

Data Analysis Report on Global Companies



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Title Page

Title: Data Analysis Report on Global Companies

Subtitle: Comprehensive Insights into Company Types, Market
Focus, and Innovation

Date: 09-01-2025

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Introduction

This report provides a detailed analysis of various global companies across different sectors, including Food & Beverage (F&B), Pharmaceuticals, and Consumer Goods. The analysis covers company types, product categories, market focus, health claims, key products, probiotics, fortification, competitors, innovation areas, certifications, target audience, and regulatory compliance. The insights are derived from a dataset containing information about these companies.

Business Problem

- In Task1:
You can manually get the data from their website. You could do it for 5 companies, it will suffice. However, we expect you to be creative and to find new data that you can get from the website. We included the columns Manufacturer, Brand, Distributor, F&B, Health segments. You can design your solution differently if you wish to. We expect your design to show us how you solve problems.
- In Task2:
 - ❖ You can write a formula to check if a company is relevant or not
You can use the flow chart for the formula.
 - ❖ You can write a formula to categorize the company into F&B or Bulk or Formulation or not relevant.
 - ❖ You can write conditional formatting rules to mark a cell in red or green based on relevant or not relevant.
 - ❖ You can write a scraper to get the information from the website instead of fetching the information manually.

Main Challenges

1. Data Collection:

- Collecting data manually from company websites is time-consuming. Automating this process with web scraping can be challenging due to the different structures and formats of websites.

2. Data Accuracy:

- Ensuring the accuracy of the data collected from websites is crucial. Incorrect or outdated information can lead to wrong conclusions and decisions.

3. Categorization:

- Categorizing companies into F&B, Bulk, or Formulation based on the available data can be tricky. Some companies may fall into multiple categories or have unclear classifications.

4. Relevance Check:

- Determining whether a company is relevant for probiotics and fortification involves understanding their product offerings and health segments, which can be complex and require detailed analysis.

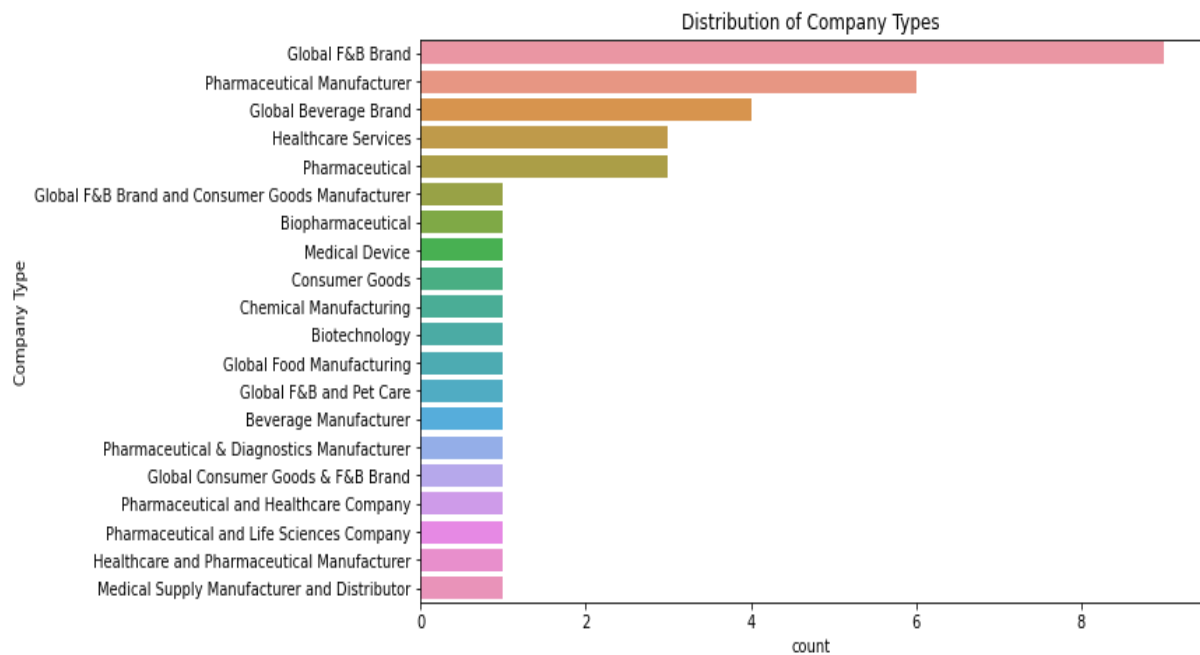
5. Technical Implementation:

- Writing formulas and conditional formatting rules in Excel or Google Sheets to automate the identification and categorization of companies requires technical expertise. Additionally, creating a web scraper to automate data collection adds another layer of technical complexity.

