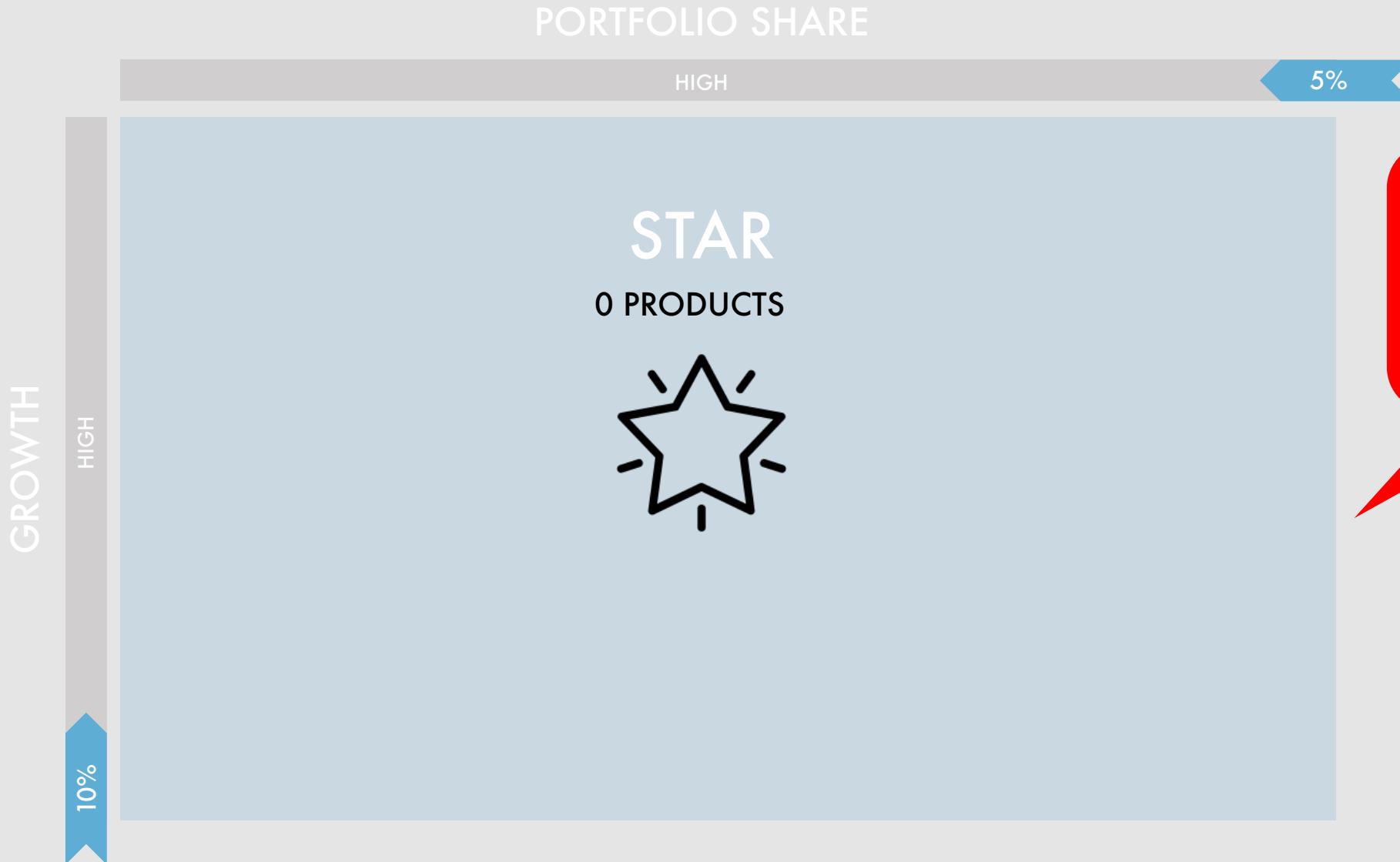
// THE PORTFOLIO MATRIX - WHAT TO FOCUS ON



