GPT-4 Sales Report
Food, '13-11 vs '13-12
Prepared: 17 April 2024

This report uses charts designed according to the International Business Communication Standards (IBCS) to ensure clarity, consistency, and information density.

Key elements:

1. **Consistent chart design**: All charts follow a uniform design, making it easier for readers to understand and compare data across different visualizations. This includes consistent use of fonts, sizes, and positioning of elements.

2. **Simplified and focused content**: Charts are designed to be easily readable, with a focus on essential information. Unnecessary decorative elements are avoided to maintain clarity.

3. **Proper labeling and titling**: Each chart includes clear, descriptive titles and labels to ensure that the data is easily understood without additional context.

4. **Standardized notation**: IBCS-compliant charts use standardized notation for elements such as time periods, units, and scenarios, making the information more accessible and comparable.

The following conventions are used throughout the report:

- **Black** represents actual values for the current year
- **Grey** represents data from the previous year
- **Red** indicates negative or "bad" performance
- **Green** indicates positive or "good" performance
- **"PY"** is used to denote the previous year values
- **"AC"** refers to the actual current year values
- **Underscore "_"** is used to represent year-to-date data
- **Tilde "~"** indicates a rolling year or 12-month period

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Market Overview and Performance

Lulu significantly drives the company's sales, contributing 68% to total revenue, with Milk Powder as the standout product and Oman as the leading market. The company experienced a sales surge from November to December 2013, primarily due to increased unit sales and product diversification, especially in Oman and Qatar. However, sales in Kuwait declined due to local challenges. Overall, the company's strategic product launches and market expansions in 2013 led to a robust growth, outperforming competitors with a Compound Annual Growth Rate (CAGR) of 43.5% and an overall sales growth rate of 36.7%.

Consumer Preferences and Strategic Marketing

Consumer preferences vary across Oman, Kuwait, and Qatar, shaping Nestle's tailored marketing strategies. In Oman, the focus is on Milk Powder, while in Kuwait, targeted promotions for Baby Food have significantly boosted market share. Despite the dominance of regular sales, promotional activities are crucial for enhancing the sales of specific products. The company competes against entities that prioritize volume sales at lower prices, contrasting with Nestle's premium pricing strategy.

Product and Category Insights

Sachet and Cat Food categories lead the market in sales, indicating strong demand or market penetration. However, promotional strategies for Baby Food and lesser-known products are effective, whereas those for Milk Modifiers and Soups show less success, pointing to potential issues with campaign execution or product appeal. Class A products drive 80% of sales, highlighting the importance of focusing on these high-performing categories to boost overall revenue.

Sales Trends and Seasonal Impact

The company witnessed significant sales fluctuations in 2013, peaking in September with 20.7 billion units sold and generating $97.7 billion in revenue. Strategic sales planning capitalized on high-demand periods, particularly in May and September, targeting new and late-year customers effectively. Seasonal trends and pricing strategies also played a crucial role in influencing consumer purchasing behavior, especially during the holiday season when spending increased.

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At a glance: Lulu dominates the company's sales, making up 68% of total revenue, with Milk Powder as the top product and Oman as the primary market. Sales surged from November to December 2013, driven by increased unit sales and product diversification, particularly in Oman and Qatar, while Kuwait faced challenges leading to a sales decline. The company is adapting to changing consumer preferences, evidenced by growth in Milk Powder and Sachet categories, though facing issues in the Petfood sector in Kuwait. Pages 8 to 15.

Sales breakdown: In Oman, Kuwait, and Qatar, consumer preferences vary significantly, influencing Nestle's region-specific marketing strategies, such as focusing on Milk Powder in Oman and Baby Food in Kuwait. Despite the general dominance of regular sales, promotional activities are crucial for boosting sales of specific products like Baby Food in Kuwait, where Nestle's targeted promotions have notably improved its market share. Meanwhile, the 'Other' entity competes by prioritizing volume sales at lower prices, contrasting with Nestle's premium pricing strategy, yet Nestle's strategic product launches and market expansions in 2013 led to remarkable growth, outperforming competitors. Pages 17 to 33.

Data insights: Sachet and Cat Food lead market sales, showing strong demand or market penetration, while niche or premium strategies affect the performance of pricier products. Promotional strategies boost sales significantly for Baby Food and lesser-known products, but similar tactics falter with Milk Modifiers and Soups, suggesting issues with campaign execution or product appeal. Despite numerous subcategories in Classes B and C, Class A drives 80% of sales, emphasizing the need for strategic focus on these high-performing categories to enhance overall revenue. Pages 35 to 42.

Trends: In 2013, the company saw significant sales fluctuations, peaking in September with 20.7 billion units sold, generating $97.7 billion in revenue, and demonstrating a strong Compound Annual Growth Rate (CAGR) of 43.5%. Strategic sales planning capitalized on high-demand periods, particularly in May and September, and effectively targeted new and late-year customers, contributing to an overall sales growth rate of 36.7%. Seasonal trends and pricing strategies also influenced consumer purchasing behavior, with competitive performance against companies like Nestle, especially during the holiday season when consumer spending increased. Pages 44 to 49.

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Lulu is a major customer, accounting for 68% of total sales, with Oman being the largest market at 46% of sales. Milk Powder emerges as the top-selling product, constituting 50% of sales, followed by Baby Food and Cereals. The 'Sachet' subcategory also shows strong performance, indicating a diverse product mix (p.9). The business experienced a significant increase in sales from November to December 2013, primarily driven by an increase in units sold and changes in the product mix, rather than price adjustments, highlighting a strategy focused on sales volume and product optimization (p.10).
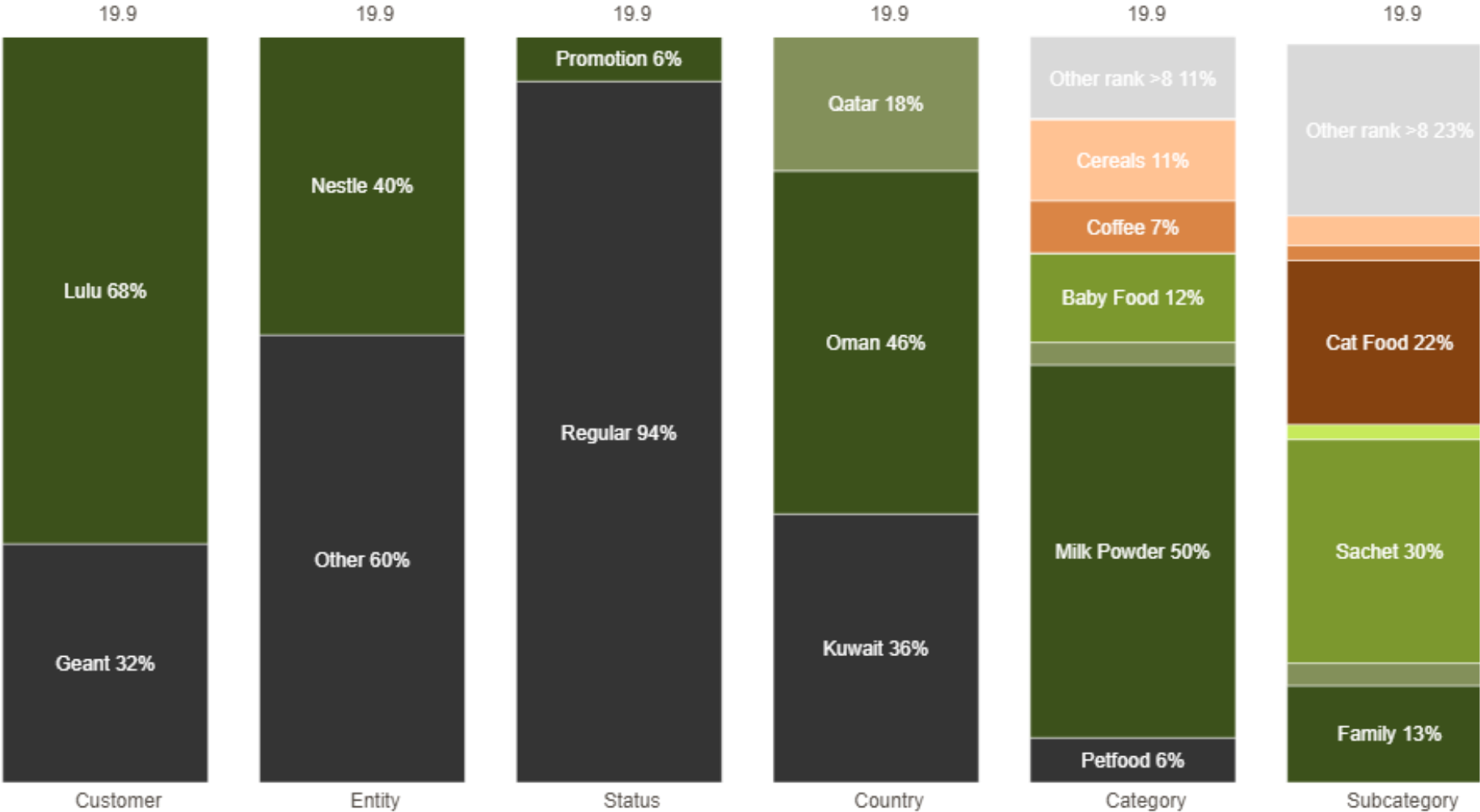
In terms of regional performance, sales growth in Oman and Qatar was driven by 'Units & mix', starting from a zero base in November 2013, indicating successful market penetration. Conversely, Kuwait experienced a decline in sales due to negative variance in 'Units & mix', suggesting challenges in market conditions or internal operations (p.11). Despite a drop in sales in Kuwait, overall sales nearly doubled from November to December 2013, underscoring the importance of diverse markets and varying regional and product category performances (p.12).

The food sales landscape is evolving, with significant growth in Milk Powder and Sachet sales, suggesting shifts in consumer preferences or successful product introductions. However, Petfood sales are declining, particularly in Kuwait, possibly due to market saturation or increased competition (p.13). In 2013, Qatar and Oman saw the introduction of several new products across various categories, indicating a strategic push into these markets. Kuwait, however, showed mixed growth and declines in pet food and other categories, pointing to broader market challenges that may require strategic review (p.14).
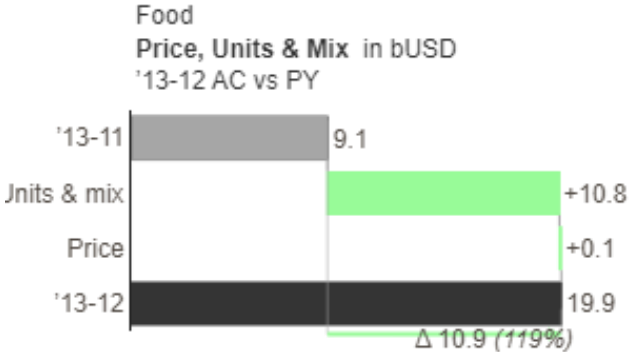
Both 'Other' and 'Nestle' brands saw significant growth in specific categories. 'Other' performed well in Milk Powder and Baby Food, while 'Nestle' saw growth in Petfood and Milk Powder. This trend suggests changes in consumer preferences or operational adjustments. Monitoring both absolute numbers and percentage changes in sales is essential to fully understand market dynamics and assess performance (p.15).

Lulu accounts for 68% of our total sales, showing a strong reliance on this customer for revenue. Oman is our biggest market, making up 46% of sales, with Kuwait and Qatar following. Milk Powder is our top-selling product category, representing 50% of our sales, with Baby Food and Cereals also performing well. The 'Sachet' subcategory is a leading performer, indicating a diverse product mix.

Food
Sales in bUSD by dimension
'13-12

The business nearly doubled its sales from November 2013 to December 2013, mainly due to an increase in units sold and changes in product mix, rather than price adjustments. This strategy highlights a focus on boosting sales volume and optimizing the product offerings.

Food
Price, Units & Mix in bUSD
'13-12 AC vs PY

'13-11	9.1
Jnits & mix	+10.8
Price	+0.1
'13-12	19.9

Δ 10.9 (119%)

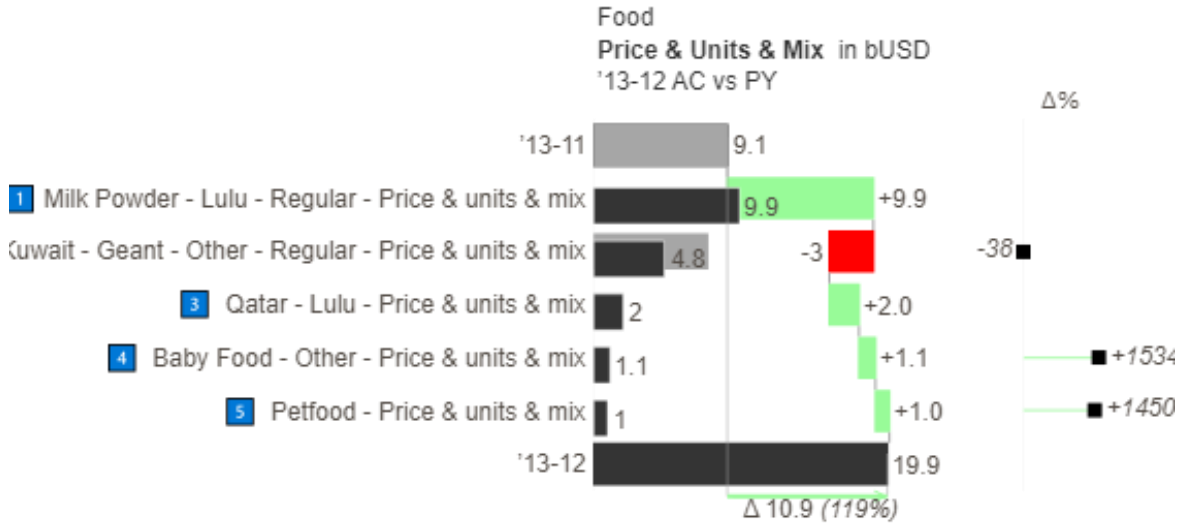Sales growth in Oman and Qatar was driven entirely by 'Units & mix', starting from a zero base in November 2013, which shows successful market penetration or expansion strategies. In contrast, Kuwait saw a decline in sales due to a negative variance in 'Units & mix', pointing to challenges in market conditions or internal operations that affected units sold or product mix.

