

**Nimbly
Electronics**

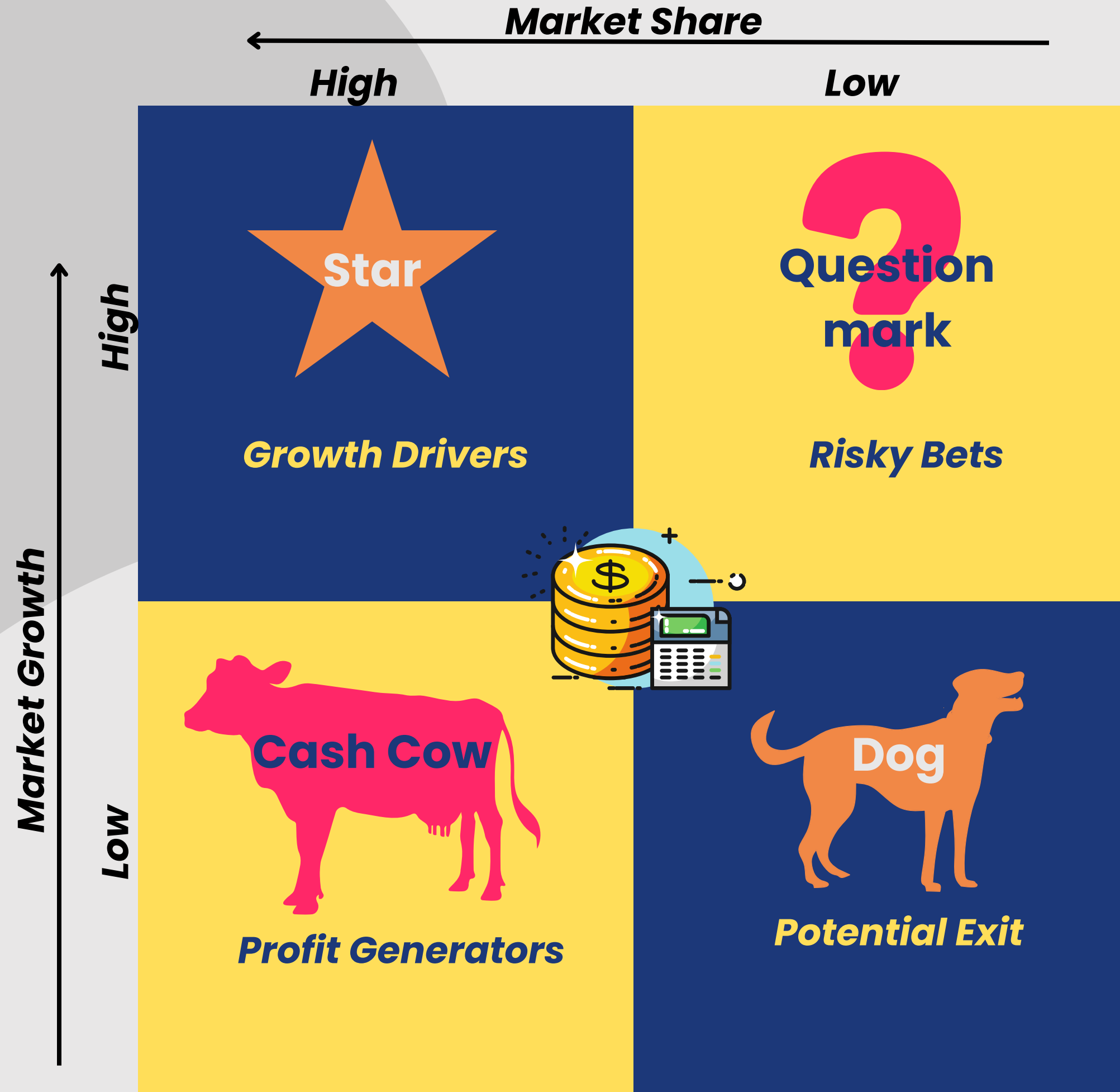
PRODUCT PERFORMANCE ANALYSIS USING BCG MATRIX

By Vivek Kumar



BCG Matrix

The Boston Consulting Group (BCG) Matrix is a strategic framework that categorizes business units or products based on market growth (demand potential) and relative market share (competitiveness).