// THE PORTFOLIO MATRIX - AN OVERVIEW

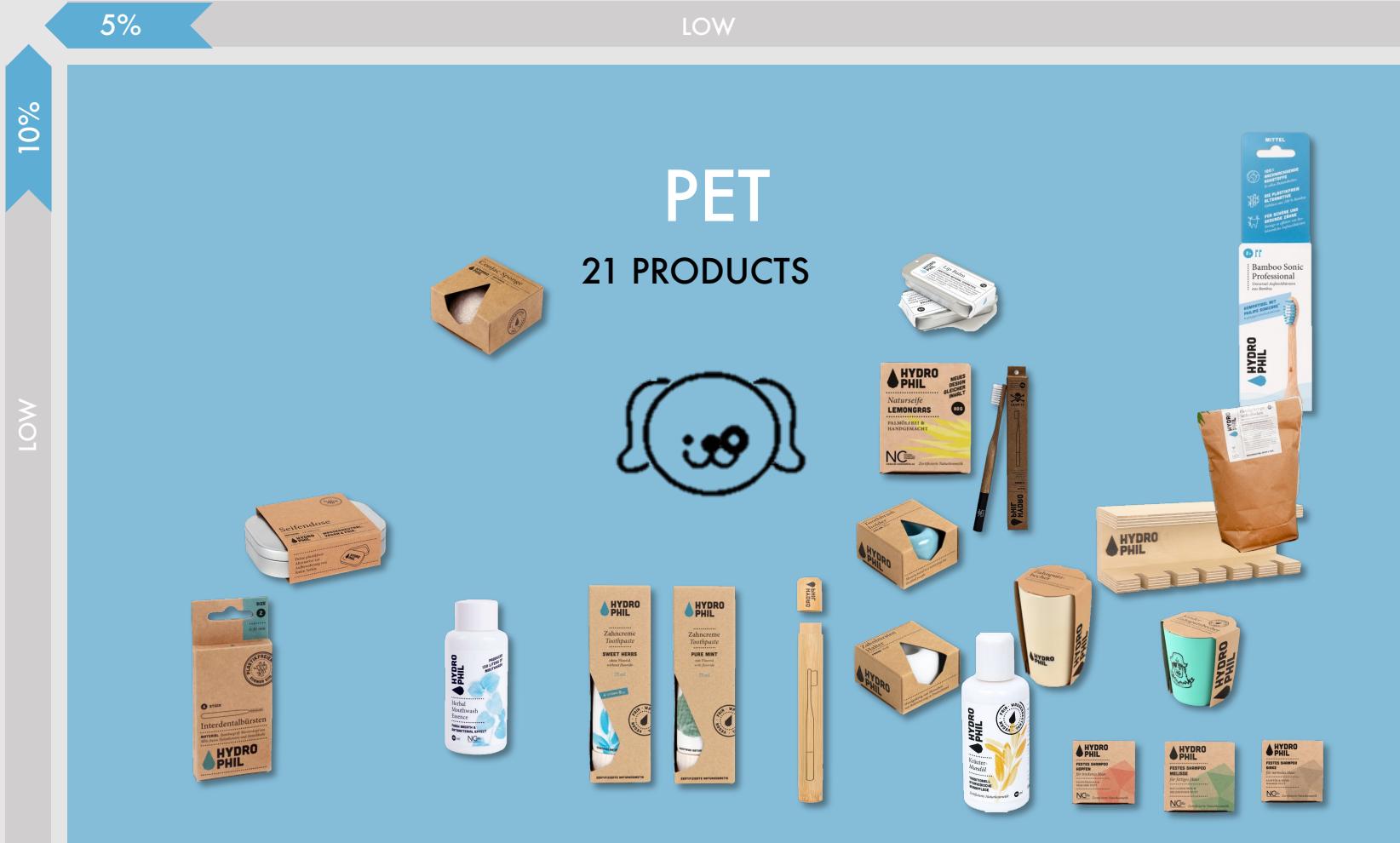


// INVEST: HIGH GROWTH - HIGH SHARE



You should invest in these products. High growth, high share. Yet, we haven't filtered out any stars.

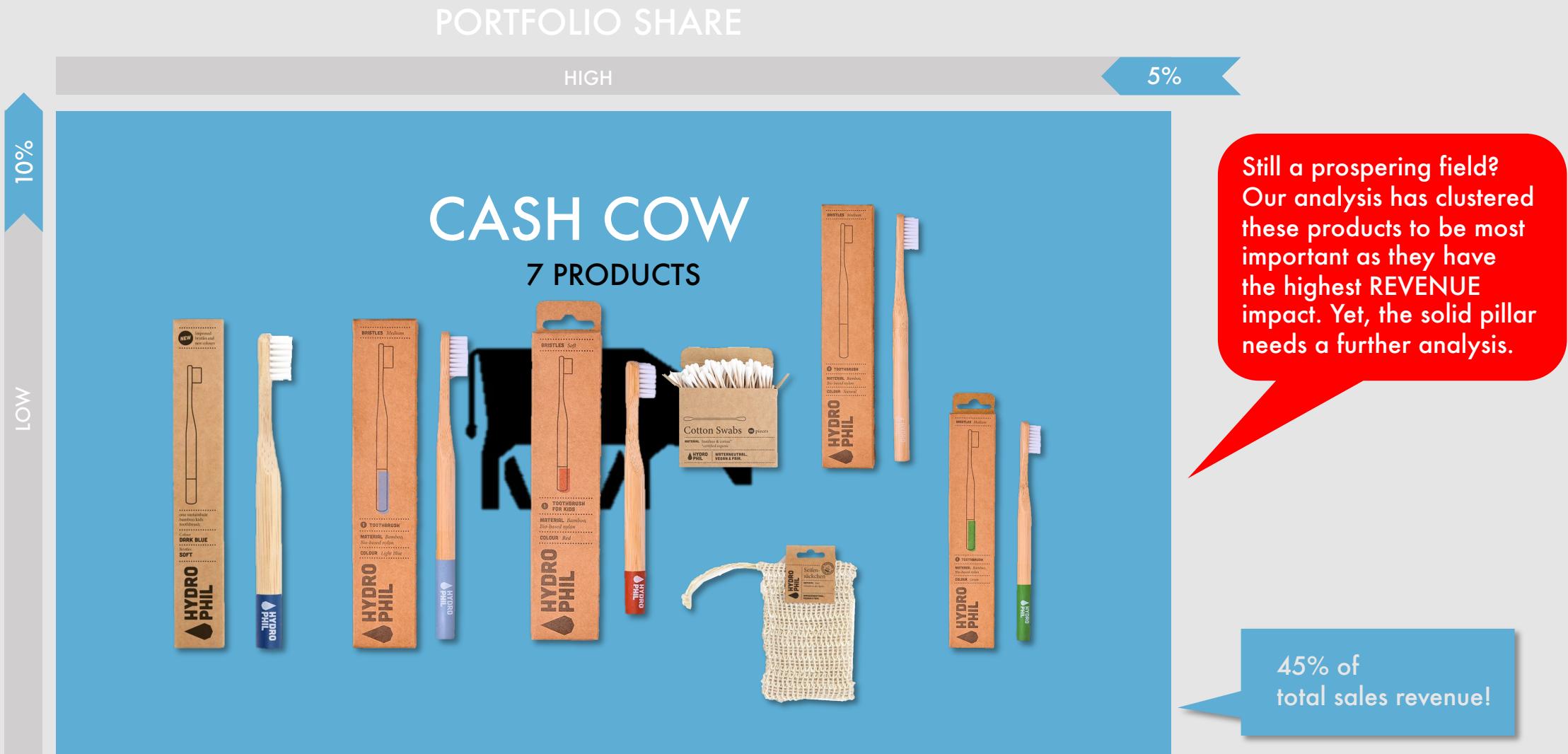
// GET RID OF: LOW GROWTH - LOW SHARE



Many products with low growth and low share.