Food
Price, Units & Mix in bUSD by Country
'13-12 AC vs PY
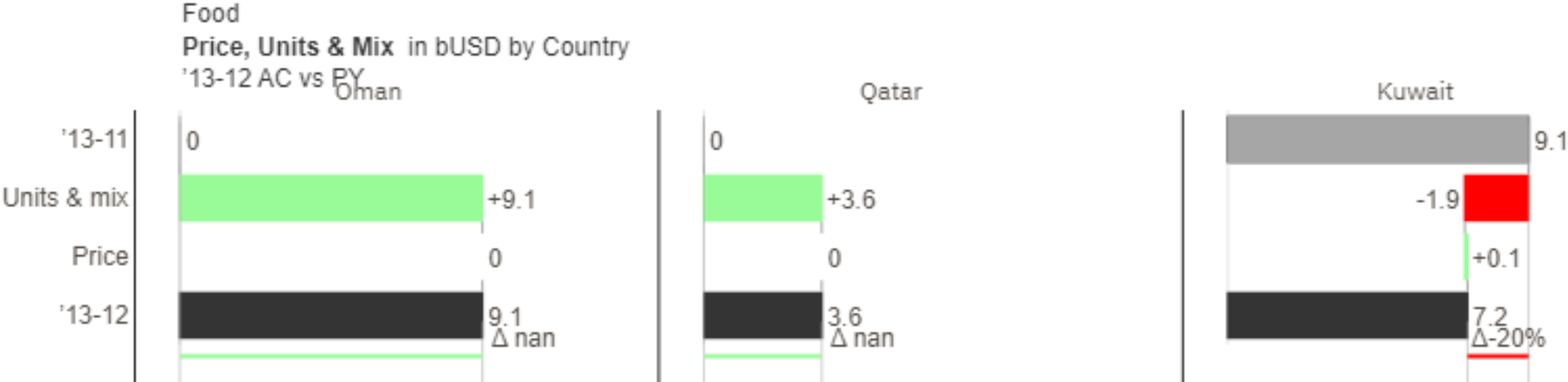
Sales nearly doubled from November to December 2013, despite a drop in Kuwait. This underscores the importance of diverse markets and varying performances across different regions and product categories.

Food
Price & Units & Mix in bUSD
'13-12 AC vs PY

		Δ%
'13-11	9.1	
1 Milk Powder - Lulu - Regular - Price & units & mix	9.9	+9.9
Kuwait - Geant - Other - Regular - Price & units & mix	4.8	-3	-38
3 Qatar - Lulu - Price & units & mix	2	+2.0
4 Baby Food - Other - Price & units & mix	1.1	+1.1	+1534
5 Petfood - Price & units & mix	1	+1.0	+1450
'13-12	19.9	

Δ 10.9 (119%)

The food sales landscape is changing significantly, revealing both opportunities and challenges. Milk Powder and Sachet sales are booming, suggesting a shift in consumer preferences or successful product introductions. Conversely, Petfood sales are declining, along with sales in specific countries like Kuwait, possibly due to market saturation or increased competition.

Food
Sales in bUSD by dimension
'13-12 AC vs PM

Customer
'13-11
- Lulu: 13.6
- Geant: (red)
'13-12

Entity
'13-11
- Other: 11.9
- Nestle: 8.1
'13-12

Status
'13-11
- Regular: 18.8
- Promotion: 1.2
'13-12

Country
'13-11
- Oman: 9.1
- Kuwait: (red)
- Qatar: 3.6
'13-12

Category
'13-11
- Milk Powder: 10.0
- Petfood: (red)
- Baby Food: 2.5
- Cereals: 2.1
- Other rank >4: 4.2
'13-12

Subcategory
'13-11
- Sachet: 6.0
- Cat Food: 4.4
- Family: 2.7
- Baby Food: 1.1
- Other rank >4: (red) 7
'13-12
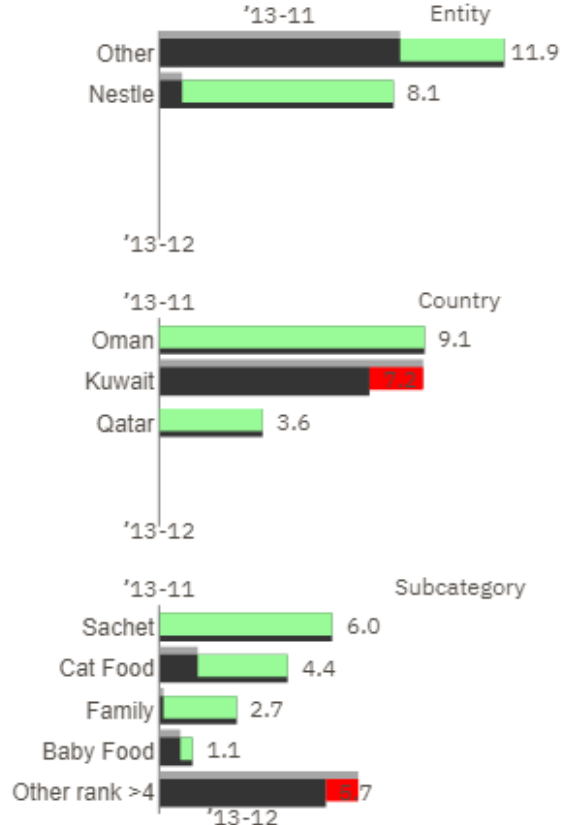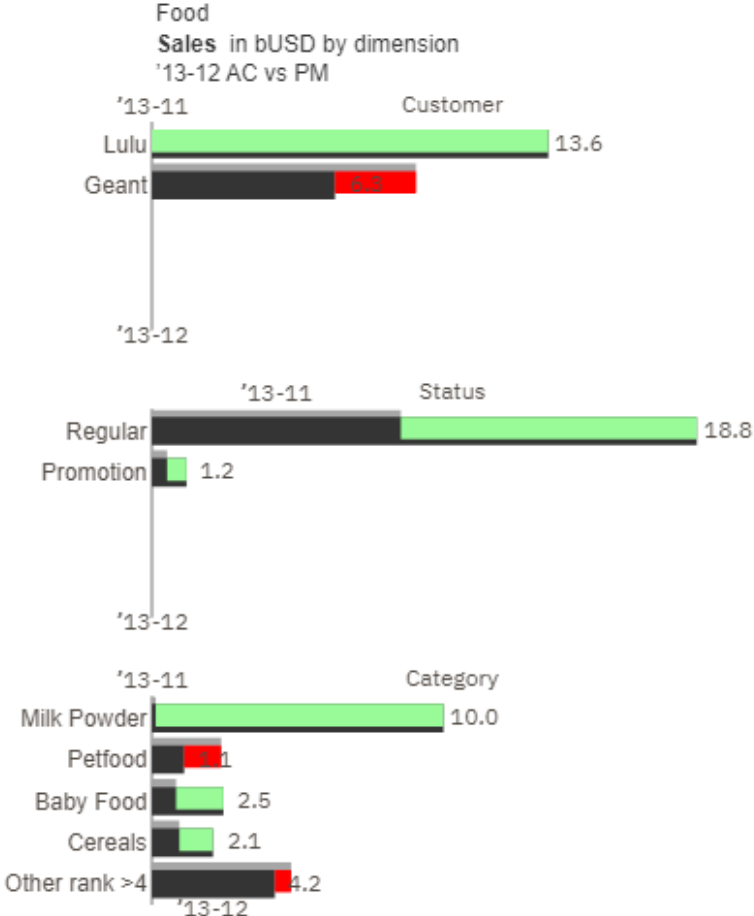
In 2013, Qatar and Oman saw the launch of several new products across various categories, marking a strategic push into these markets. Meanwhile, Kuwait displayed a more established market presence with significant sales already evident in November 2013, though it experienced mixed growth in December 2013. Notably, declines in pet food and other lower-ranking categories in Kuwait suggest broader market challenges that may need strategic review or intervention to foster growth.

Food
Sales in bUSD Category by Country
'13-12 AC vs PM

Milk Powder

'13-11

Kuwait	0.27
Oman	8.11
Qatar	1.66

'13-12

Petfood

'13-11

Kuwait	1.10
Oman	0.00
Qatar	0.01

'13-12

Baby Food

'13-11

Kuwait	1.38
Oman	0.49
Qatar	0.60

'13-12

Other rank >3

'13-11

Kuwait	4.50
Oman	0.54
Qatar	1.30

'13-12
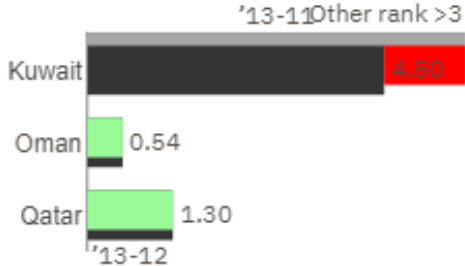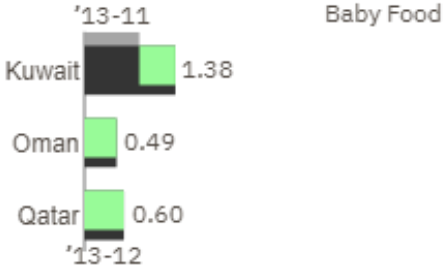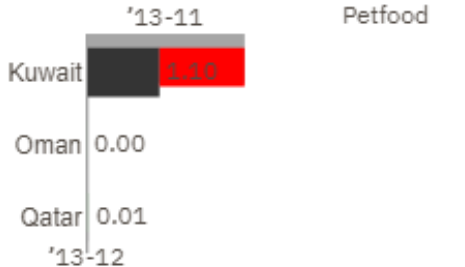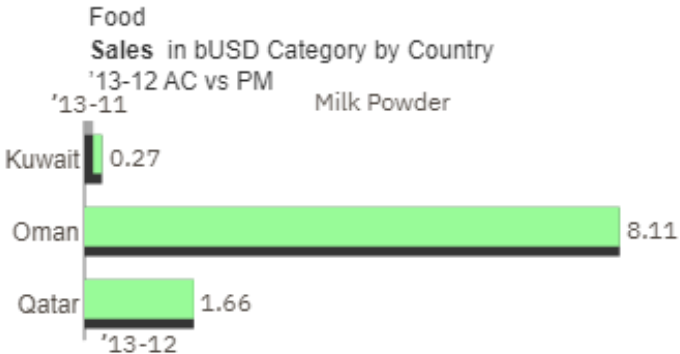
Both 'Other' and 'Nestle' experienced significant growth in certain categories. For 'Other', the standout performers were Milk Powder and Baby Food. In contrast, 'Nestle' saw the most growth in Petfood and Milk Powder. This trend indicates a shift in consumer preferences or changes in operations. Monitoring both the absolute numbers and percentage changes in sales is crucial to fully understand market dynamics and assess the performance of these entities.

Food
Units in b Entity by Category
'13-12 AC vs PM

Other	'13-11	'13-12
Milk Powder		0.95
Petfood	0.05	
Baby Food		0.51
Cereals		0.62
Other rank >4		0.63

Nestle	'13-11	'13-12
Milk Powder		0.60
Petfood		0.17
Baby Food	0.05	
Cereals		0.02
Other rank >4		0.33
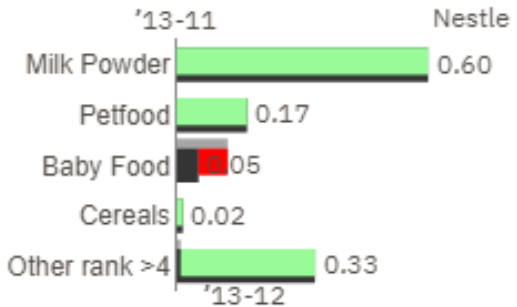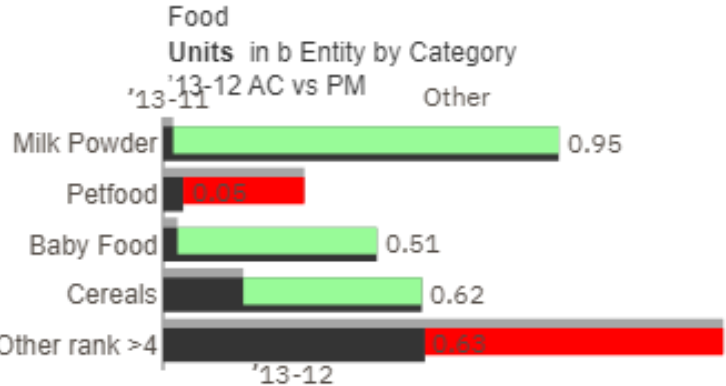
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Milk Powder emerges as a top seller in Oman, while Kuwait and Qatar show preferences for Baby Food and Coffee Creamer, respectively, indicating a need for region-specific marketing strategies (p.19). Nestle's promotional strategies are notably effective in Qatar, enhancing its market share significantly, contrasting with its performance in other regions where regular sales dominate (p.21). Despite the overall lower impact of promotional sales on total sales volumes, they are crucial for specific products like Baby Food in Kuwait (p.25).

The 'Other' entity generally outsells Nestle by focusing on volume sales at lower price points, suggesting a strategy that prioritizes quantity over premium pricing, which is Nestle's approach (p.32, p.33). However, Nestle has shown remarkable growth in 2013, attributed to successful product launches and market expansions, outperforming competitors and indicating the effectiveness of its strategic decisions during that period (p.22, p.26).

