

# Case Study:

## Net Revenue Management in Google Sheets

### External Sales Data:

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

### Internal Sales Data:

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

### New Product Launch:

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

### Promotion Analysis:

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