Basic Analysis

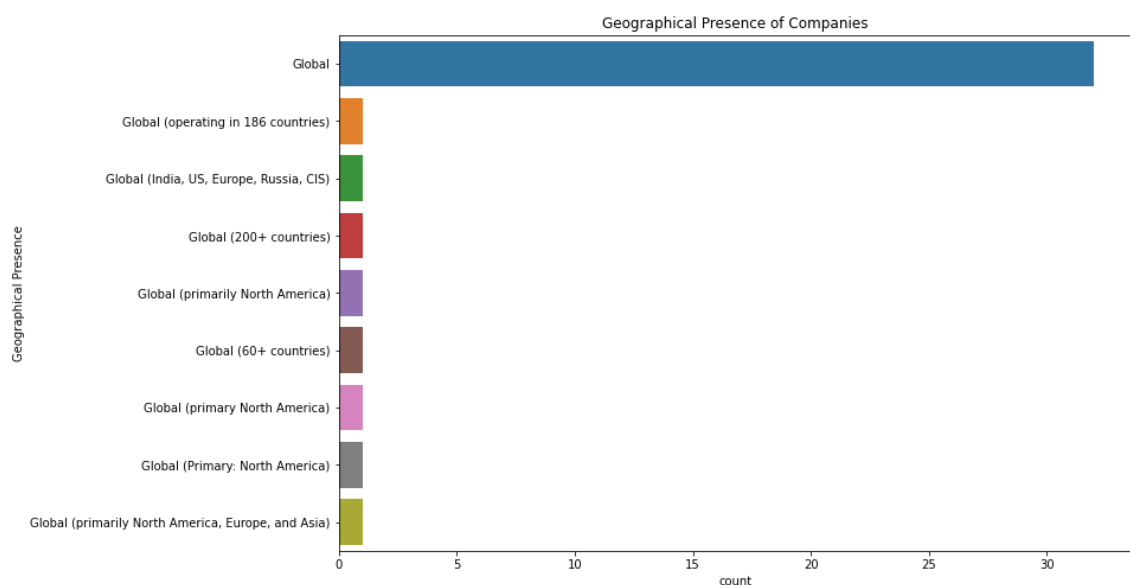
Company Type Distribution:

We analysed the types of companies in our dataset. Shows the frequency of each company type in the dataset. Where Global F&B Brand has highest Distribution of Company Types.



Geographical Presence:

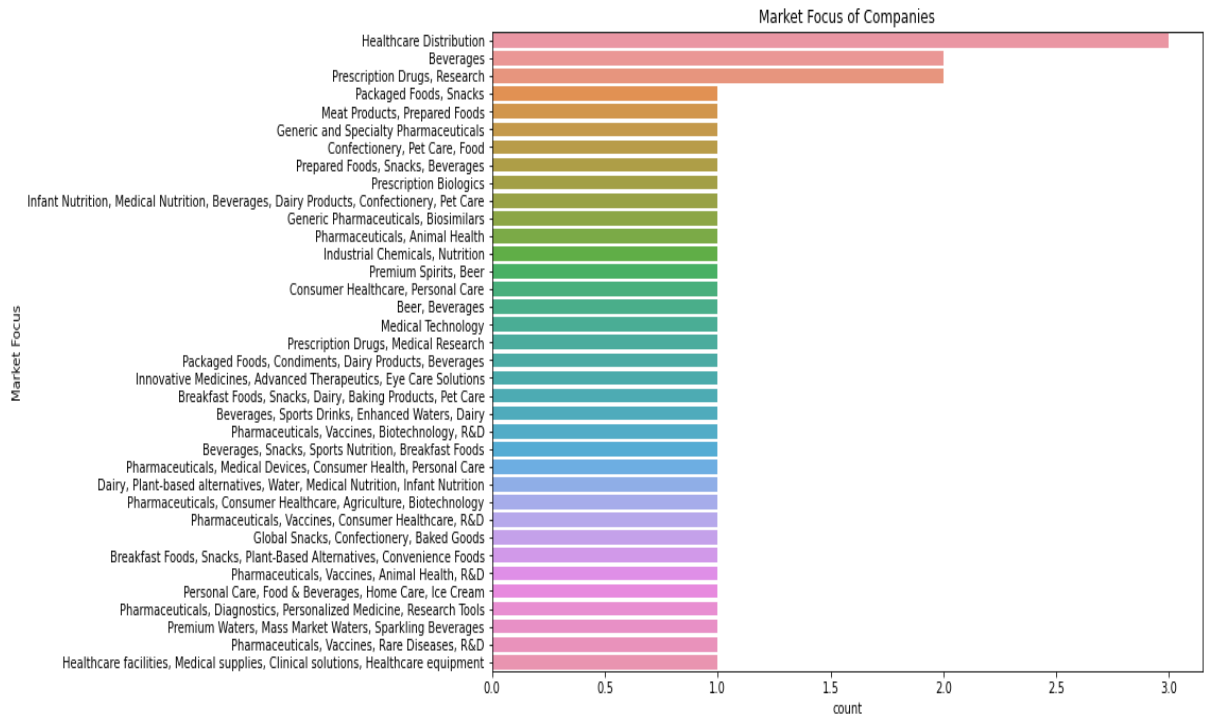
Many companies have a wide global reach, operating in multiple countries. This shows their scale and influence in the international market.