The Business Challenge

– Nimbly Electronics

- Nimbly Electronics is a mid-sized consumer electronics company specializing in wireless headphones, smartwatches, and portable speakers.
- Expanded rapidly across North, South, East, and West India.
- Issue: Sales revenue is growing, but profitability is inconsistent across regions.
- The CFO tasked the Business Analytics team to diagnose product performance and provide strategic recommendations using BCG Matrix analysis.



Gadgets	Sum of Profit_Amt	Sum of Total_sale	Sum of Total_manufacturing_cost
Headphones	2,12,05,08,321	9,56,24,86,555	7,44,19,78,234
Smartwatches	2,55,99,34,563	9,05,01,43,773	6,49,02,09,210
Speakers	2,69,71,13,042	9,41,32,93,415	6,71,61,80,373
Grand Total	7,37,75,55,926	28,02,59,23,743	20,64,83,67,817

Product-Wise Performance Overview

Speakers balance growth & profitability, while Headphones leak margins despite demand.



Headphones

*Highest Sales (₹956.25 Cr)
but Lowest Profit
– Question Marks*



Speakers

*High Sales & Highest Profit
– Star*



Smartwatches

*Lowest Sales (₹905.01 Cr)
but Strong Profit
– Cash Cow*



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Regional Breakdown

Row Labels	Sum of Profit_Amt	Sum of Total_sale	Sum of Total_manufacturing_cost
North	2,16,98,94,497	6,86,65,22,947	4,69,66,28,450
Headphones	60,13,47,074	2,18,34,85,639	1,58,21,38,565
Smartwatches	88,31,66,493	2,58,41,92,100	1,70,10,25,607
Speakers	68,53,80,930	2,09,88,45,208	1,41,34,64,278
South	1,93,22,40,989	6,98,40,89,499	5,05,18,48,510
Headphones	67,84,29,958	2,63,62,23,856	1,95,77,93,898
Smartwatches	44,86,13,165	1,82,11,41,947	1,37,25,28,782
Speakers	80,51,97,866	2,52,67,23,696	1,72,15,25,830
East	1,65,56,77,401	7,07,13,92,775	5,41,57,15,374
Headphones	35,74,64,316	2,15,07,89,671	1,79,33,25,355
Smartwatches	55,75,35,908	2,24,92,72,041	1,69,17,36,133
Speakers	74,06,77,177	2,67,13,31,063	1,93,06,53,886
West	1,61,97,43,039	7,10,39,18,522	5,48,41,75,483
Headphones	48,32,66,973	2,59,19,87,389	2,10,87,20,416
Smartwatches	67,06,18,997	2,39,55,37,685	1,72,49,18,688
Speakers	46,58,57,069	2,11,63,93,448	1,65,05,36,379
Grand Total	7377555926	28025923743	20648367817

North

₹686.65 Cr Sales / ₹216.99 Cr Profit

- Smartwatches & Speakers dominate profitability.
- Headphones → high sales, but weaker profit margins.

Product Category	North	Grand Total
Cash Cows	15	15
Star	107	107
Under-performer	90	90
Volume Trap	19	19
Grand Total	231	231