Promotional activities, while less significant in volume compared to regular sales, play a strategic role in boosting sales for specific products and regions. Nestle benefits more from promotions compared to the 'Other' entity, which sees a drop in sales during promotional periods (p.23, p.27). This suggests that the effectiveness of promotions can vary significantly between different companies and product categories.

In summary, market dynamics in Oman, Kuwait, and Qatar show varied consumer preferences that influence sales strategies. Nestle's focus on premium pricing and effective promotions in specific regions contrasts with the 'Other' entity's strategy of volume sales at lower prices. Both strategies show varying degrees of success, highlighting the complex interplay of market demands, pricing strategies, and promotional effectiveness in these markets (p.28, p.29).
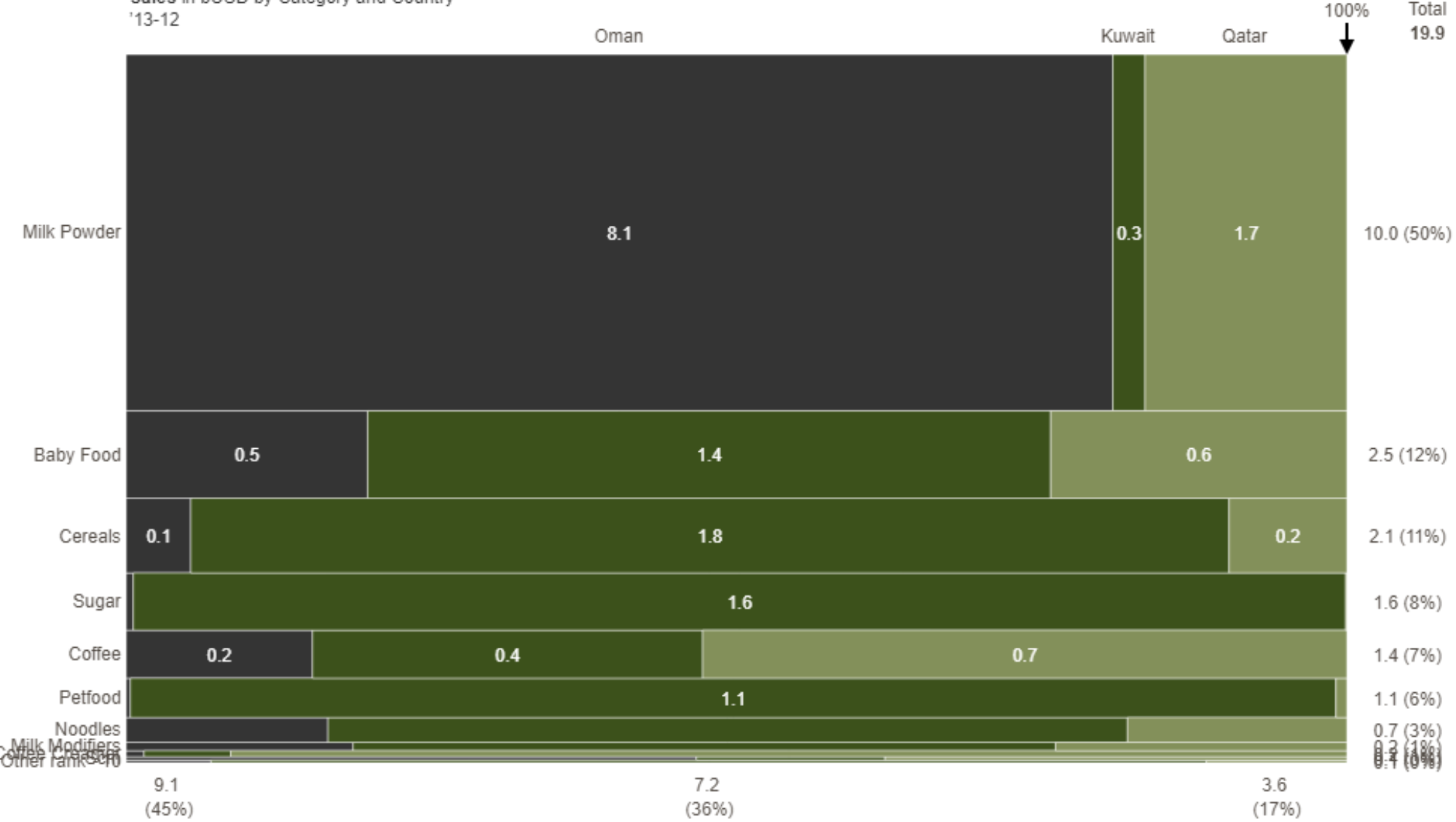
Regular sales lead revenue in all categories, with Milk Powder being the top seller in Oman. Although promotional sales are smaller, they play a crucial role in specific areas, such as Baby Food in Kuwait and Coffee in Qatar, indicating focused marketing strategies in these regions.

Food
Sales in bUSD by Status, Category and Country
'13-12
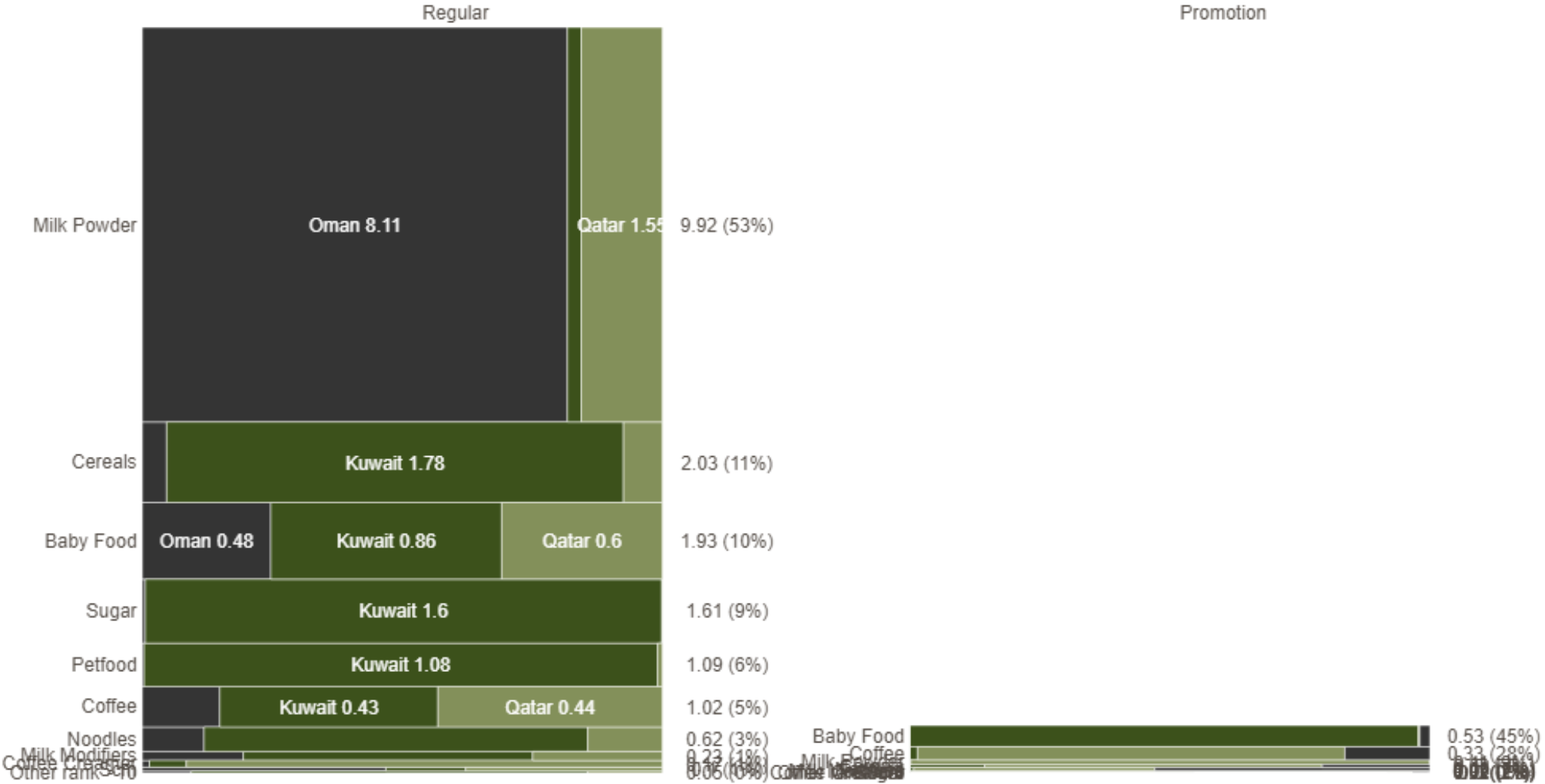
In Oman, Milk Powder is the preferred product, while Kuwait leads in Baby Food and Cereals. Qatar, on the other hand, has a strong preference for Coffee Creamer. These preferences highlight the diverse market demands in these countries, which can help shape targeted sales strategies.

Food
Sales in bUSD by Category and Country
'13-12

| | Oman | Kuwait | Qatar | 100% | Total 19.9 |

Milk Powder	8.1	0.3	1.7	10.0 (50%)
Baby Food	0.5	1.4	0.6	2.5 (12%)
Cereals	0.1	1.8	0.2	2.1 (11%)
Sugar	1.6			1.6 (8%)
Coffee	0.2	0.4	0.7	1.4 (7%)
Petfood	1.1			1.1 (6%)
Noodles				0.7 (3%)
Milk Modifiers				0.3 (1%)
Coffee Creamer				0.2 (1%)
Other Tank's				0.1 (0%)

| 9.1 (45%) | 7.2 (36%) | 3.6 (17%) |

The 'Other' entity leads the market in Kuwait and Oman in terms of units sold, showcasing either a wide range of products or a strong market presence. In contrast, Nestle excels in Qatar, likely due to strategies or products that particularly appeal to the local market.

Food
Units in b by Entity and Country
'13-12

	Kuwait	Oman	Qatar	Total 3.94
Other	1.45	0.92	0.39	2.76 (70%)
Nestle	0.26	0.5	0.42	1.18 (30%)
	1.71 (43%)	1.42 (36%)	0.81 (20%)	

100%
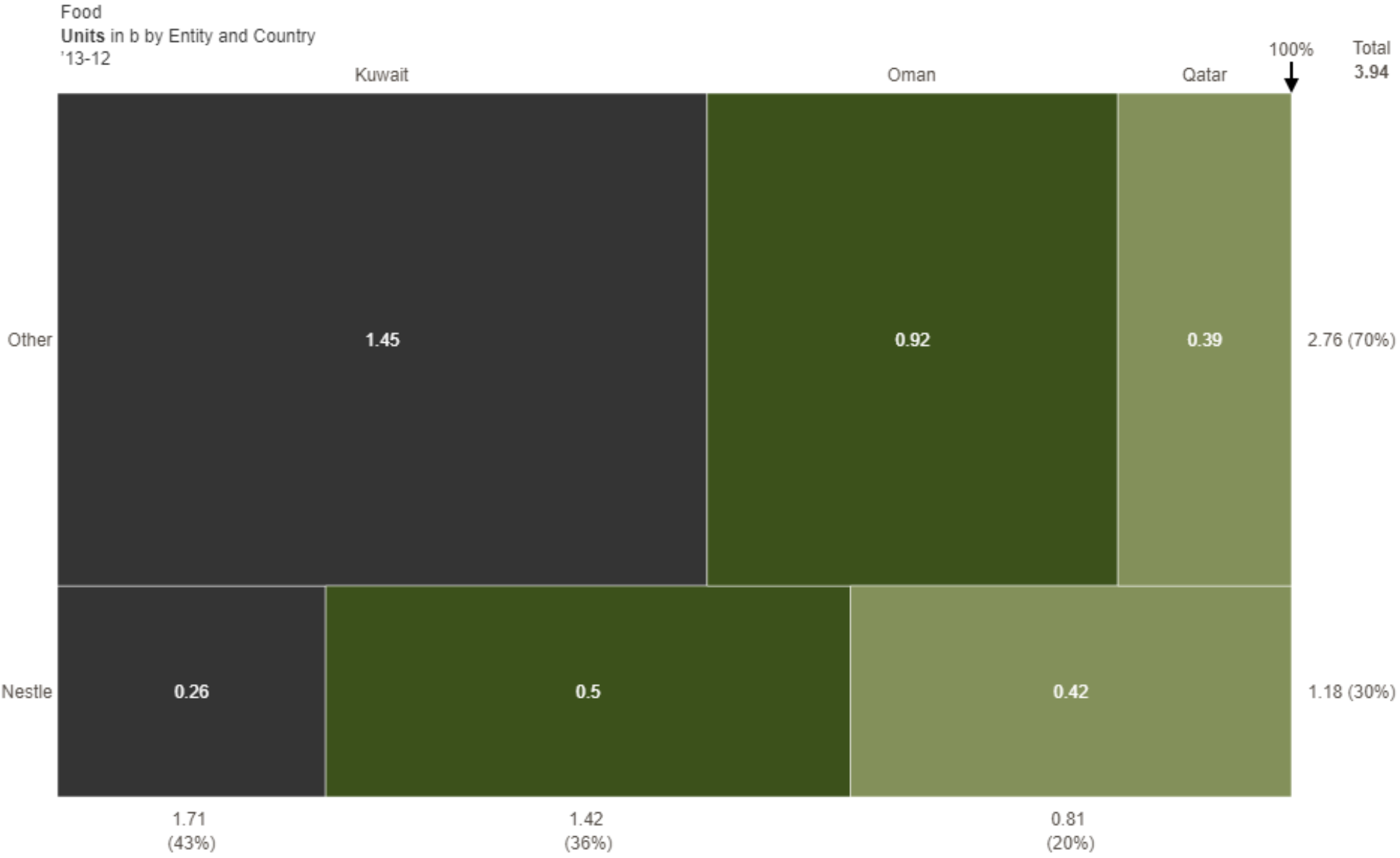
Nestle's promotional strategies are highly effective in Qatar, capturing a significant market share. This success underscores the impact of its well-executed promotional campaigns, contrasting with its regular sales distribution.

