

PROJECT REPORT

NESTERNSHIP

By Shivansh Bansal

Internship Duration- 13th Sept, 2023 – 12th Nov, 2023

Project Name: Vet Pillar Project

Project Mentor: Mrs. Charu Kapoor

Company: Nestle Purina PetCare

Location: Gurugram, India



EXECUTIVE SUMMARY

During my internship at Nestlé Purina PetCare in Gurugram, India, I had the invaluable opportunity to immerse myself in the dynamic world of the pet food industry. Over the course of the past 2 months, I engaged in a diverse range of tasks aimed at enhancing operations and driving growth within the organization.

The internship commenced with an extensive exploration of Purina PetCare's offerings, providing me with a comprehensive understanding of the company's products and services. This foundational knowledge served as a springboard for my subsequent contributions.

A significant milestone of the internship was the expansion of Nestlé Purina's database through the implementation of web scraping techniques and the utilization of Python's BeautifulSoup library. This initiative not only bolstered the company's data resources but also underscored the potential for leveraging technology in data management.

In tandem with database expansion, I was entrusted with refining marketing strategies and sales scripts, seeking to amplify their impact on overall sales performance. This endeavor involved a meticulous analysis of existing approaches, followed by the introduction of targeted enhancements. The resultant improvements demonstrated a notable uptick in sales effectiveness.

A highlight of my tenure involved conceptualizing ideas for a Power BI dashboard tailored to Nestlé. Designed to track incentives for on-field sales agents, the dashboard leveraged key parameters to provide actionable insights for sales optimization. This endeavor epitomized the synergy between data-driven decision-making and operational efficiency.