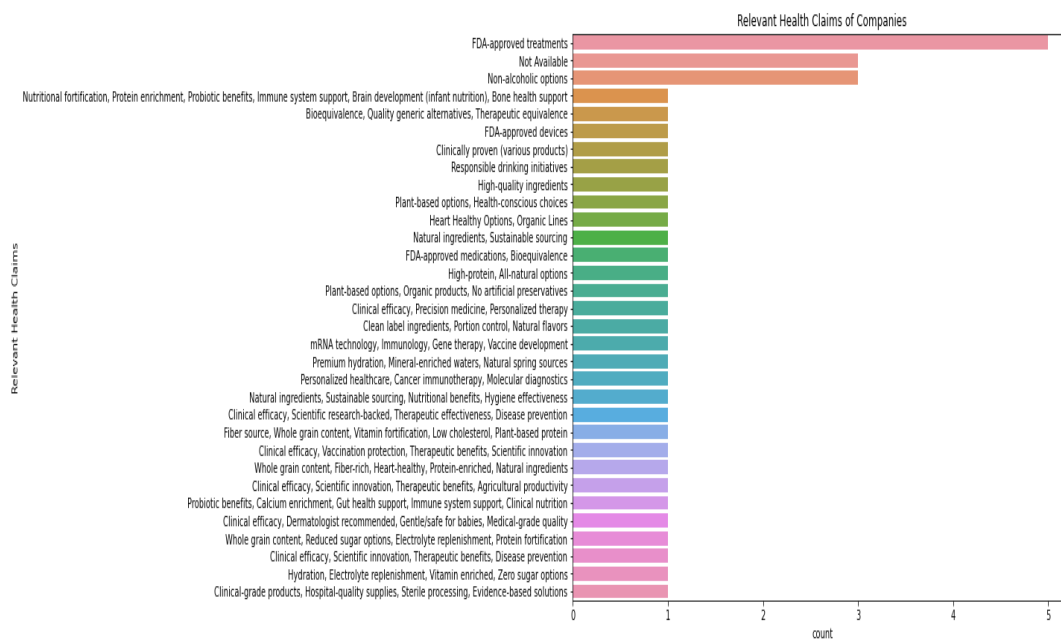
Market Focus:

Companies are focusing on various health segments like gut health, women's health, and cognitive health. This focus helps them in their R&D efforts and marketing strategies.