Food
Units in b by Status, Entity and Country
'13-12

	Regular			
Other	Kuwait 1.33	Oman 0.9		2.57 (71%)
Nestle	Kuwait 0.25	Oman 0.49	Qatar 0.29	1.03 (29%)

	Promotion		
Other	Qatar 0.05	Kuwait 0.12	0.19 (56%)
Nestle	Qatar 0.14		0.15 (44%)
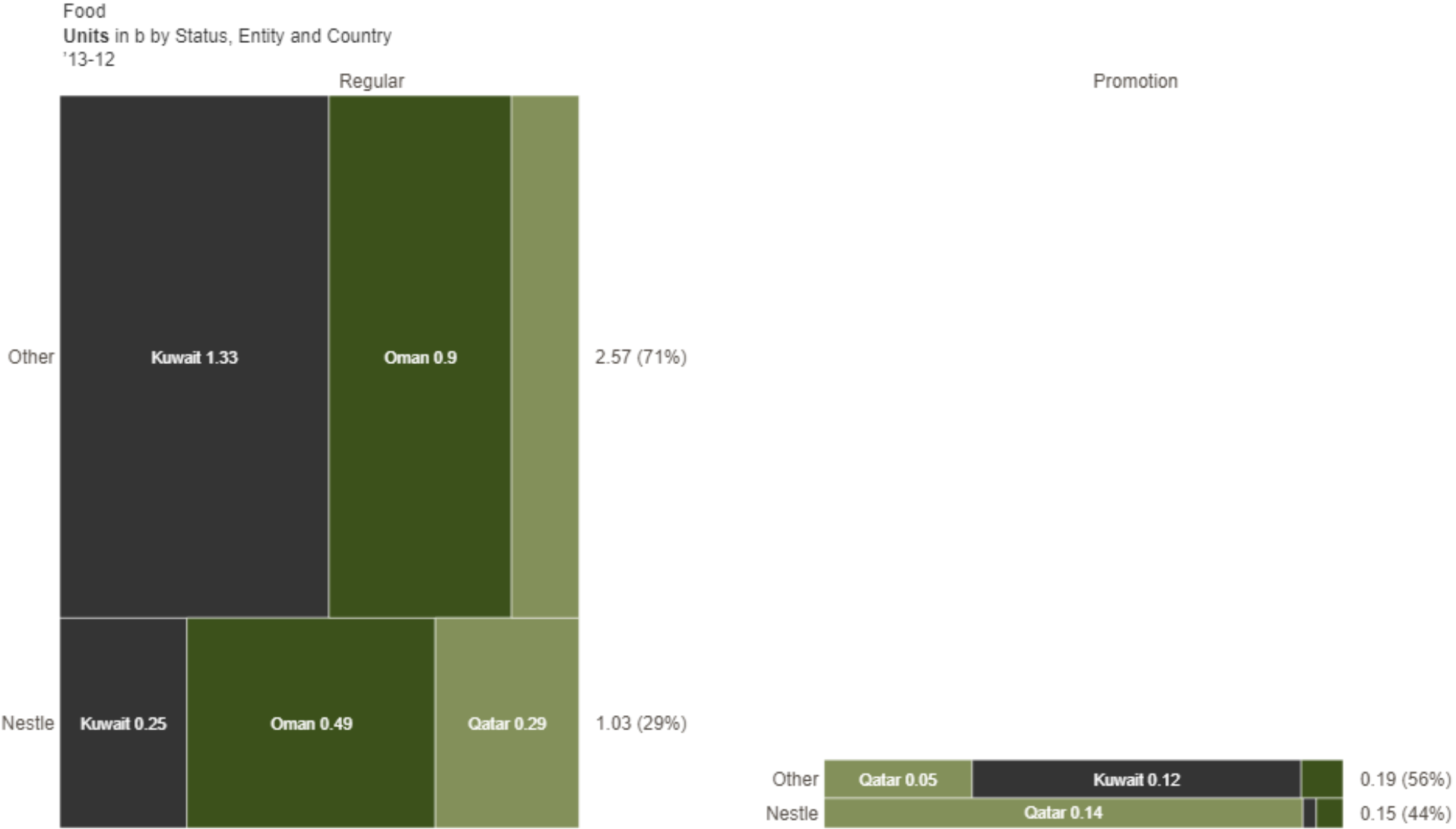
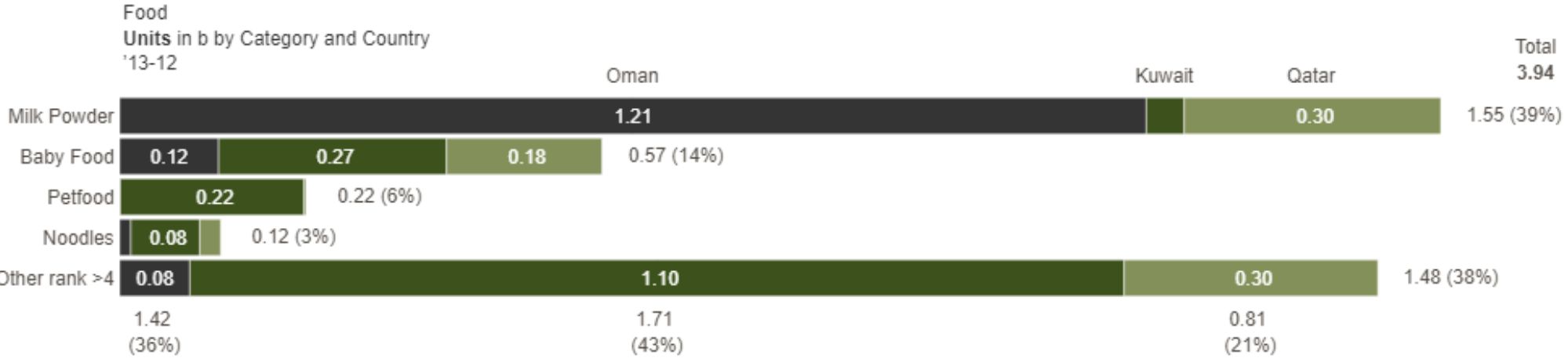Nestle experienced a remarkable growth rate in 2013, outperforming its competitors. This success was likely due to effective product launches and market expansions.

Food
Sales Growth Rate in USD by Entity
'13-12

Nestle	918%
Other	43%
Average	119%

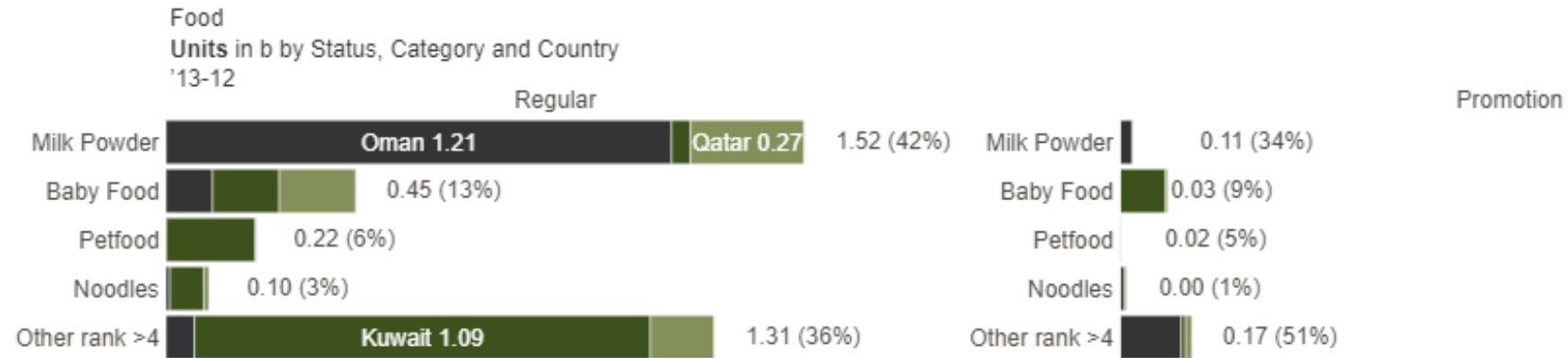Promotions significantly increase sales for both Nestle and Other, with Nestle benefiting more noticeably. This highlights the effectiveness of promotional strategies in boosting sales performance.

Food
Sales Growth Rate in USD by Status and Entity
'13-12

	Regular	
Nestle		909%
Other		41%

	Promotion	
Nestle		1187%
Other		71%
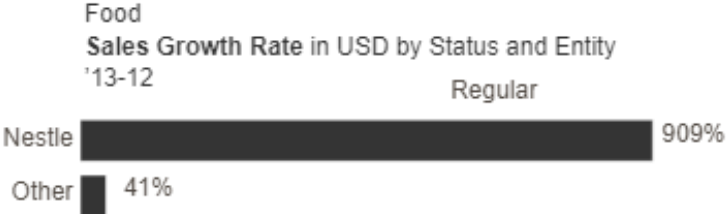
Milk Powder and Baby Food lead sales in Oman and Qatar. In contrast, Kuwait enjoys a varied consumption pattern with strong sales across diverse categories. This highlights potential market opportunities in these key areas for targeted regions.

Food
Units in b by Category and Country
'13-12

|	Oman	Kuwait	Qatar	Total 3.94
Milk Powder	1.21		0.30	1.55 (39%)
Baby Food	0.12	0.27	0.18	0.57 (14%)
Petfood	0.22			0.22 (6%)
Noodles	0.08			0.12 (3%)
Other rank >4	0.08	1.10	0.30	1.48 (38%)
	1.42 (36%)	1.71 (43%)	0.81 (21%)	

Promotional sales are much lower than regular sales, showing that promotions, while strategic for products like Baby Food in Kuwait, don't significantly boost overall sales volumes.
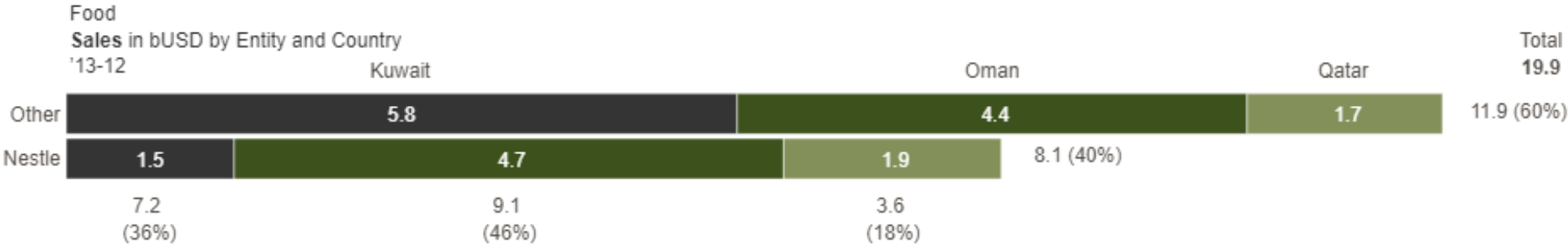
Food
Units in b by Status, Category and Country
'13-12

	Regular		Promotion
Milk Powder	Oman 1.21 Qatar 0.27 1.52 (42%)	Milk Powder	0.11 (34%)
Baby Food	0.45 (13%)	Baby Food	0.03 (9%)
Petfood	0.22 (6%)	Petfood	0.02 (5%)
Noodles	0.10 (3%)	Noodles	0.00 (1%)
Other rank >4	Kuwait 1.09 1.31 (36%)	Other rank >4	0.17 (51%)

In 2013, Nestle's unit growth outperformed other companies, showcasing its effective strategies and favorable market conditions for its products.

Food
Units Growth Rate by Entity
'13-12

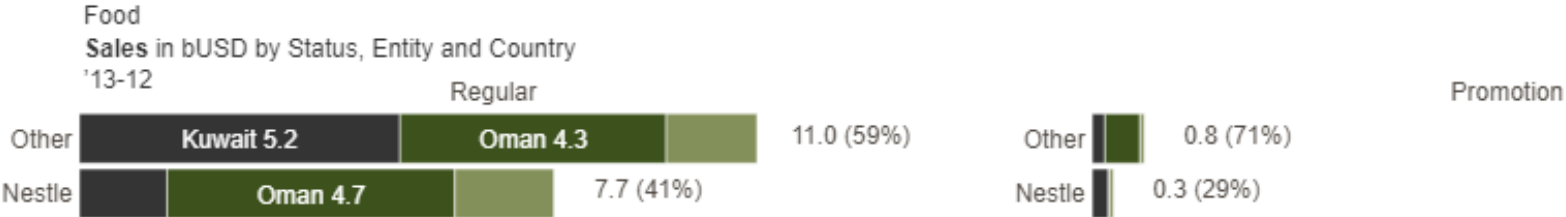| Entity	Rate
Nestle	762%
Other	43%
Average	90%

Nestle's promotional strategies significantly boost sales, showing a clear advantage over the 'Other' entity, which experiences a drop in sales during promotions. This highlights the varying success of promotional tactics across different entities.