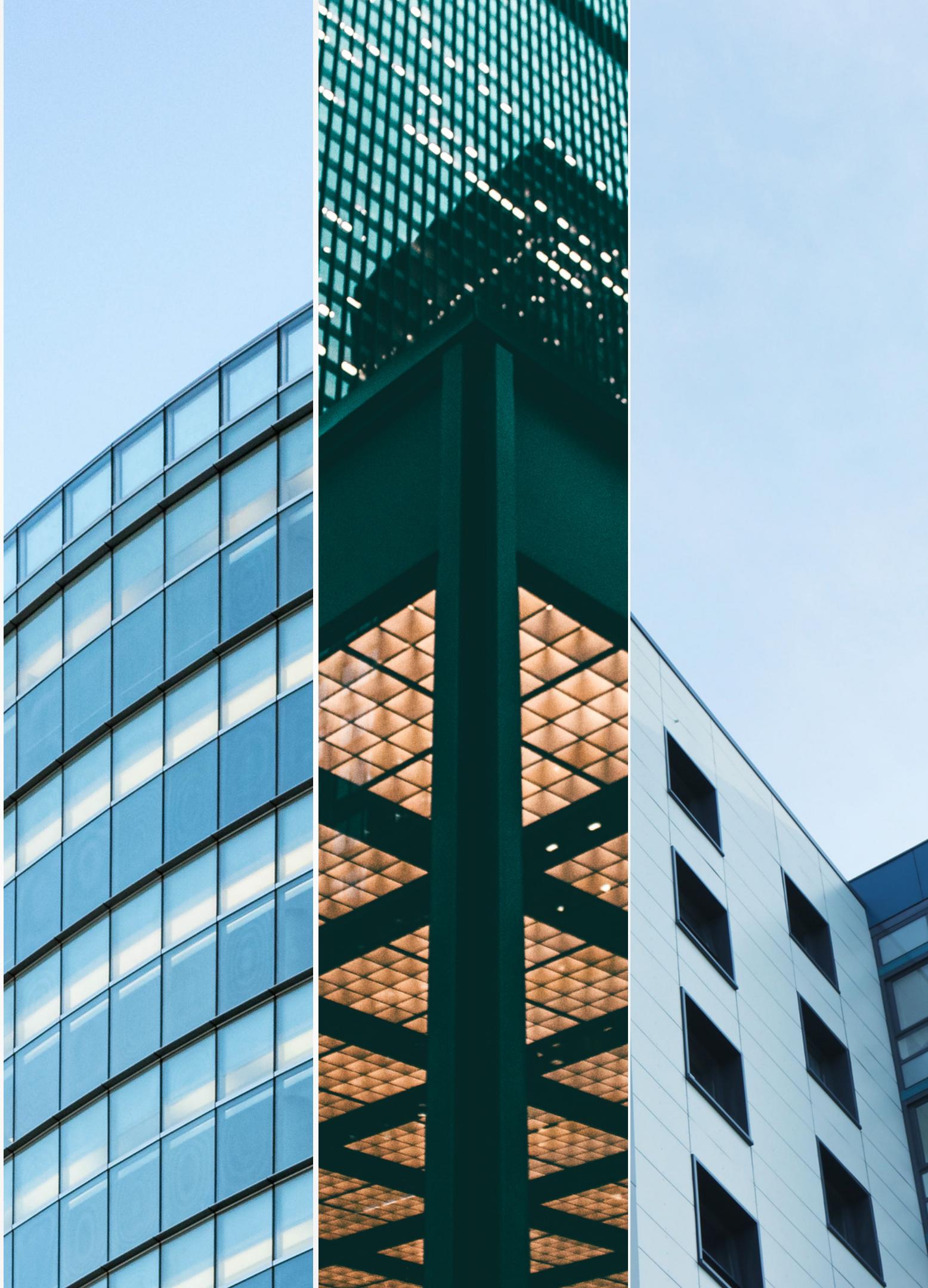


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BACKGROUND OF PURINA

1. Establishment: Nestlé Purina PetCare entered the Indian market to meet the growing demand for pet care products. The company's presence in India is aligned with the country's increasing interest in pet ownership and care.

2. Product Range: Nestlé Purina offers a diverse range of pet food products, including dry kibble, wet food, and treats, catering to the dietary needs and preferences of dogs and cats.

3. Quality and Safety: The company maintains stringent quality control measures and safety standards to ensure the products meet the highest industry benchmarks. This commitment to quality is reflected in the ingredients and formulation of their pet food.

4. Distribution and Availability: Nestlé Purina PetCare products are available across various pet supply outlets, veterinary clinics, and e-commerce platforms, making them easily accessible to pet owners across India.



3. Ingredients and Formulation:

- Pet food ingredients vary widely and can include meat, poultry, fish, grains, vegetables, and various additives like vitamins and minerals. Premium brands often emphasize high-quality, natural ingredients.

4. Regulations and Standards:

- Pet food manufacturing is subject to strict regulatory oversight in many countries to ensure safety, quality, and adherence to nutritional standards. These regulations may differ from one region to another.

5. Health and Wellness Trends:

- There's a growing demand for functional and specialized pet foods, including those catering to weight management, joint health, and dental care.

6. Premium and Specialty Brands:

- The industry includes a range of products, from economy brands to premium and specialty lines. Premium brands often emphasize high-quality ingredients, specialized formulations, and unique recipes.

OVERVIEW

OVERVIEW OF PET INDUSTRY

The pet food industry is a global market dedicated to the production, marketing, and distribution of food and nutritional products for pets, primarily dogs and cats. It plays a crucial role in providing balanced and nutritious diets to meet the specific dietary needs of domesticated animals. Here's a brief overview of the pet food industry:

1. Market Size and Growth: The pet food industry is substantial and continues to experience steady growth. It is influenced by factors such as increasing pet ownership, urbanization, and a growing awareness of the importance of pet nutrition.

2. Product Types:

- **Dry Food (Kibble):** This category includes dehydrated or baked pellets, often the most common and convenient form of pet food for owners.
- **Wet Food:** Canned or pouched pet foods with higher moisture content, usually containing more meat and fewer carbohydrates compared to dry food.
- **Treats and Snacks:** Supplementary foods used for training, rewards, or occasional indulgence.
- **Specialized Diets:** Formulated for pets with specific dietary needs, such as hypoallergenic, grain-free, or prescription diets.



DATABASE EXPANSION

The primary data source for this project was www.healthfrog.in, a reputable platform providing comprehensive listings of pet centers across various regions. The website offered a user-friendly interface with structured information, making it an ideal candidate for web scraping.