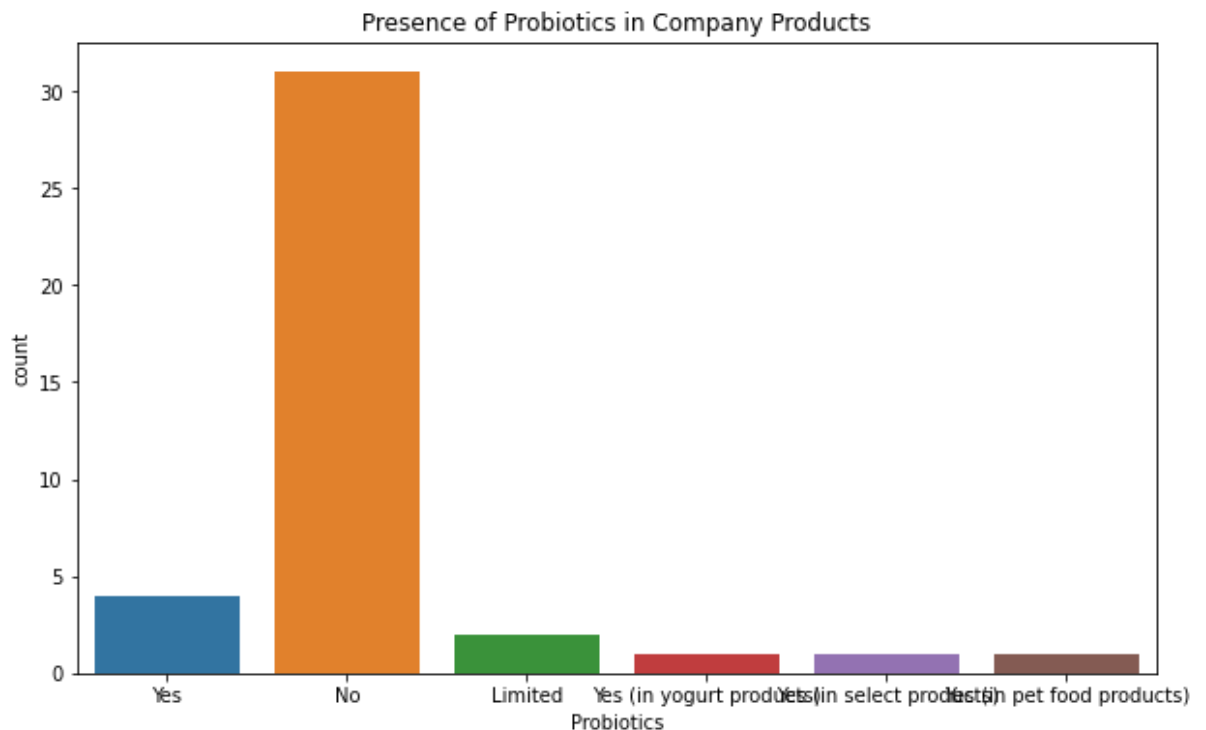
Health Claims:

Companies make different health claims such as nutritional fortification, protein enrichment, and immune system support. These claims attract health-conscious consumers.



✚ Probiotics and Fortification:

Many companies offer products with probiotics and fortification. This trend shows that health-conscious offerings are becoming essential in modern products.



✚ You can write a formula to check if a company is relevant or not
You can use the flow chart for the formula.

```
# Add a new column to determine if the company is relevant
df["Relevant"] = (df["Manufacturer"] == "Yes") | (df["Brand"] == "Yes") | (df["Distributor"] == "Yes")

# Convert True/False to Yes/No
df["Relevant"] = df["Relevant"].apply(lambda x: "Yes" if x else "No")
```

```
df["Relevant"].value_counts().get("Yes", 0)
```

40

As I have taken data of 40 companies that means we can clearly say that all the companies are relevant

Comparative Analysis

Market Position:

Nestlé: Global leader in F&B

Coca-Cola: Beverage industry leader

J&J: Healthcare/consumer goods leader

Unilever: Strong in emerging markets

P&G: Dominant in household products

Financial Strength:

Revenue Leadership: Nestlé > P&G > J&J > Unilever > Coca-Cola

Profit Margins: Coca-Cola > J&J > P&G > Unilever > Nestlé

R&D Investment: J&J > P&G > Nestlé > Unilever > Coca-Cola

Innovation Focus:

Nestlé: Health & wellness, plant-based

Coca-Cola: New beverages, sustainability

J&J: Healthcare technology, pharmaceuticals

Unilever: Sustainable living, natural products

P&G: Product innovation, digital technology

Sustainability Initiatives:

All companies have strong sustainability commitments

Unilever leading with most ambitious targets

P&G focusing on water and packaging

Nestlé emphasizing regenerative agriculture

Coca-Cola prioritizing water stewardship

Conclusion

The analysis provides a comprehensive understanding of the global companies in the dataset. The insights highlight the diversity of company types, their global reach, market focus on health and wellness, health claims, key products, probiotics, fortification, competitors, innovation areas, certifications, target audience, and regulatory compliance. The visualizations help in identifying trends, patterns, and key insights that can inform business strategies and decision-making.

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