**Prioritize
Smartwatches &
Speakers**



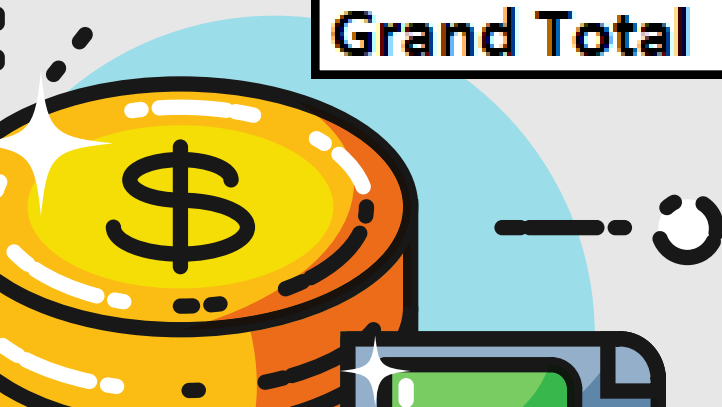
**Optimize
Headphones
Strategy**



**Balanced Product
Portfolio**



**Review pricing &
discounting policies
for headphones**



South

₹698.49 Cr Sales / ₹193.22 Cr Profit

- Headphones lead sales, but profit moderate.
- Speakers deliver high profit relative to sales.

Product Category	South	Grand Total
Cash Cows	28	28
Star	91	91
Under-performer	89	89
Volume Trap	33	33
Grand Total	241	241



Push Speakers more to scale further



Target Smartwatches to niche customer groups



Reduce supply chain/manufacturing costs for Headphones



Reposition Smartwatches & Optimize Headphones



East

₹707.13 Cr Sales / ₹165.57 Cr Profit

- Highest sales overall but weaker profit margin.
- Smartwatches relatively strong; Headphones underperform.

Product Category	East	Grand Total
Cash Cows	44	44
Star	95	95
Under-performer	106	106
Volume Trap	28	28
Grand Total	273	273



Allocate resources to make Speakers the flagship product



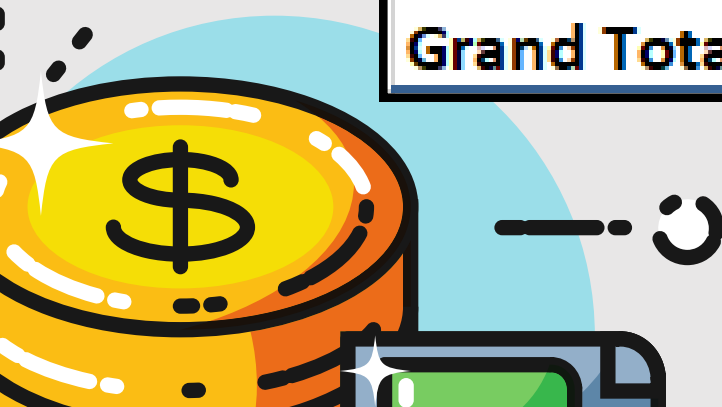
Review Headphones pricing



Focus on building a niche market presence for Smartwatches



Nurture Smartwatches & Revisit Headphones with weak margins



West

₹710.39 Cr Sales / ₹161.97 Cr Profit

- Highest sales but lowest profitability.
- Smartwatches strongest contributor; Speakers less profitable.

Product Category	West	Grand Total
Cash Cows	23	23
Star	97	97
Under-performer	105	105
Volume Trap	30	30
Grand Total	255	255



