

Case Study:

Net Revenue Management in Excel

External Sales Data:

Category:	The category to which the brand belongs to
Subcategory:	The subcategory to which the brand belongs to
Supplier:	The supplier of the brand
Brand:	The brand that is being sold
Region:	The region in which the brand is sold
Year:	The year of sale
Month:	The month of sale
Units Month:	The amount of units sold
Value Month:	The amount in value sold

Internal Sales Data:

Brand:	The brand to which the product belongs to
Product:	The name of the product, belonging to a brand
Pack Size:	The content of the product
ProductID:	Unique identifier for each specific product
Retail Price:	The price that is charged by the retailer to the end consumer
Net Price:	The price that is charged by the supplier to the retailer
COGS:	The "cost of goods sold" per product for the supplier
Volume 2022:	The amount of units sold in 2022 per product

New Product Launch:

Product:	The product that is being sold
Est. Unit Market Share:	The estimated market share the product will reach, in units
Net Price:	The price that is charged by the supplier to the retailer
Net Sales:	The amount of net sales that is generated per product
COGS:	The "cost of goods sold" per product for the supplier
Gross Profit per unit:	The gross profit per unit sold per product
Gross Profit per product:	The total gross profit for all units sold per product
Gross Margin:	The gross margin per product

Promotion Analysis:

Promotion:	The month in which the promotion has taken place
Mechanism:	The exact promotional approach to drive sales for a brand
Brand:	The brand which is promoted
Year:	The year in which the promotion is taking place
Month:	The month in which the promotion is taking place
Value Sales:	The achieved sales result in value per brand
Baseline Sales:	The average value sales in the months no promotion has taken place
Uplift:	The difference between the achieved value sales and the baseline sales during the promotion months
Costs:	The total costs of the promotion
ROI:	The return on investment per promotion