**There is no real future
in keeping these
products.**

// LEAVE ALONE: LOW GROWTH – HIGH SHARE



// INVEST OR DIVEST: HIGH GROWTH - LOW SHARE

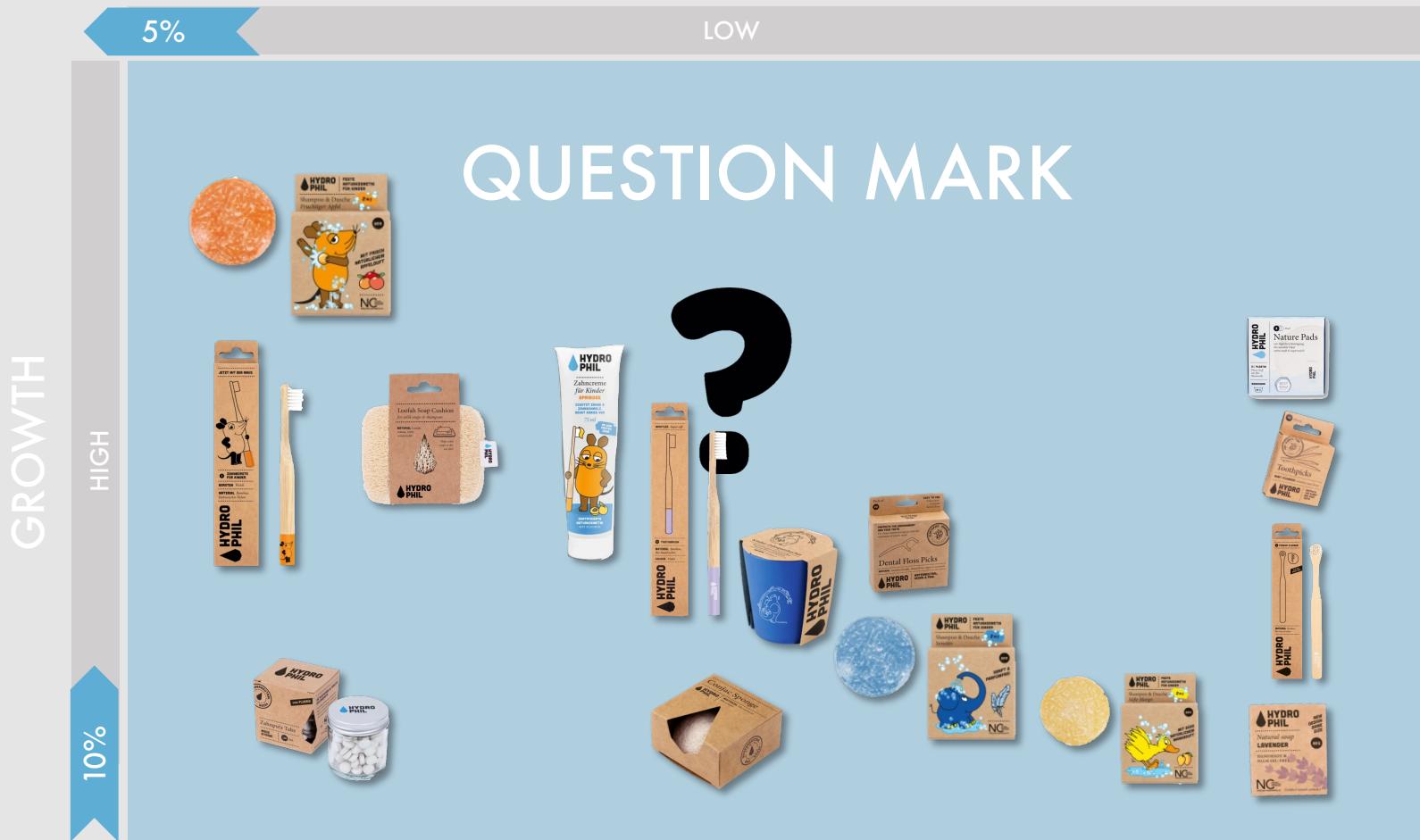


Many products with a questioning outcome. Yet, they have the potential of becoming a star/ cash cow in the future.