**Scale Up
Smartwatches**



**Reduce Headphones
discounting and
channel costs**



**Capture higher margin
customers for
Headphones**

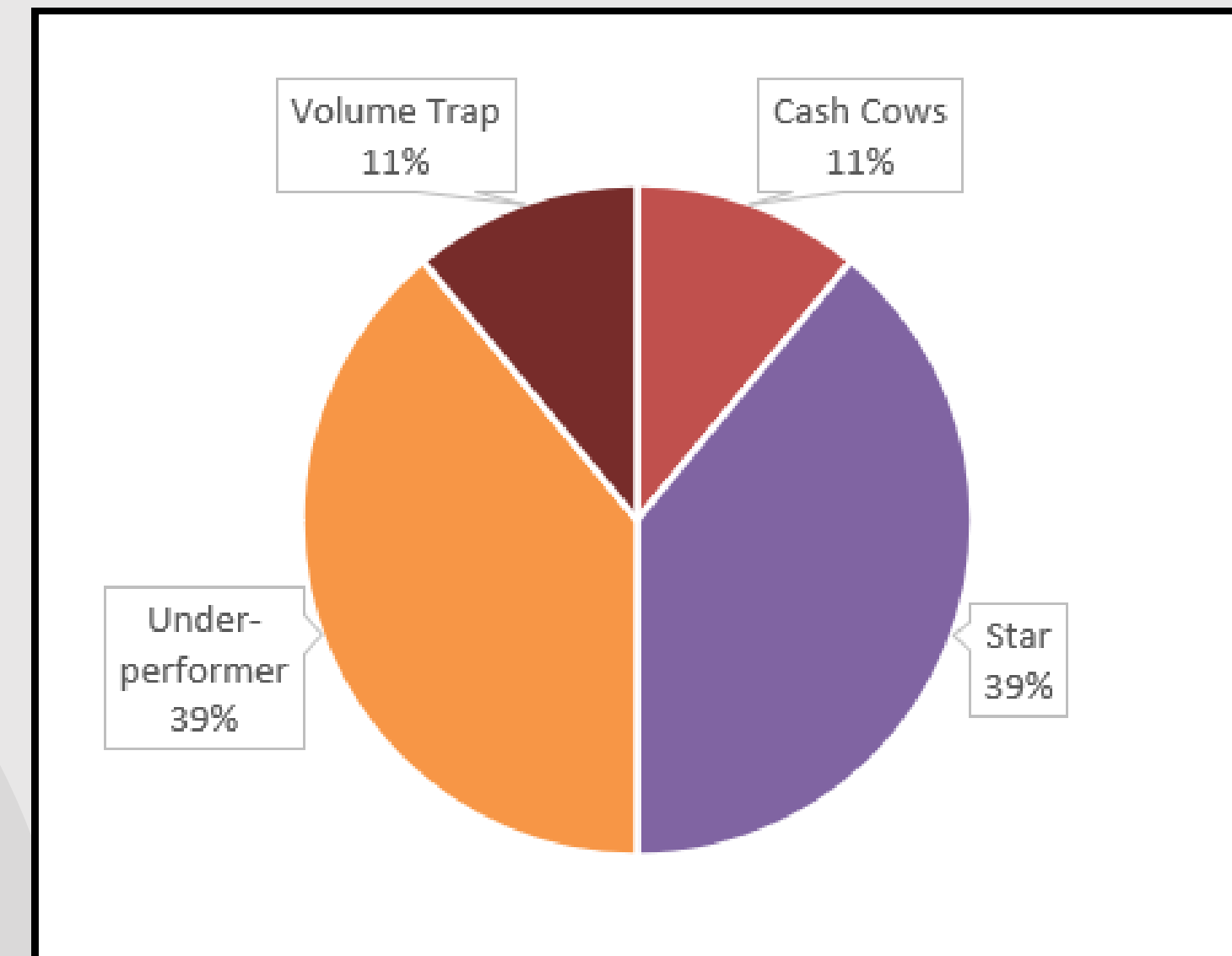


**Re-evaluate Speakers
& Reduce focus/
resources here**

Mapping Products into BCG Quadrants



- ★ Stars: 390 products (39%)
 - Driving growth & profitability
- 💰 Cash Cows: 110 products (11%)
 - Consistent profit engines
- ⚠️ Volume Traps: 110 products (11%)
 - High demand, low profit margins
- ✗ Underperformers: 390 products (39%)
 - Weak sales & weak profit



Strategic Recommendations

By Product

- Speakers → Growth Driver: Strong Star; invest in marketing & innovation.
- Smartwatches → Profit Engine: High margins; scale demand in South.
- Headphones → Volume Trap: Popular but low margins; reposition & cut inefficiencies.

By Region

- North: Strengthen dominance (highest Stars).
- South: Fix margin leaks (Volume Traps).
- East: Improve efficiency (many Underperformers).
- West: Boost profitability (high sales, low margins).



Thank You



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