Address	
icare	477, Dda Flats, Pocket 1, Dwarka Sector 22, , Delhi, Delhi - 110075,India
ary Care Pvt Ltd	Plot No 26, Community Centre, Gulmohar Enclave-Gautam Nagar, , Delhi, Delhi - 110049,India
Pet Clinic And Surgery	83/A, Aruna Asaf Ali Marg, Vasant Kunj, , Delhi, Delhi - 110070,India
	17/94, Lower Ground Floor, Subhash Nagar, , Delhi, Delhi - 110027,India
	D-168, Kamla Nagar, , Delhi, Delhi - 110007,India
pet Clinic	House Number E 4, Oriental Homes, Sushant Lok 3, Sector 57, Gurgaon Rd, , Delhi, Delhi - 110085,India
pet Shop	D-26, Ground Floor, Lajpat Nagar 2-Lajpat Nagar, , Delhi, Delhi - 110024,India
tre	23/26, East Patel Nagar, , Delhi, Delhi - 110008,India
polyclinic	Plot No 147-148, Pocket B-6, Rohini Sector 8, , Delhi, Delhi - 110085,India
	Wz/1090 C Bali Nagar Basai Dara Pur, Bali Nagar, , Delhi, Delhi - 110015,India
pet Pet Clinic	201, D 12, Rohini Sector 8, , Delhi, Delhi - 110085,India
pet	G 29, Manish Dda Market, Dwarka Sector 11, , Delhi, Delhi - 110075,India
linic	E-480, New Ashok Nagar, , Delhi, Delhi - 110096,India
	G-13 First Floor Pratibha Tower Community Centre, Vikaspuri, , Delhi, Delhi - 110018,India
	A 5/13, Paschim Vihar, , Delhi, Delhi - 110063,India
and Surgical Centre	Gh 4/102, Meera Appartment, Paschim Vihar, , Delhi, Delhi - 110063,India
Cat Clinic	Plot Number 2 And 3, First Floor, Shakti Kiran Building, Shakti Nagar, , Delhi, Delhi - 110075,India
	G 26, Vardhman Central Market, Sector-3, Dwarka, , Delhi, Delhi - 110075,India
lc	Shop No 1, FG Market, Sarita Vihar, , Delhi, Delhi - 110076,India
linic	Shop No 102, First Floor, Pocket C 9, Rohini Sector 7, , Delhi, Delhi - 110085,India
linic & Pet Shop	C-119, SHOP NO-3, New Rajinder Nagar, New Rajinder Nagar, New Rajender Nagar, , Delhi, Delhi - 110032,India
'nic	1 Rps, Dda Flats, Mansarovar Park-Shahdara, , Delhi, Delhi - 110032,India
	Shop No 12//14, New Gurunanak Market, Moti Nagar, , Delhi, Delhi - 110015,India

WEB SCRAPING WITH PYTHON & B.SOUP

```
In [ ]: from bs4 import BeautifulSoup
import lxml
import requests
import pandas as pd

In [ ]: html_text = requests.get('https://www.healthfrog.in/hospital/pet-clinics/delhi/delhi').text
print(html_text)

In [ ]: soup = BeautifulSoup(html_text, 'lxml')
print(soup.prettify())

In [ ]: pet_clinics = soup.find_all('div', class_ = 'listing')
for clinic in pet_clinics:
    #pet_clinic_body = clinic.find('h3')
    #if pet_clinic_body:
    #    pet_clinic_name = pet_clinic_body.a.text
    #else:
    #    pass

    pet_clinic_address = clinic.find('p')
    if pet_clinic_address:
        pet_clinic_address = pet_clinic_address.text
    else:
        pass

    #print(pet_clinic_name)
    print(pet_clinic_address)
```

Python, a versatile and powerful programming language, was chosen as the foundation for this project. The BeautifulSoup library, a widely-used Python library for web scraping, provided the necessary functionality to parse and extract relevant data from the web pages.

The web scraping process involved the following steps:

1. Accessing Web Pages
2. HTML Parsing
3. Data Extraction
4. Data Processing and Cleaning
5. Database Integration

Results

As a direct outcome of this project, the database for Nestlé Purina PetCare was significantly enriched. The expansion resulted in the incorporation of data from 150+ additional pet centers across Delhi, Bangalore and Mumbai, contributing to an amplified reach and coverage of pet care services across various regions.



MARKETING AND SALES STRATEGY ENHANCEMENT

Script for large adult dog:

English Version:

Rocky is more than just a pet to me, he's part of my family. I still remember the day I brought home that playful little Labrador puppy. He immediately stole my heart with his big brown eyes and boundless energy. Over the years, Rocky and I have been through so much together. He has gotten me through some difficult times with his unconditional love and silly antics that never fail to make me smile.