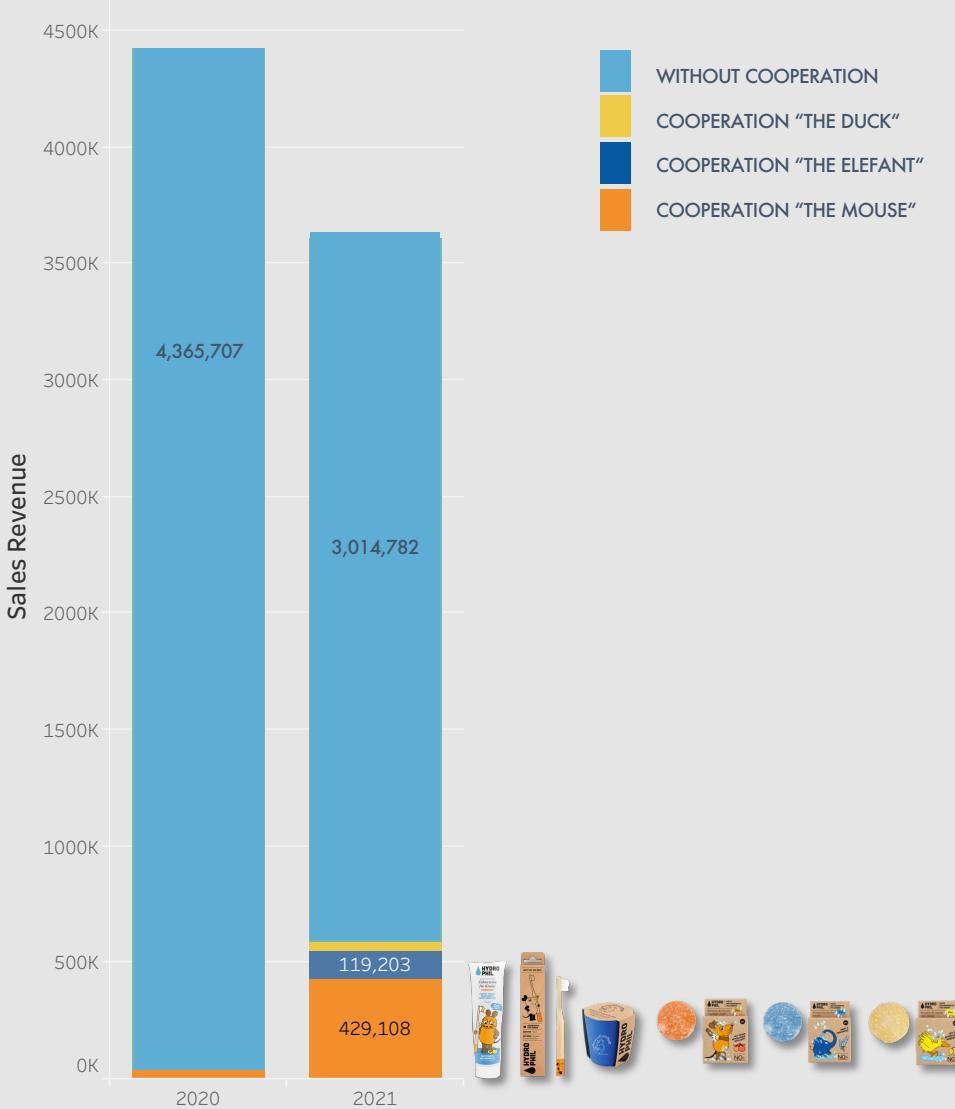
CLOSER LOOK AT THE PRODUCTS.



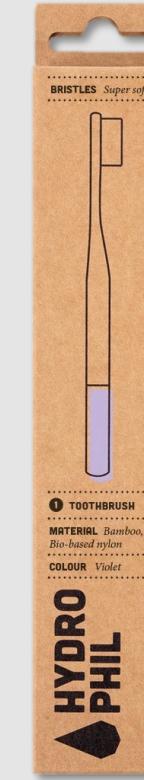
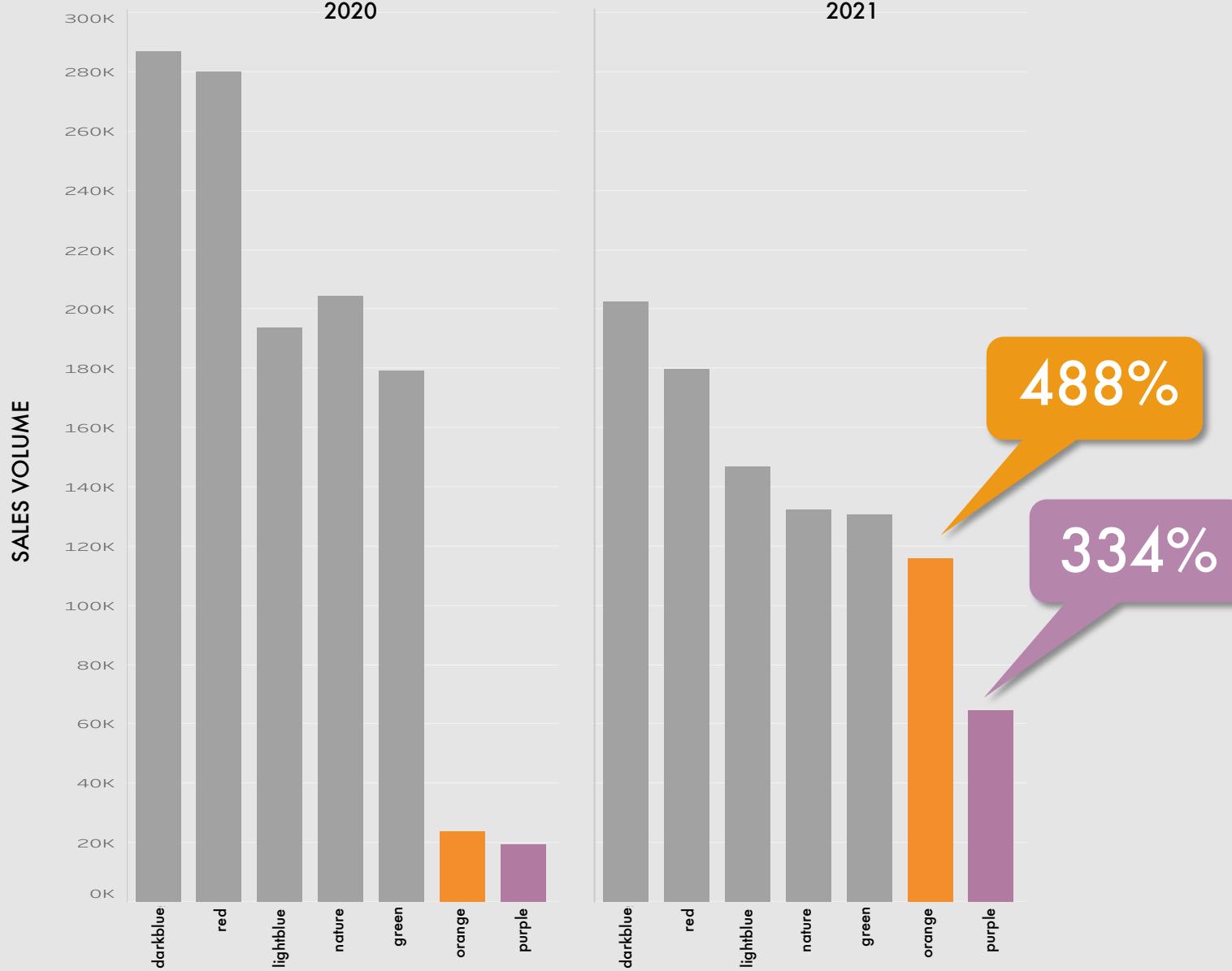
// NEW PRODUCT LAUNCHES IN 2020