Food
Units Growth Rate by Status and Entity
'13-12

	Regular	Promotion
Nestle	683%	2793%
Other	49%	-8%
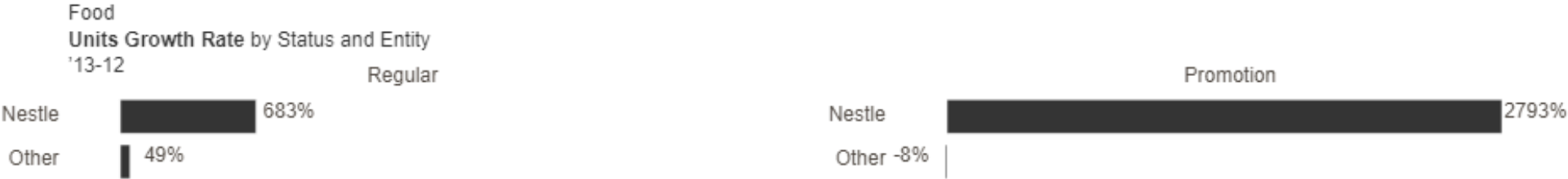
Nestle leads in sales in Oman and Qatar, while other companies show varied performances across Kuwait, Oman, and Qatar. This highlights the different market dynamics and consumer preferences in these countries.

Food
Sales in bUSD by Entity and Country
'13-12

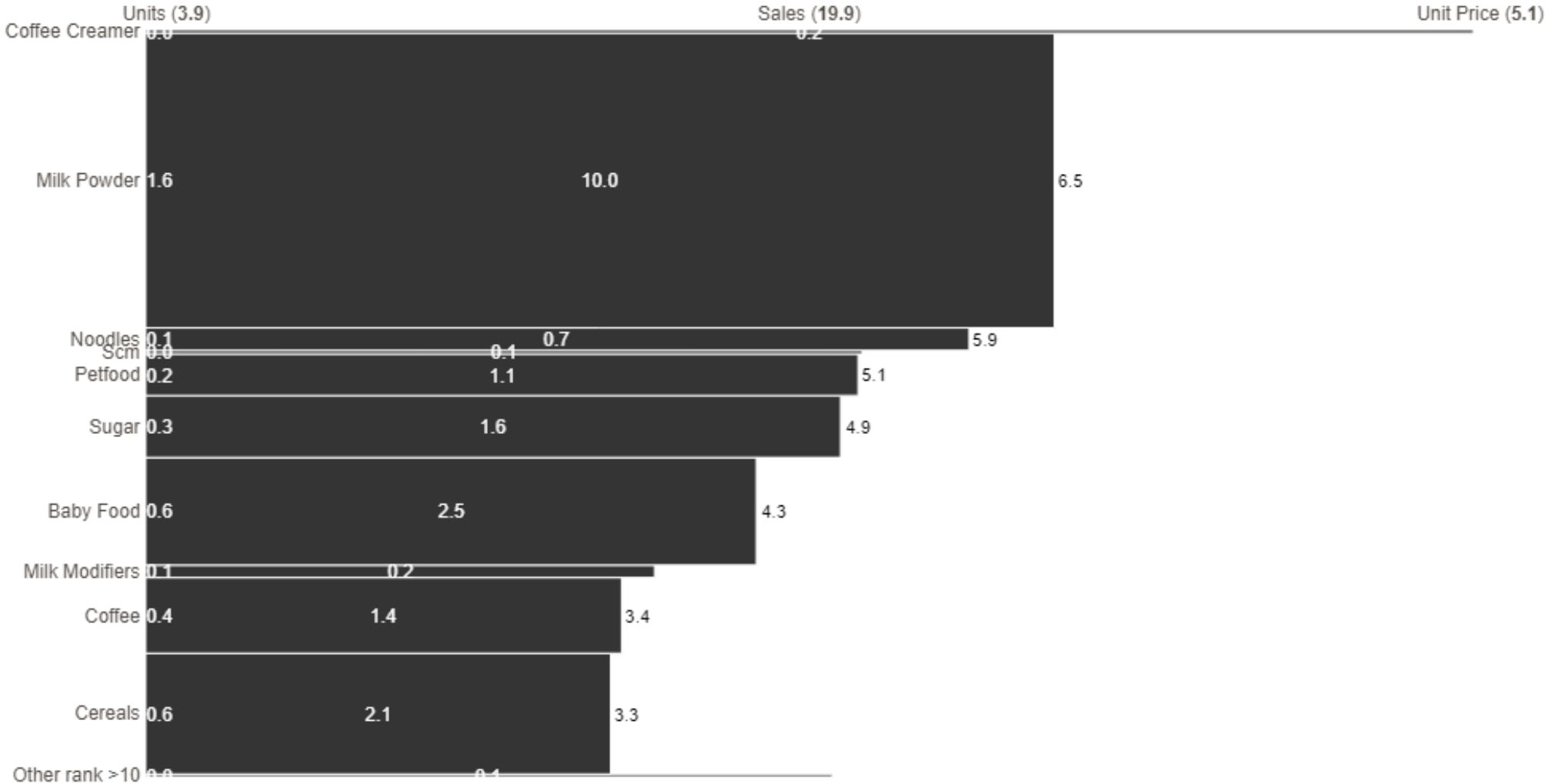|	Kuwait	Oman	Qatar	Total 19.9
Other	5.8	4.4	1.7	11.9 (60%)
Nestle	1.5	4.7	1.9	8.1 (40%)
	7.2 (36%)	9.1 (46%)	3.6 (18%)	

Nestle and Other primarily generate their revenue from regular sales, with promotional activities playing a smaller role. This underscores the importance of regular sales in maintaining their business operations.

Food
Sales in bUSD by Status, Entity and Country
'13-12

Regular

		Promotion
Other	Kuwait 5.2	Oman 4.3	11.0 (59%)
Nestle	Oman 4.7	7.7 (41%)

Other		0.8 (71%)
Nestle		0.3 (29%)

Milk Powder is a top revenue generator due to its high sales volume, reflecting strong market demand. Baby Food and Cereals also show good performance, highlighting their significance in the product lineup.

Food
Bar length: **Unit Price** in USD by Category. Bar width: **Units** in b. Bar area: **Sales** in bUSD
'13-12
Units (3.9)   Sales (19.9)   Unit Price (5.1)

Coffee Creamer 0.0   0.2

Milk Powder 1.6   10.0   6.5

Noodles 0.1   0.7   5.9
Scm 0.0   0.1
Petfood 0.2   1.1   5.1

Sugar 0.3   1.6   4.9

Baby Food 0.6   2.5   4.3

Milk Modifiers 0.1   0.2

Coffee 0.4   1.4   3.4

Cereals 0.6   2.1   3.3

Other rank >10 0.0   0.1

Promotions might raise the price per unit, but they don't always boost sales volumes. This indicates a complex relationship between how sensitive customers are to prices and how effective promotions are in different food categories.
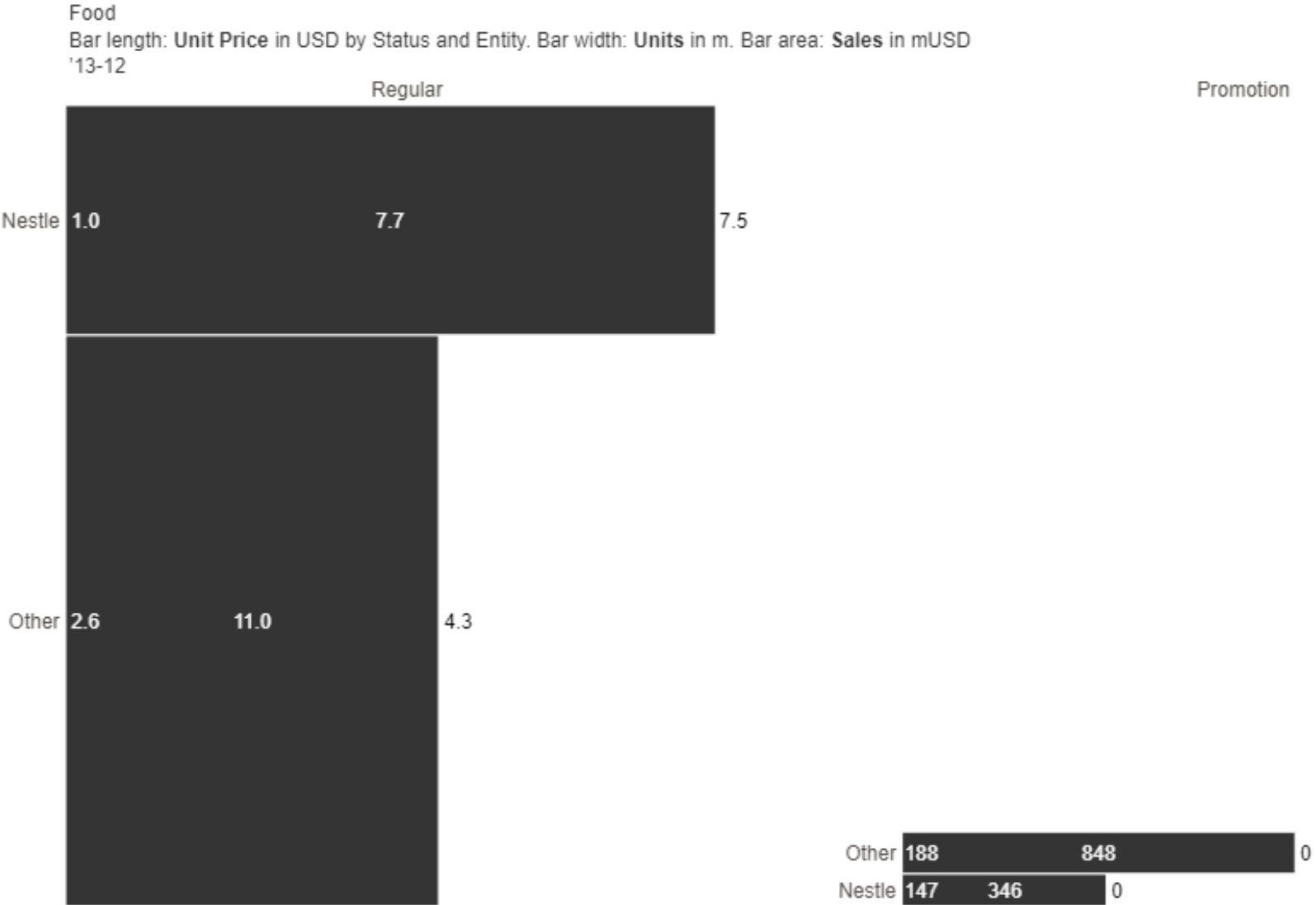
Food
Bar length: **Unit Price** in USD by Status and Category. Bar width: **Units** in m. Bar area: **Sales** in mUSD
'13-12
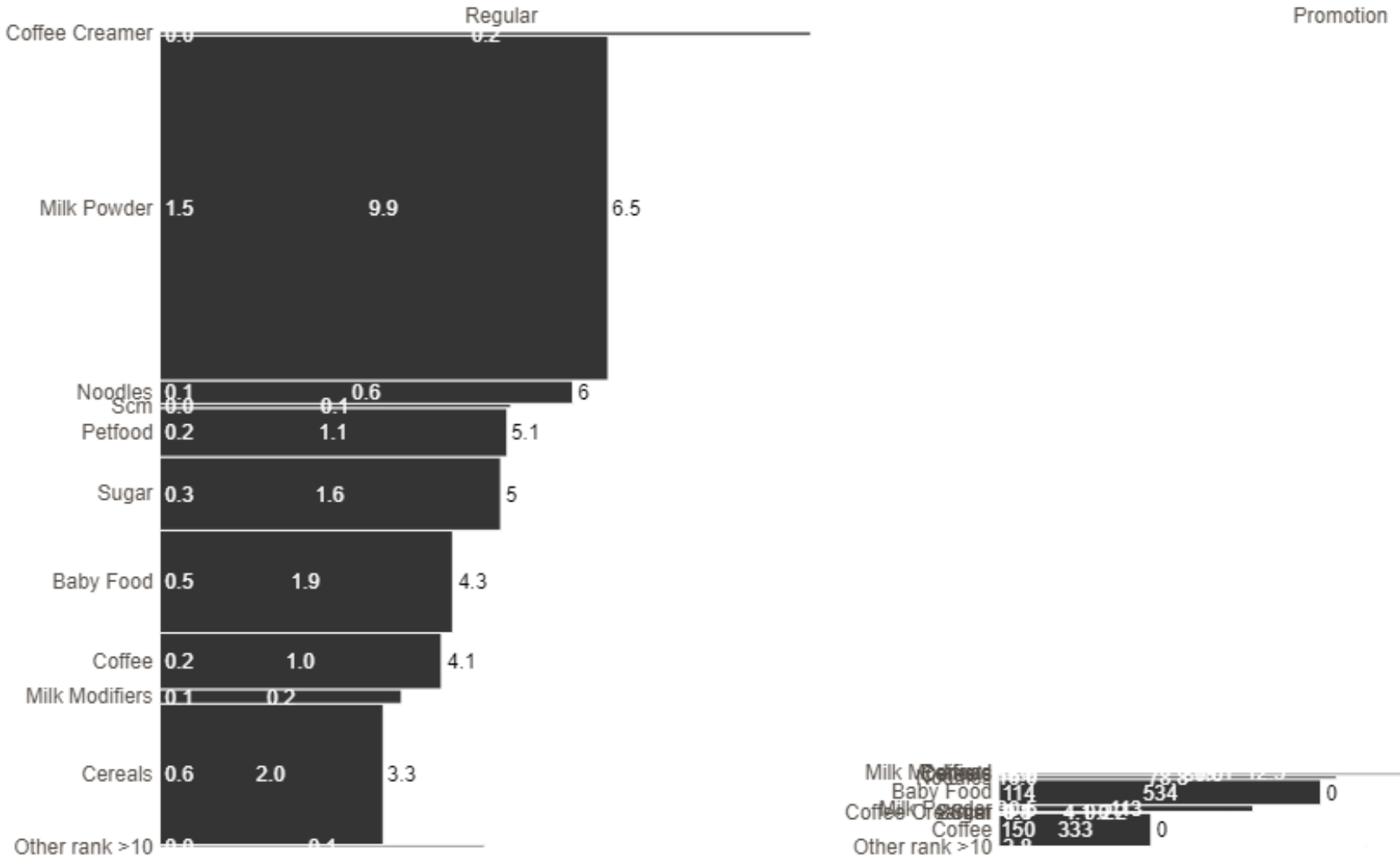
The Other entity outsells Nestle by focusing on volume sales at lower price points, while Nestle targets premium products with higher prices.