I want only the best for my dear companion, so I have always fed Rocky Purina Pro Plan. I tried some other brands early on, but he just didn't do well on them. He would get digestive issues and his coat looked dull. But once I started him on Purina, I noticed a huge difference. His coat became so glossy and soft. He had much more stamina on long walks and was eager to play for hours. Rocky just seemed happier and healthier overall.

As Rocky has grown from a puppy to an adult dog, I appreciate that Purina Pro Plan offers different formulations to meet his changing nutritional needs. Their food provides balanced nutrition tailored for his life stage, size, and activity level. Rocky thrives on the Adult Chicken and Rice formula.

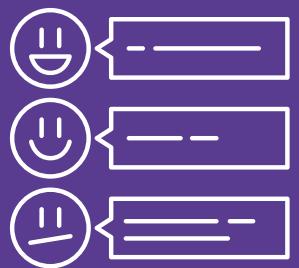
I can't imagine feeding Rocky anything else. The proof is in his sustained excellent health and energetic spirit. I wholeheartedly recommend Purina Pro Plan, especially for active big dogs like Labs. Feeding Rocky this nutritious food brings me peace of mind. I know I'm doing the very best for my beloved companion when I choose Purina.

The marketing and sales strategy enhancement phase focused on implementing a targeted approach to engage various stakeholders, including floor staff, veterinarians, online communities, and potential customers. The aim was to create a more personalized and effective outreach, ultimately driving brand recognition and sales for Nestlé Purina PetCare.



Implemented Marketing Strategies

1. Floor Staff Engagement
2. Doctor Engagement
3. Community Building on Facebook
4. PetFed Participation



Customer Feedback and Survey

1. Customer Survey
2. Obesity Survey



In-Clinic Activation and Vet College Engagements

1. In-Clinic Activation
2. Vet Colleges Engagement



Emotional Connect through Sales Script

- Real-life testimonials were integrated into the sales script, enabling a more emotional and relatable connection with veterinarians.

POWER BI DASHBOARD IDEAS

The Power BI dashboard was designed to serve as a dynamic tool for monitoring and evaluating the performance of on-field sales agents at Nestlé Purina PetCare. The objective was to provide actionable insights that would enhance decision-making, optimize strategies, and ultimately drive sales growth.

Expected Impact on the Company

The implementation of the Power BI dashboard is anticipated to yield several significant benefits for Nestlé Purina PetCare:

1. Enhanced Decision-Making: The dashboard offers real-time insights, enabling timely and informed decision-making for sales strategies, resource allocation, and customer targeting.

2. Improved Sales Agent Performance: By providing agents with clear visibility into their performance metrics, they are empowered to set goals, track progress, and identify areas for improvement, ultimately leading to increased sales productivity.

3. Targeted Marketing Efforts: The ability to analyze customer engagement metrics and product performance will enable the company to refine marketing strategies, tailoring them to the preferences and needs of specific customer segments.

4. Optimized Resource Allocation: With region-wise sales comparison data, the company can allocate resources and marketing efforts more efficiently, focusing on areas with the greatest growth potential.

5. Strategic Planning and Forecasting: The dashboard's forecasting capabilities will support long-term planning, allowing the company to proactively respond to market trends and capitalize on emerging opportunities.