// 19,6% OF TOTAL REVENUE



// NEW TOOTHBRUSHES MADE THE YEAR

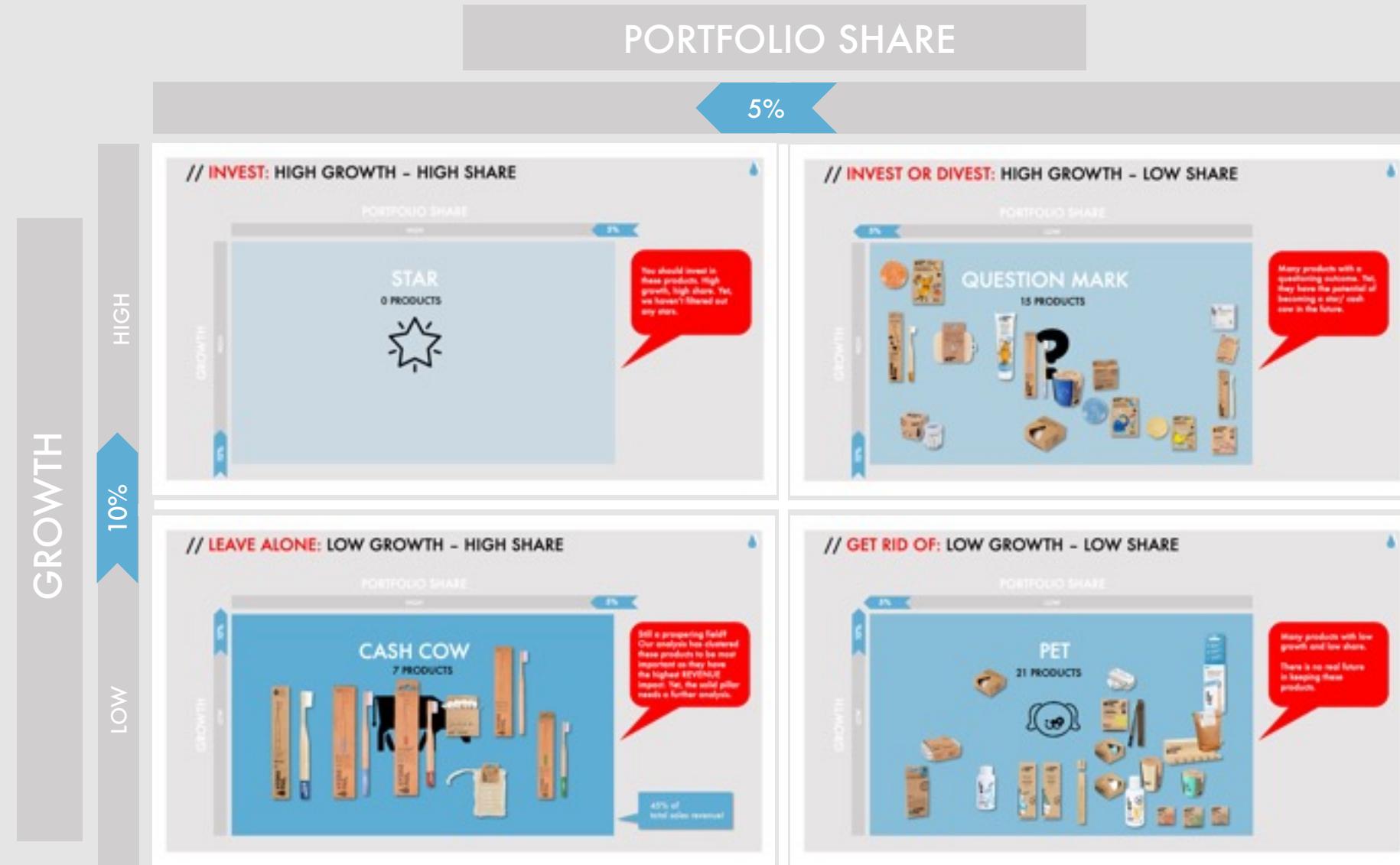


// LOOFAH SOAP CUSHION

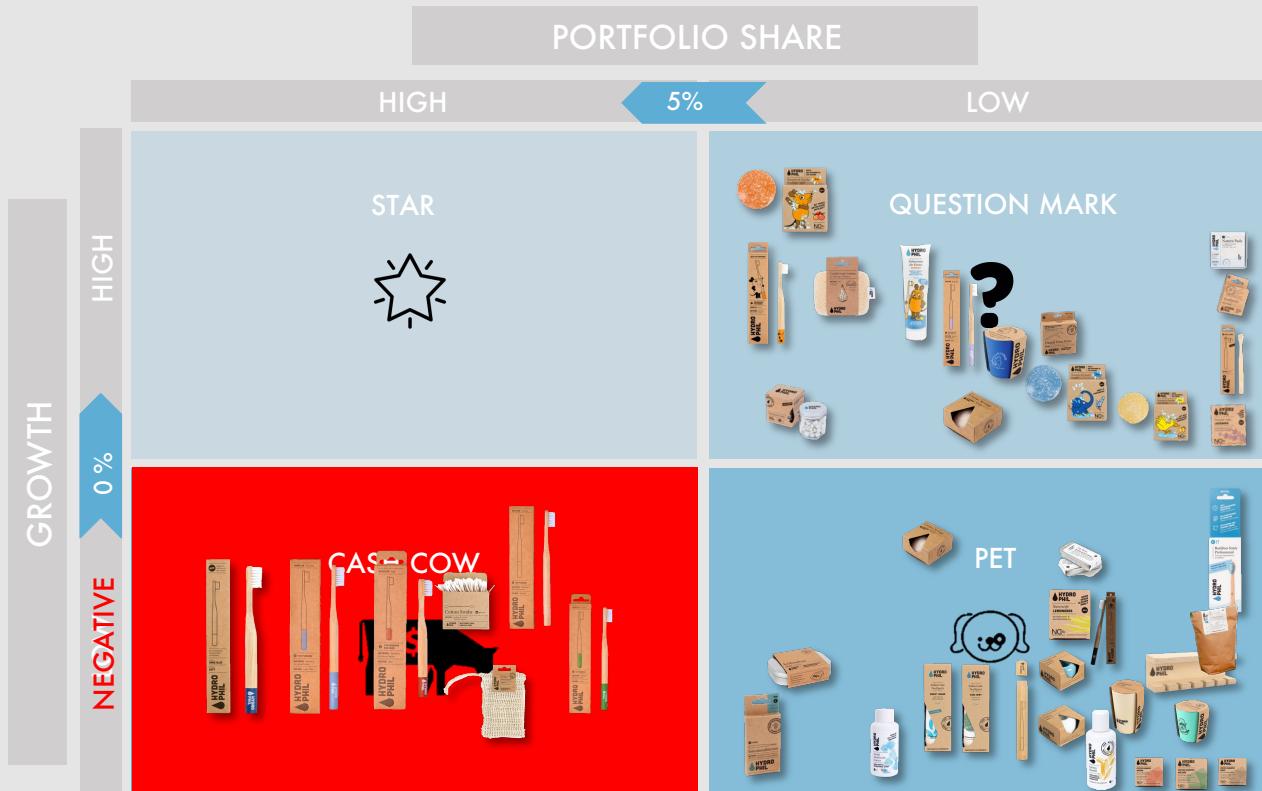