Food
Bar length: **Unit Price** in USD by Entity. Bar width: **Units** in b. Bar area: **Sales** in bUSD
'13-12

Units (3.9)	Sales (19.9)	Unit Price (5.1)
Nestle 1.2	8.1	6.8
Other 2.8	11.9	4.3

The 'Other' entity consistently outsells Nestle, achieving higher total sales in both regular and promotional periods due to selling more units. This highlights the importance of sales volume in generating more revenue, even with lower prices per unit.

Food
Bar length: **Unit Price** in USD by Status and Entity. Bar width: **Units** in m. Bar area: **Sales** in mUSD
'13-12

	Regular		Promotion
Nestle	1.0	7.7	7.5
Other	2.6	11.0	4.3

Other	188	848	0
Nestle	147	346	0

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Products like Sachet and Cat Food lead the market in sales due to their moderate to high pricing, indicating strong market demand or effective market penetration. However, the most expensive products do not always perform best, suggesting the presence of niche markets or premium pricing strategies. Additionally, the 'Other rank >10' category plays a significant role in overall sales, emphasizing the importance of lesser-known products (p.36). Milk Powder has seen a dramatic increase in sales, growing by 7,551%, which could be due to increased demand or significant price changes. Conversely, categories like Pet Food, Milk Modifiers, and Soups have seen sales declines, possibly due to decreased consumer interest or increased competition (p.37).

Promotional strategies have proven effective for Baby Food and 'Other rank > 10', showing significant growth during promotional periods. However, promotions for Milk Modifiers and Soups have not been successful, indicating potential issues with the execution or relevance of these promotions (p.38). Sales are predominantly driven by Class A subcategories, which, despite being fewer, contribute the most to sales and revenue. This highlights the need to focus on these high-performing products in strategic planning. Classes B and C, having more subcategories, contribute less to overall sales, suggesting a need for strategic review or realignment (p.39).

The sales concentration is high, with three categories in Class A accounting for 80% of total sales, showing a strong dependence on a few categories. Class C, despite having the most categories, contributes the least, indicating inefficiencies or misalignments in product offerings (p.40). Scatter plot analysis helps in understanding the performance of different food subcategories by examining sales alongside unit prices and volumes, aiding in better pricing, marketing, and product placement strategies (p.41).

Milk Powder maintains stable prices due to its essential nature and consistent demand, whereas Noodles and Sugar, with lower sales volumes, face more price volatility, likely due to fluctuating supply-demand dynamics or varying market conditions (p.42).

Products like Sachet and Cat Food, which are moderately to highly priced, lead the market in sales. This suggests they either meet a strong market demand or have achieved effective market penetration. However, the most expensive products don't always sell the best, pointing to niche markets or premium pricing strategies. The 'Other rank >10' category, which includes various smaller subcategories, also significantly contributes to overall sales, highlighting the importance of these lesser-known products in the market.

Food
Units, Unit Price, Sales in USD by Subcategory
'13-12
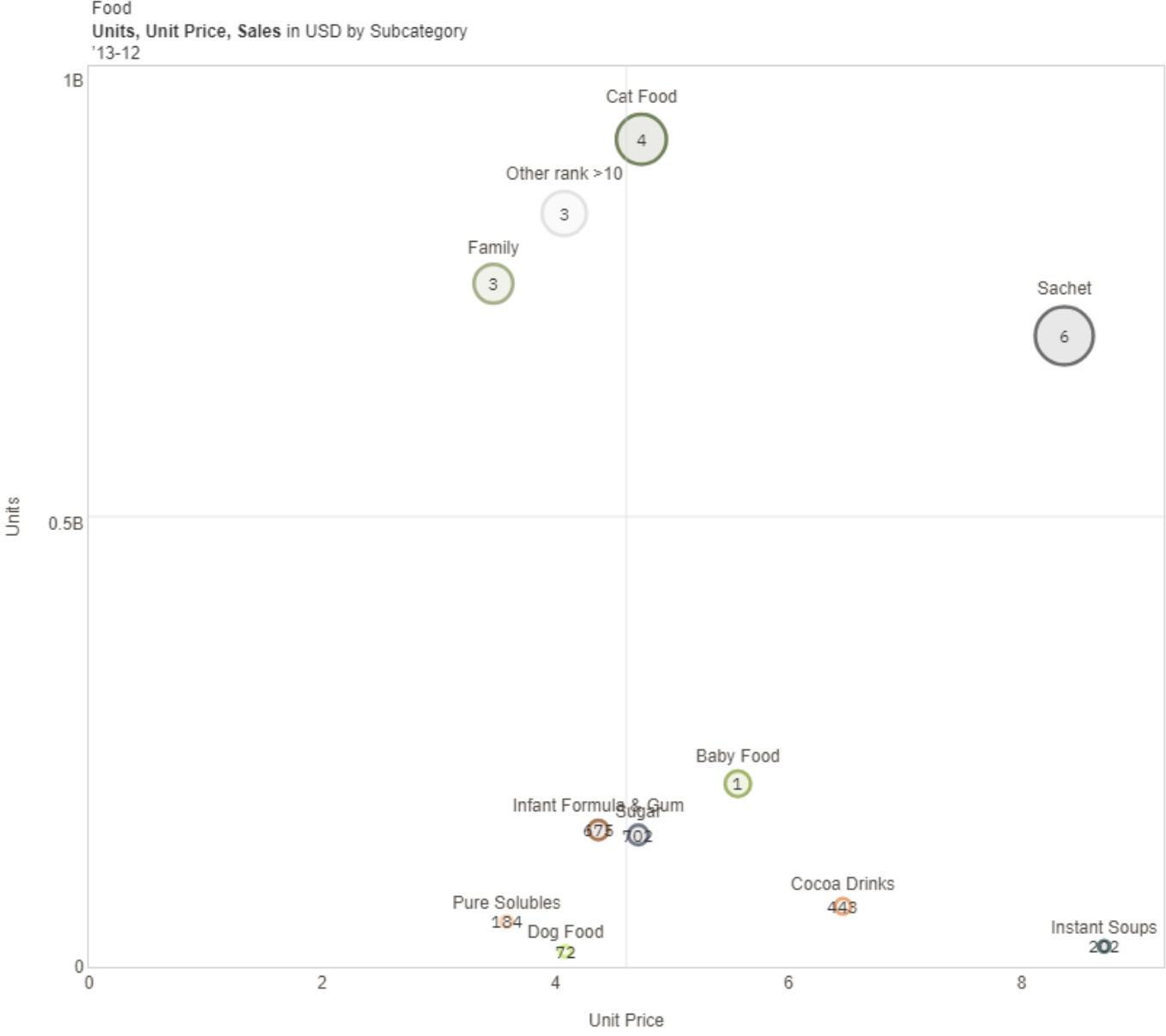
Milk Powder sales skyrocketed with an impressive growth rate of 7,551%, showing a significant surge compared to last year. This indicates either a strong market demand or a notable price increase. Meanwhile, categories like Pet Food, Milk Modifiers, and Soups experienced declines, which might point to reduced consumer interest or heightened competition.
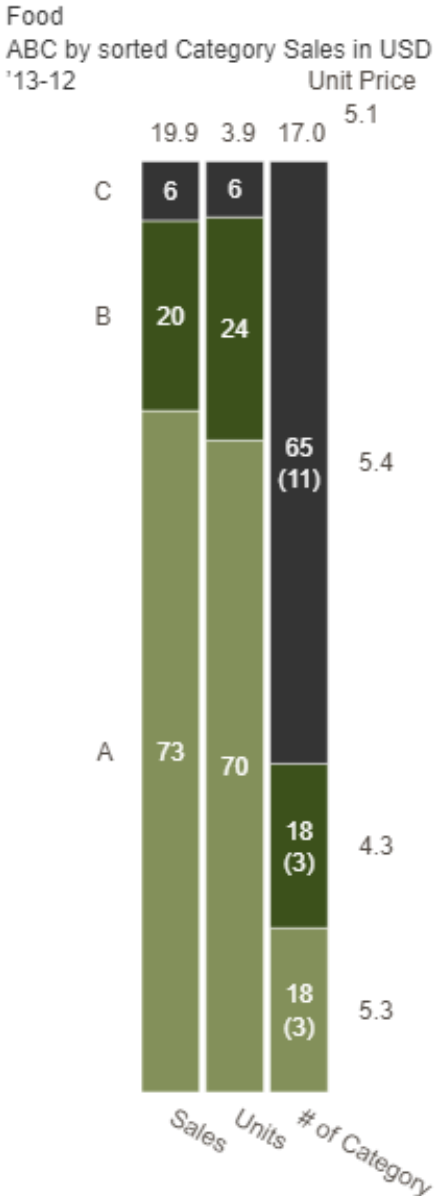

Food
Sales Growth Rate, Unit Price, Sales in USD by Category
'13-12
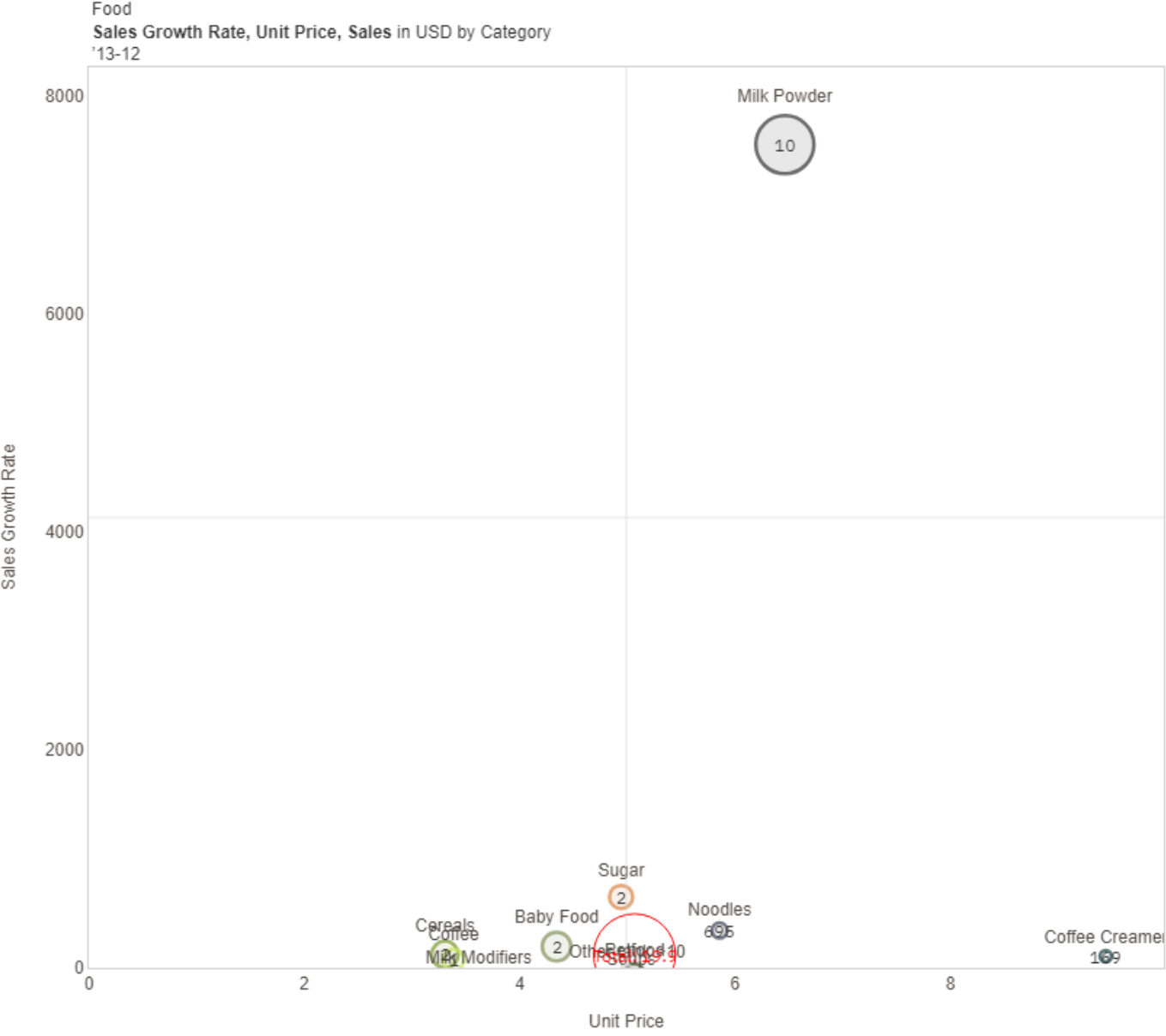
Promotional strategies work exceptionally well for categories like Baby Food and 'Other rank > 10', showing significant growth during promotions. However, categories such as Milk Modifiers and Soups experience negative growth despite promotional efforts, suggesting that these promotions might be ineffective or not well-executed.