KPIs

- Total Sold
- Total Visits
- Total Brand Discussions



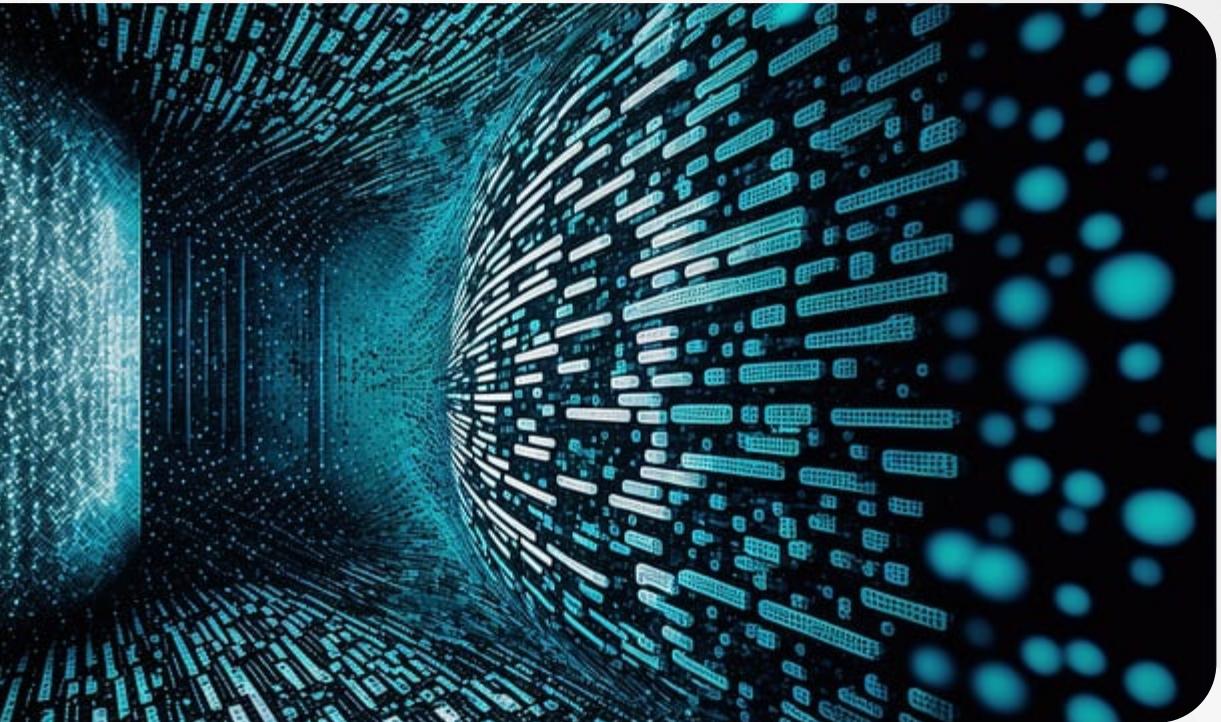
Ideas for Power BI:	Parameter Used
Monthly Trends: ASM Performance Line chart showing trends in incentives earned over the months for each ASM, allowing for easy identification of high and low performing periods.	Total Sales
Zone-wise Analysis: Use a map visual to display performance metrics geographically, color-coded by ASM zone, providing a quick overview of zone-wise performance.	There can be multiple parameters, but most parameters are still undecided
Objective Analysis: Pie chart or bar chart showing the distribution of visit objectives (e.g., Sales, Promotion, Service) to understand the focus of visits.	Objective of Visit
Channel-wise Performance: Stacked column chart showing the number of visits per channel (e.g., Vet Speciality, Pet, etc.), enabling channel-specific insights.	Channel
Visit Remarks Word Cloud: Generate a word cloud to visualize the most frequently used words in visit remarks, giving insight into common themes or concerns.	Remarks Column and update it diligently based on conversations with doctors and common terms heard
Ensure visual aesthetics	



RECOMMENDATIONS FOR FUTURE PROJECTS

Based on the successes achieved during the internship, the following recommendations are put forth for consideration in future projects or initiatives:

- 1. Continued Emphasis on Data-Driven Approaches:** The integration of data-driven decision-making has proven highly effective. Further investment in data analytics tools and techniques can lead to even more targeted and impactful strategies.
- 2. Expansion of Online Community Engagement:** The success of the Facebook community initiative underscores the value of online platforms for customer engagement. Exploring additional social media channels and forums can foster a sense of community among pet owners and enthusiasts.
- 3. Advanced Analytics and AI Integration:** Leveraging advanced analytics and artificial intelligence can provide deeper insights into customer behavior, enabling personalized marketing approaches and predictive modeling for sales forecasting.
- 4. Collaboration with Veterinary Institutions:** Establishing partnerships with vet colleges and institutions can lead to mutually beneficial initiatives, such as educational programs, research collaborations, and internship opportunities for students.
- 5. Continuous Monitoring and Feedback Loops:** Implementing regular feedback mechanisms from sales agents, customers, and veterinarians can provide valuable insights for refining strategies and ensuring ongoing alignment with market needs.





THANK YOU

I would like to express my deepest gratitude to Mrs. Charu Kapoor for providing me with the opportunity to undertake this internship at Nestlé Purina PetCare. Her guidance, support, and mentorship have been invaluable throughout this journey. Her expertise and insights into the pet care industry have been instrumental in shaping my learning experience. I would also like to extend my thanks to the entire team at Nestlé Purina PetCare for their warm welcome and collaborative spirit. Their willingness to share knowledge and expertise has contributed significantly to my professional growth. Additionally, I am grateful to all the individuals who generously shared their time and expertise, contributing to the success of this internship.

Thank you all for your invaluable contributions.



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