- Revenue decrease by 13 %
- Sales increase by 18%

// THE PORTFOLIO MATRIX

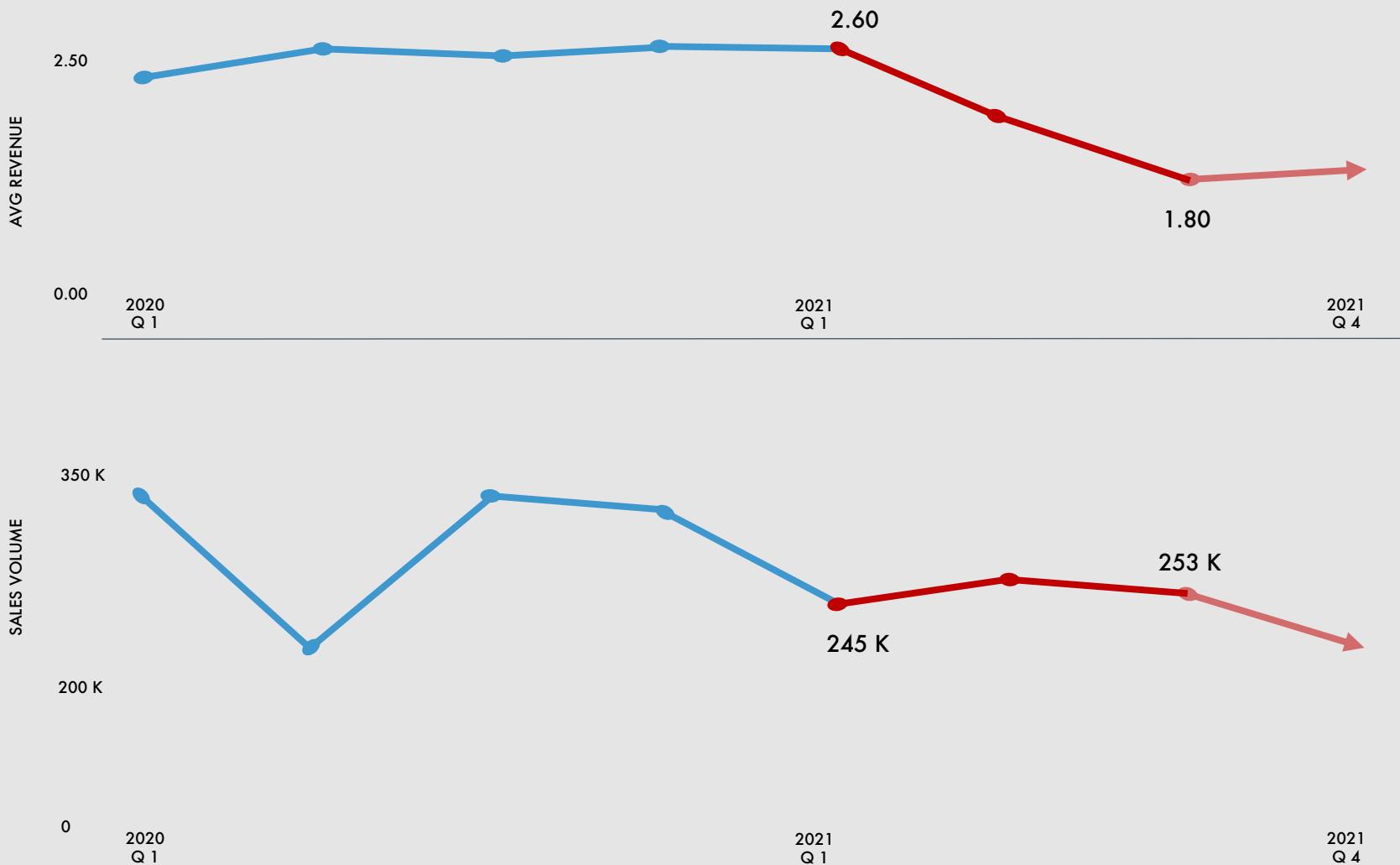


// THE TRUTH - LEAVE ALONE?