Food
Sales Growth Rate, Unit Price, Sales in USD by Category and Status
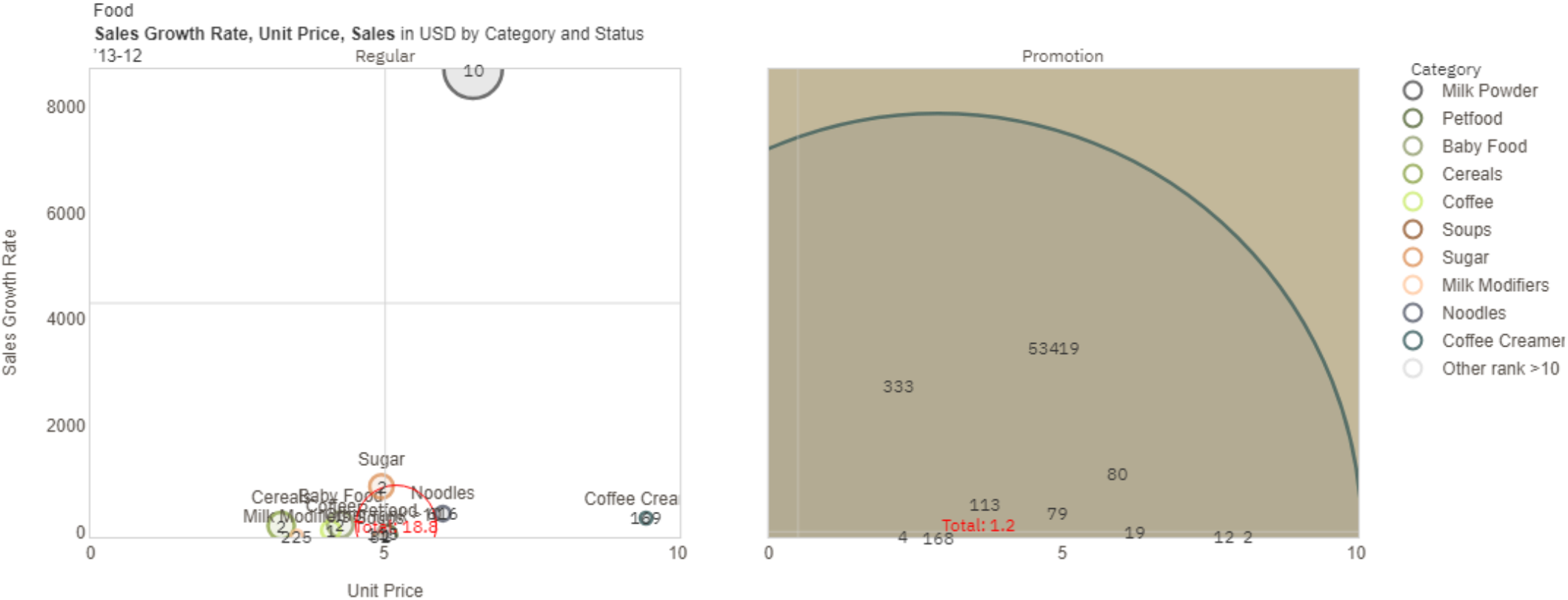
Class A subcategories, though fewer, drive most sales and revenue. This underscores the importance of focusing on core, high-performing products in strategic planning. Classes B and C have more subcategories but contribute less to sales, indicating a need for review or strategic realignment to enhance their performance.


Food
ABC by sorted Subcategory Units
'13-12
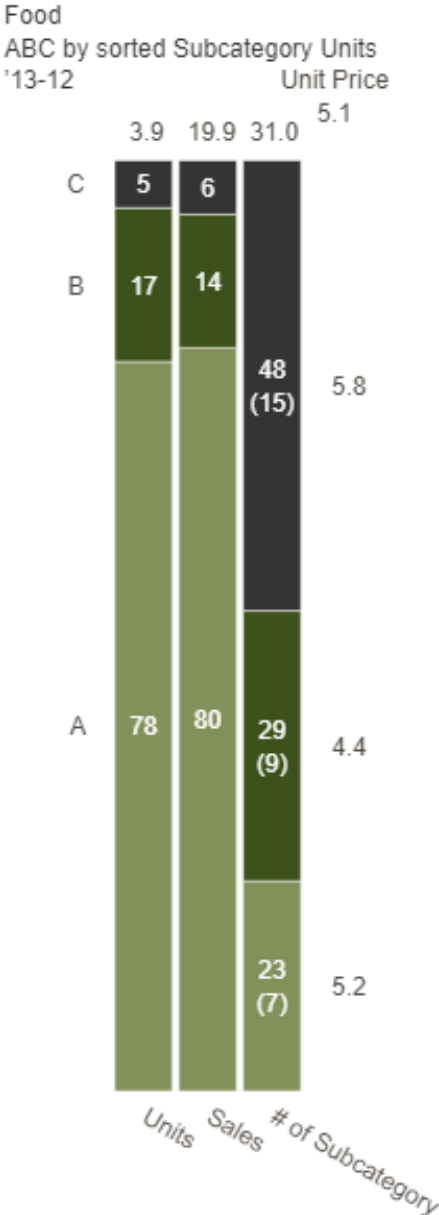
Sales are heavily concentrated, with just three categories accounting for 80% of total sales (Class A). This shows a strong dependence on a few categories for the bulk of sales. Despite having the most categories, Class C contributes the least to sales.

Food
ABC by sorted Category Sales in USD
'13-12   Unit Price
                                         5.1
        19.9   3.9   17.0

C   6   6

B   20   24

                        65   5.4
                       (11)

A   73   70

                        18   4.3
                        (3)

                        18   5.3
                        (3)

        Sales Units # of Category

Scatter plot analysis reveals how different food subcategories perform in sales, considering unit sales and pricing strategies. By examining sales isolines alongside unit prices and volumes, businesses can better strategize on product pricing, marketing, and placement to boost sales.

Food
Units, Unit Price, Sales in USD aggregated by Subcategory
'13-12
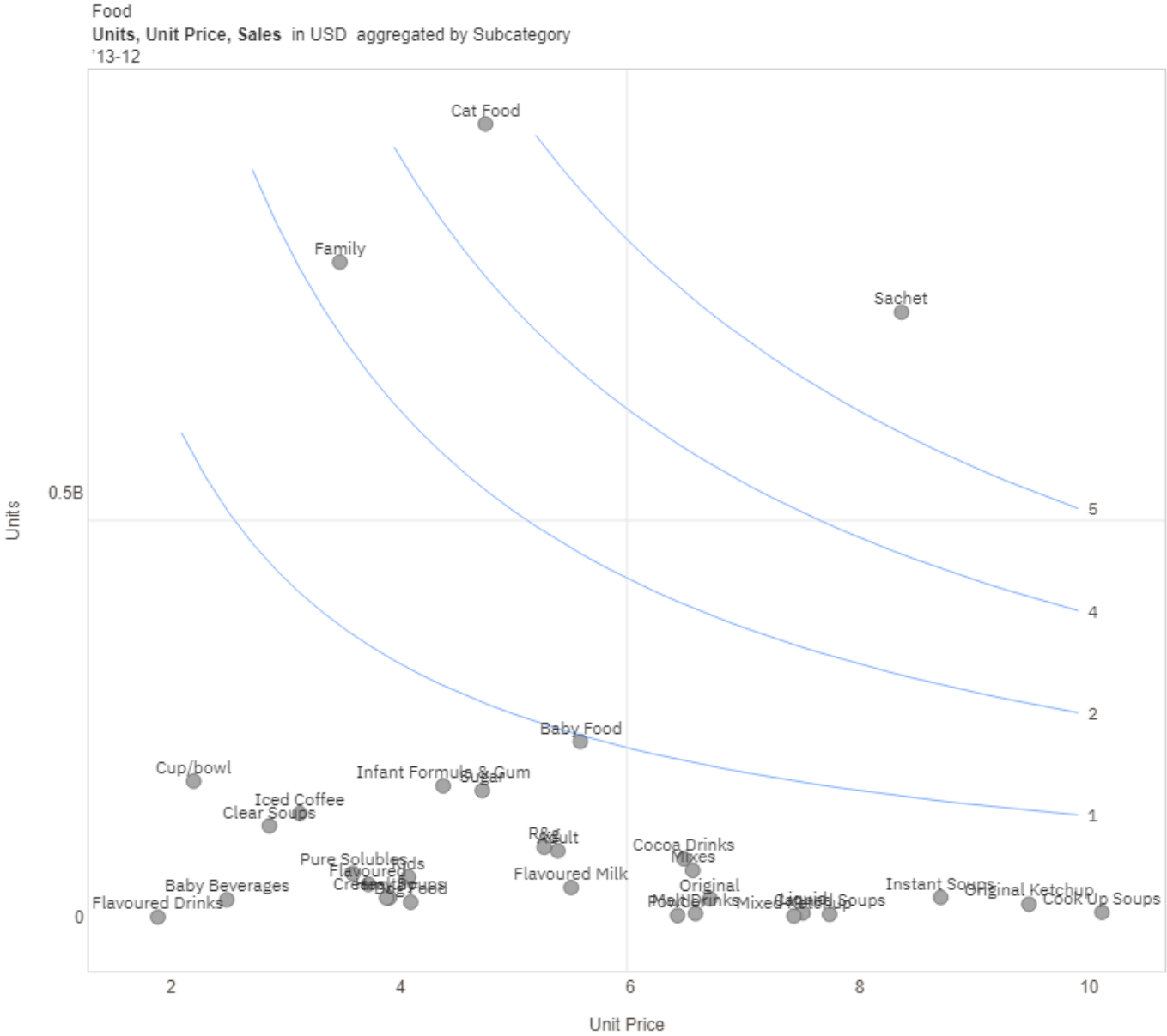
Milk Powder, with its high sales volume, tends to have stable prices due to its essential nature and consistent demand. On the other hand, Noodles and Sugar, despite having lower unit sales, experience more price volatility. This could be due to less predictable supply-demand dynamics or varying market conditions that impact these products more significantly.

Food
Units, Unit Price Change aggregated by Category
'13-12
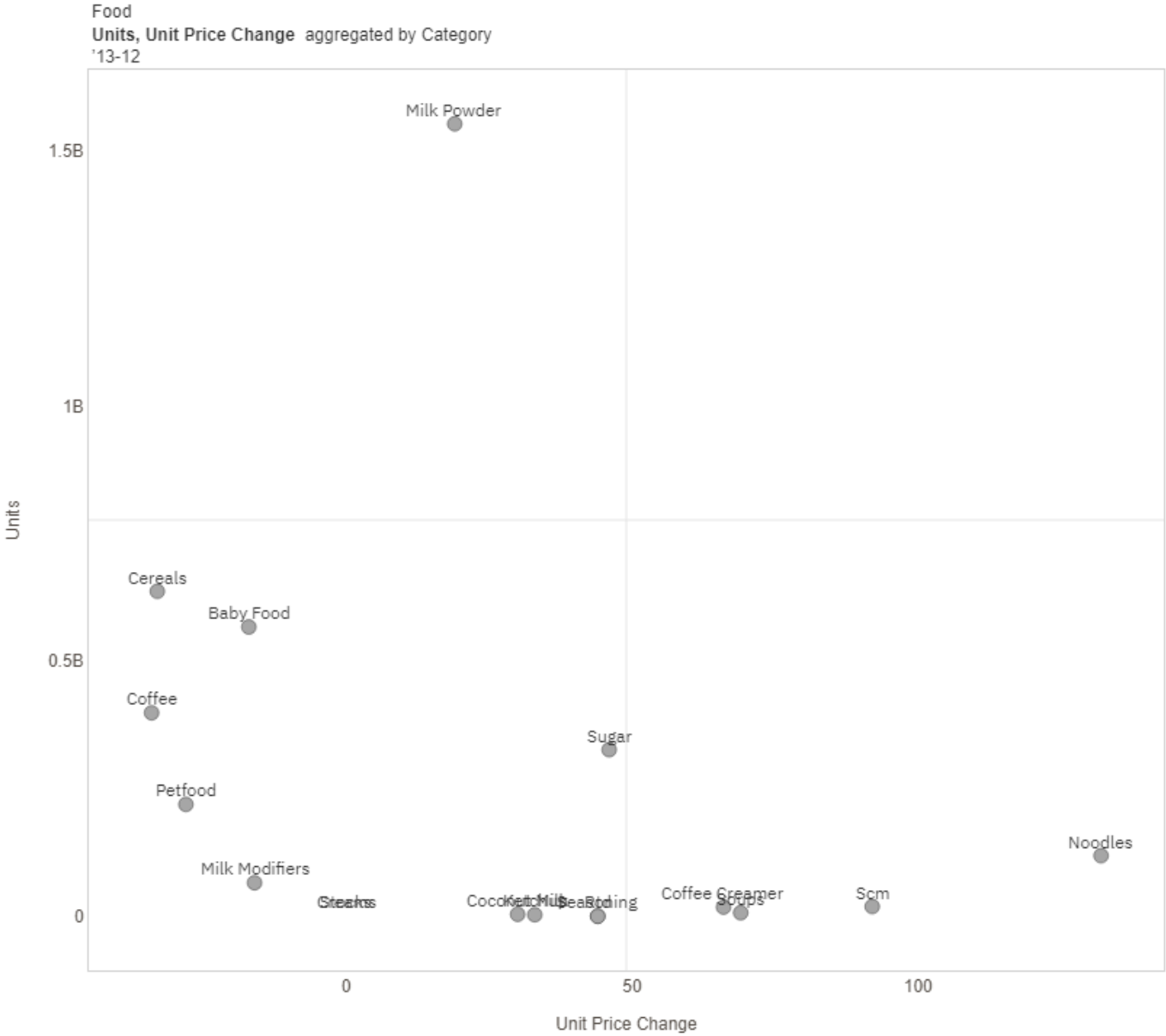
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In 2013, the business experienced significant sales fluctuations, with a notable peak in September, reaching approximately 20.7 billion units sold and generating $97.7 billion in revenue. This peak period underscores the correlation between higher sales volumes and increased revenue, supported by a robust Compound Annual Growth Rate (CAGR) of 43.5% for units sold, indicating strong market demand and effective sales strategies (p.45). Additionally, sales analysis by customer groups revealed that new customers from January 2013 significantly contributed to sales, particularly in May and September, emphasizing the importance of acquiring and retaining customers throughout the year. The December 2013 group, despite joining late, also significantly impacted sales, highlighting the importance of late-year customer acquisition, with an overall sales growth rate of 36.7% (p.46).