- Cash cow usually should be left alone.
- Negative growth, yet high share
- Toothbrushes make up a very concentrated pillar. Strong, yet very susceptible to break apart.
- You definitely have to distribute the risk of solely focusing on toothbrushes.
- GET IN ACTION!

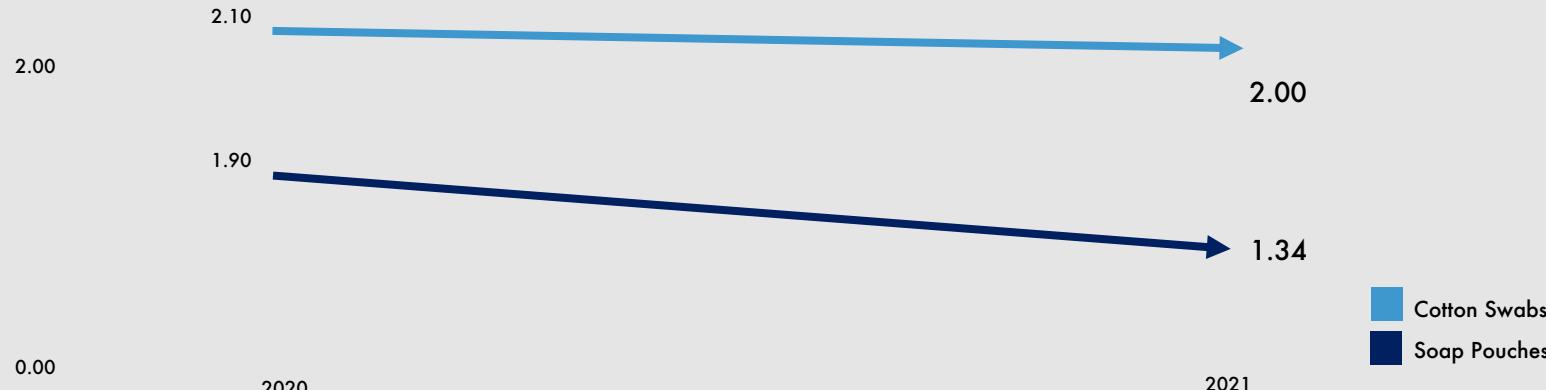
// TOOTHBRUSHES



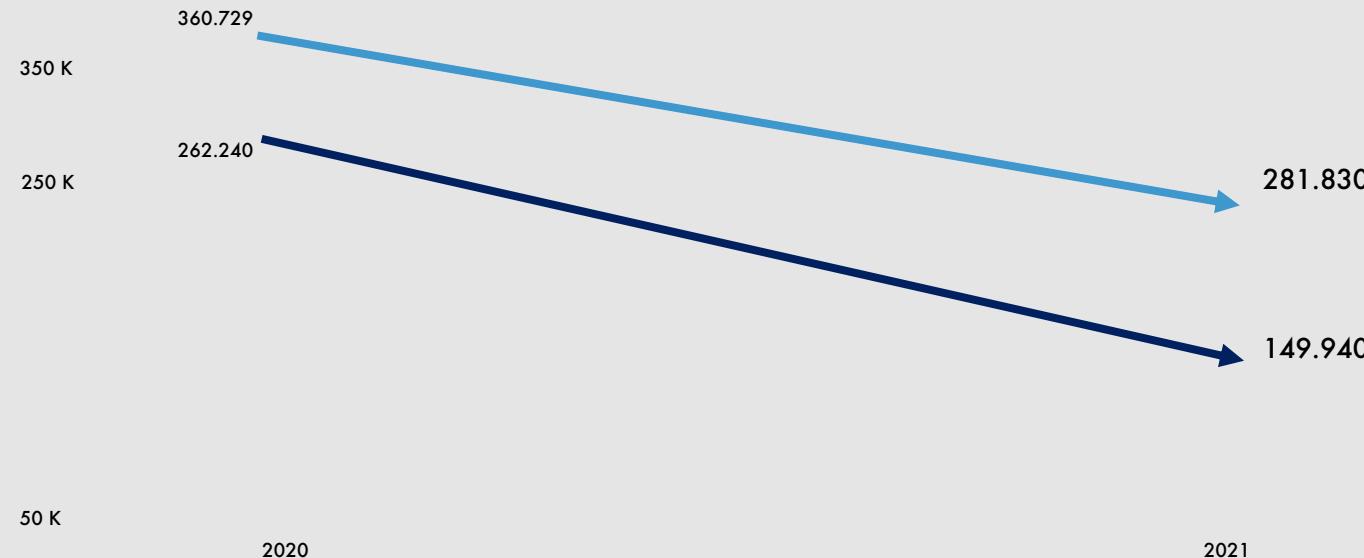
// SOAP POUCHES & COTTON SWABS



Avg Revenue



Sales Volume

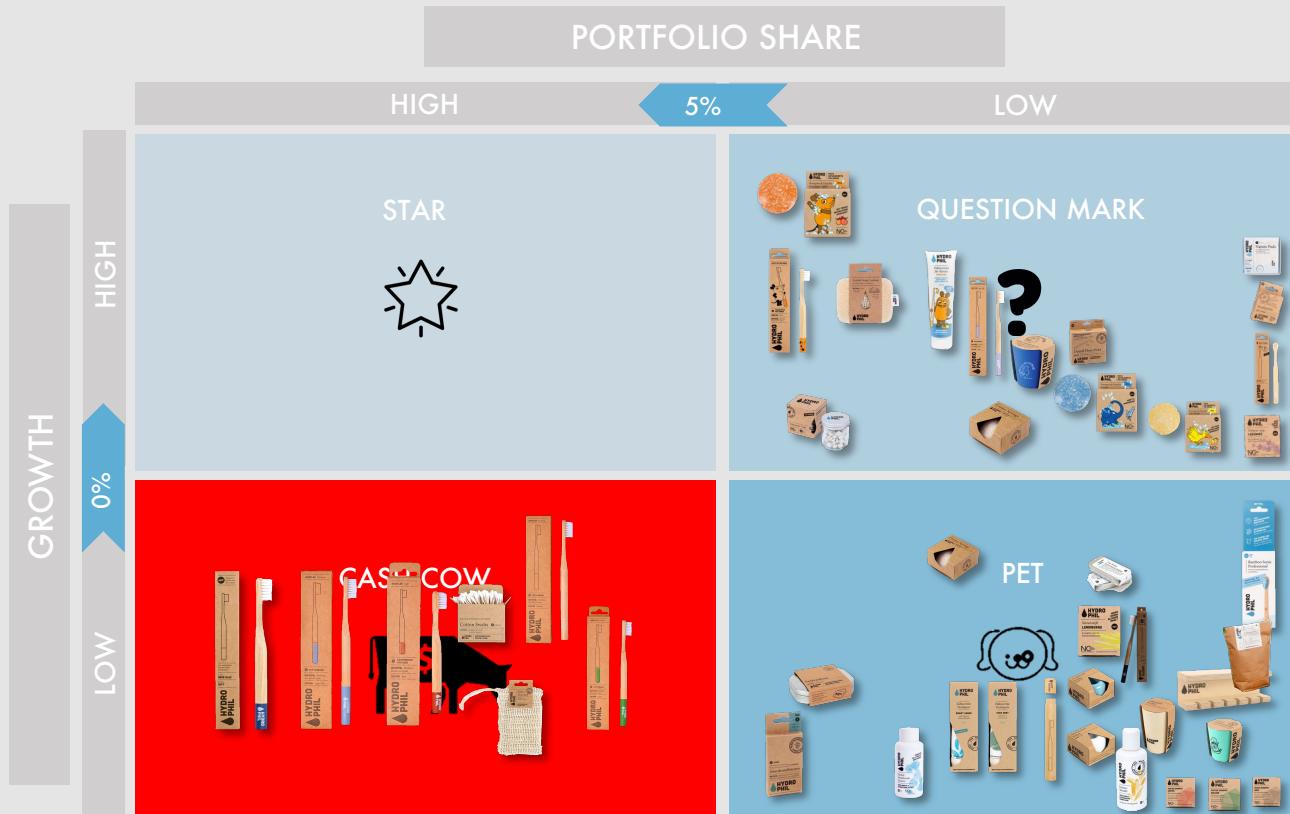


- Soap pouches and cotton swabs have slightly decreased in the revenue.

- Soap pouch Sales Volume dropped by 43%.
- Cotton Swabs Sales Volume drop by 22%.



// OUR RECOMMENDATION



- Get rid of all pets.
- Invest in the cooperation with "Die Maus".
- Observe other question mark products.
- Increase prices for the toothbrushes.
- Stabilize the cash cow products.
- Distribute the risk of being depended on toothbrushes only.

// FUTURE OUTLOOK



- Market analysis – to be up to date and act pro-active.
- Competitors analysis – to know who your competitors are and what they do.
- Customer Journey – to understand your customers of tomorrow.
- Use Data Analytic tools such as Tableau – to be more efficient within your business.

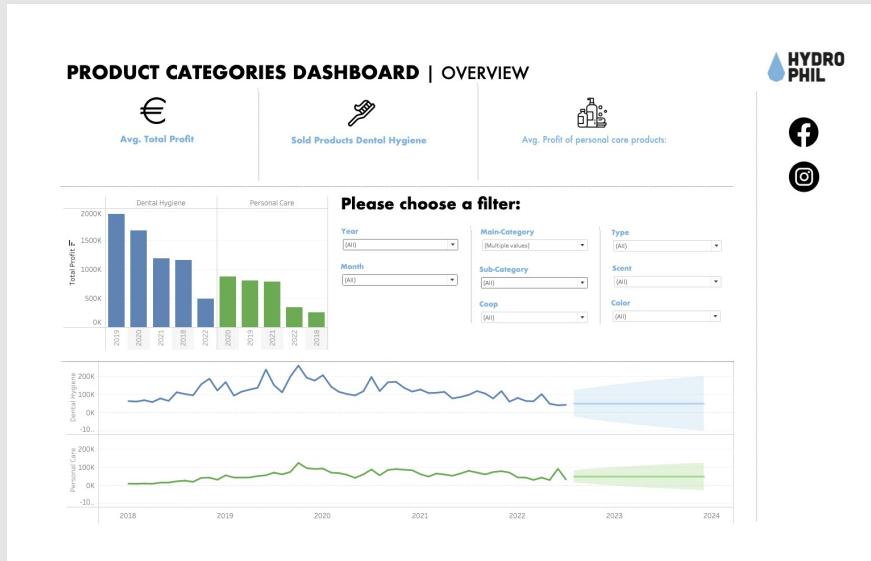


Tableau Dashboard tool with pre defined categories in Python for a deeper analysis of all existing products.



UP TO NEW HORIZONS. THANK YOU.



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