The company's sales strategies appear to be effective, as evidenced by a strong CAGR of 28.3% and repeated sales peaks in May and September, suggesting strategic planning aligns with high-demand periods (p.47). The data also indicates that sales and unit prices are seasonally influenced, with sales spiking in September and generally increasing towards the year-end. This trend is likely driven by marketing efforts and seasonal consumer behavior, although an inverse relationship between unit price and sales volume in some months suggests that higher prices may deter buyers (p.48).

Comparative analysis of company performance shows that both Nestle and Other experienced significant sales growth over the year, with Nestle slightly outperforming, indicating effective market strategies and possibly increased demand for its products. Both companies saw enhanced performance towards the year-end, likely boosted by increased consumer spending during the holiday season (p.49).

Overall, the company's 2013 sales performance highlights the effectiveness of strategic sales planning, the importance of customer acquisition timing, and the impact of seasonal trends and pricing strategies on consumer purchasing behavior. These insights should guide future business strategies to sustain and enhance sales performance.
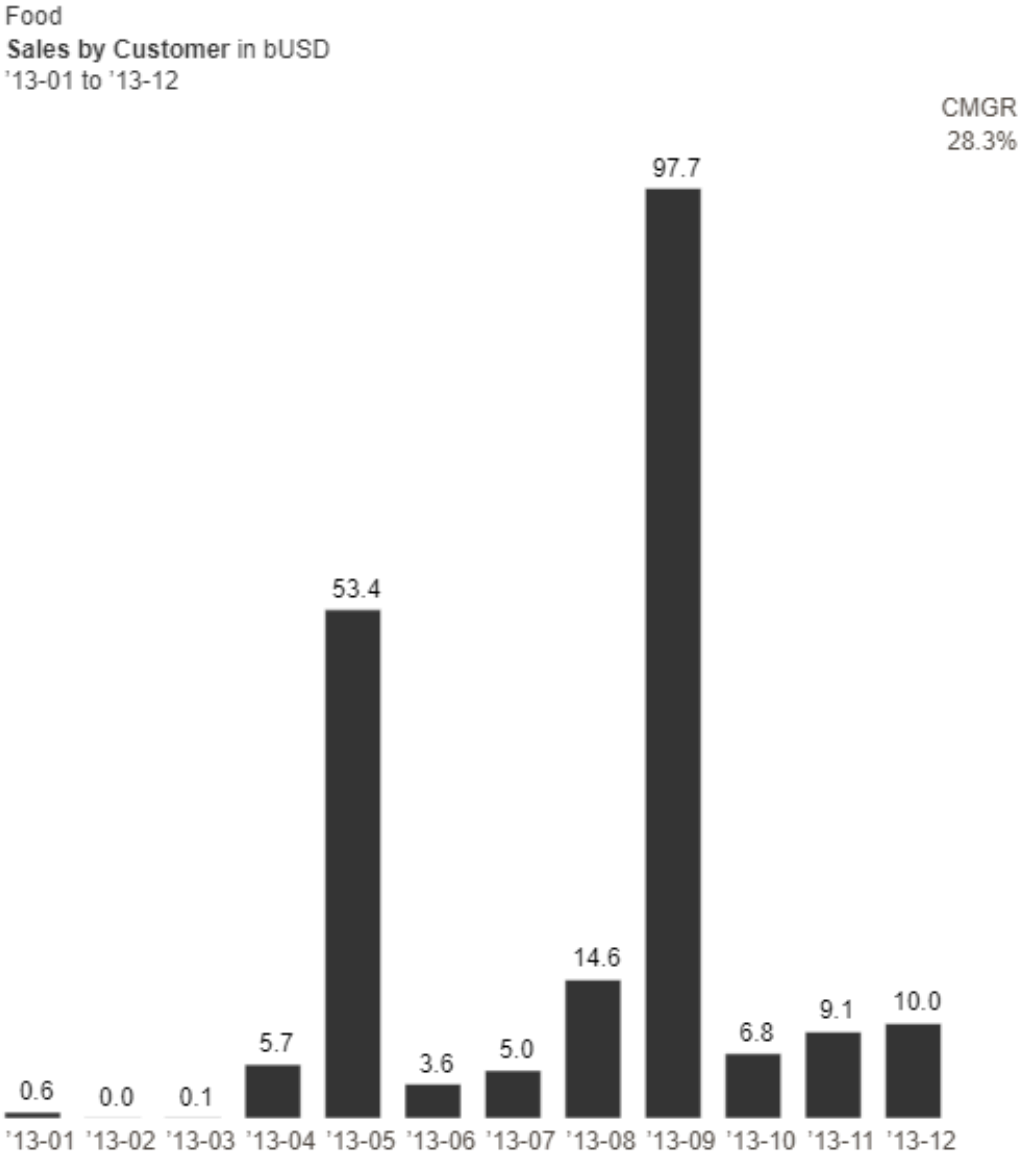
In 2013, the business saw significant fluctuations in sales, peaking in September with about 20.7 billion units sold and $97.7 billion in revenue. This peak suggests that higher sales volumes typically result in increased revenue. Additionally, the Compound Annual Growth Rate (CAGR) for units sold was 43.5%, indicating strong market demand and effective sales strategies throughout the year.

Food
Bars: **Units** in b. Line: **Sales** in bUSD
'13-01 to '13-12

CMGR
43.5%

| '13-01	'13-02	'13-03	'13-04	'13-05	'13-06	'13-07	'13-08	'13-09	'13-10	'13-11	'13-12
0.1	0.0	0.0	1.7	7.3	1.0	1.2		20.7	1.4	2.1	3.0
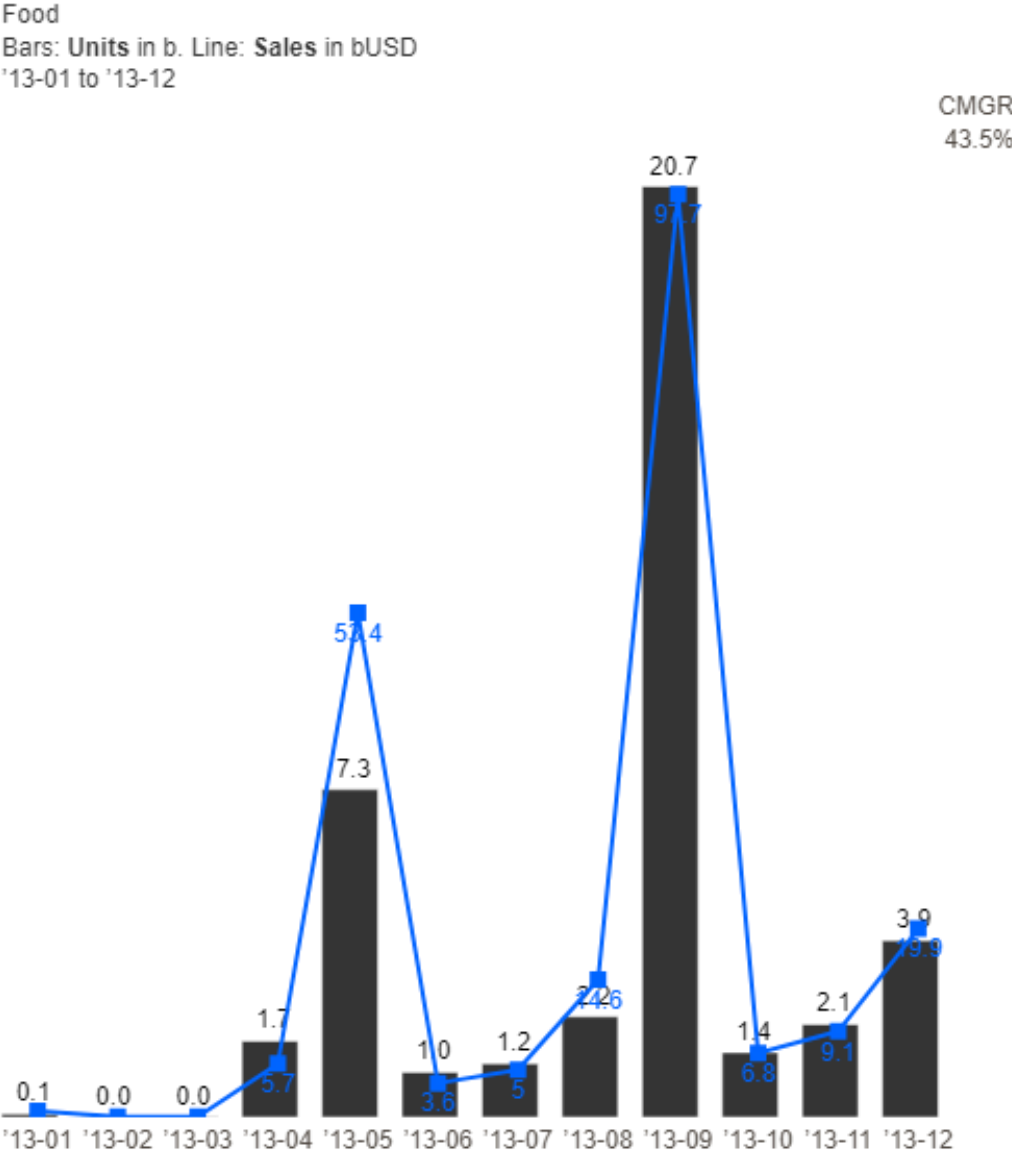
Analyzing sales by customer groups, we found that those who started shopping with us in January 2013 significantly boosted our sales, especially in May and September. This highlights the value of keeping and attracting customers. Even though they joined late in the year, the December 2013 group also made a strong initial impact, proving that late-year customer gains are crucial for sales. Our overall sales growth rate was 36.7%, driven by both new and returning customers.
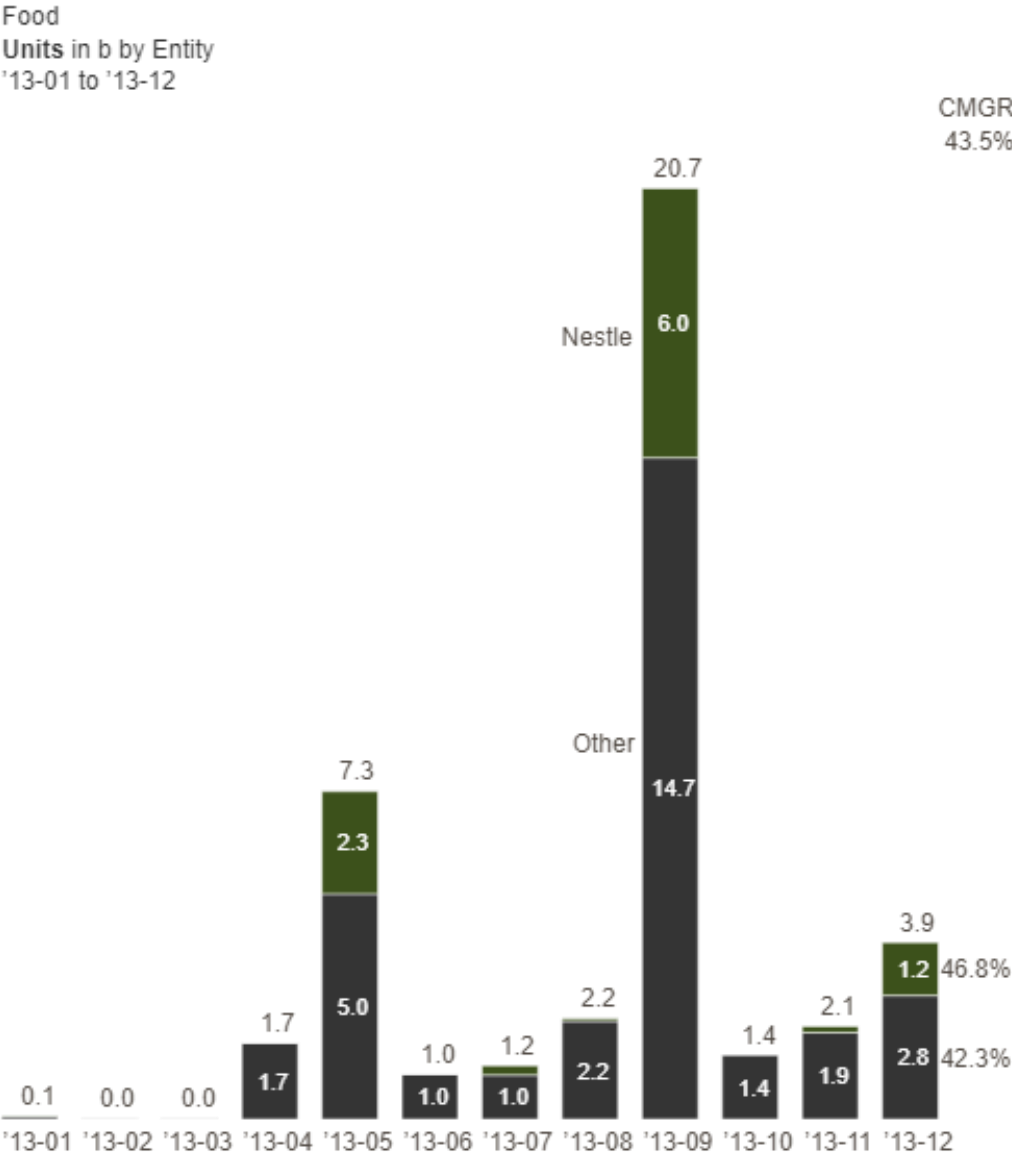
Food
Sales in bUSD by Customer_Since
'13-01 to '13-12

CMGR
36.7%
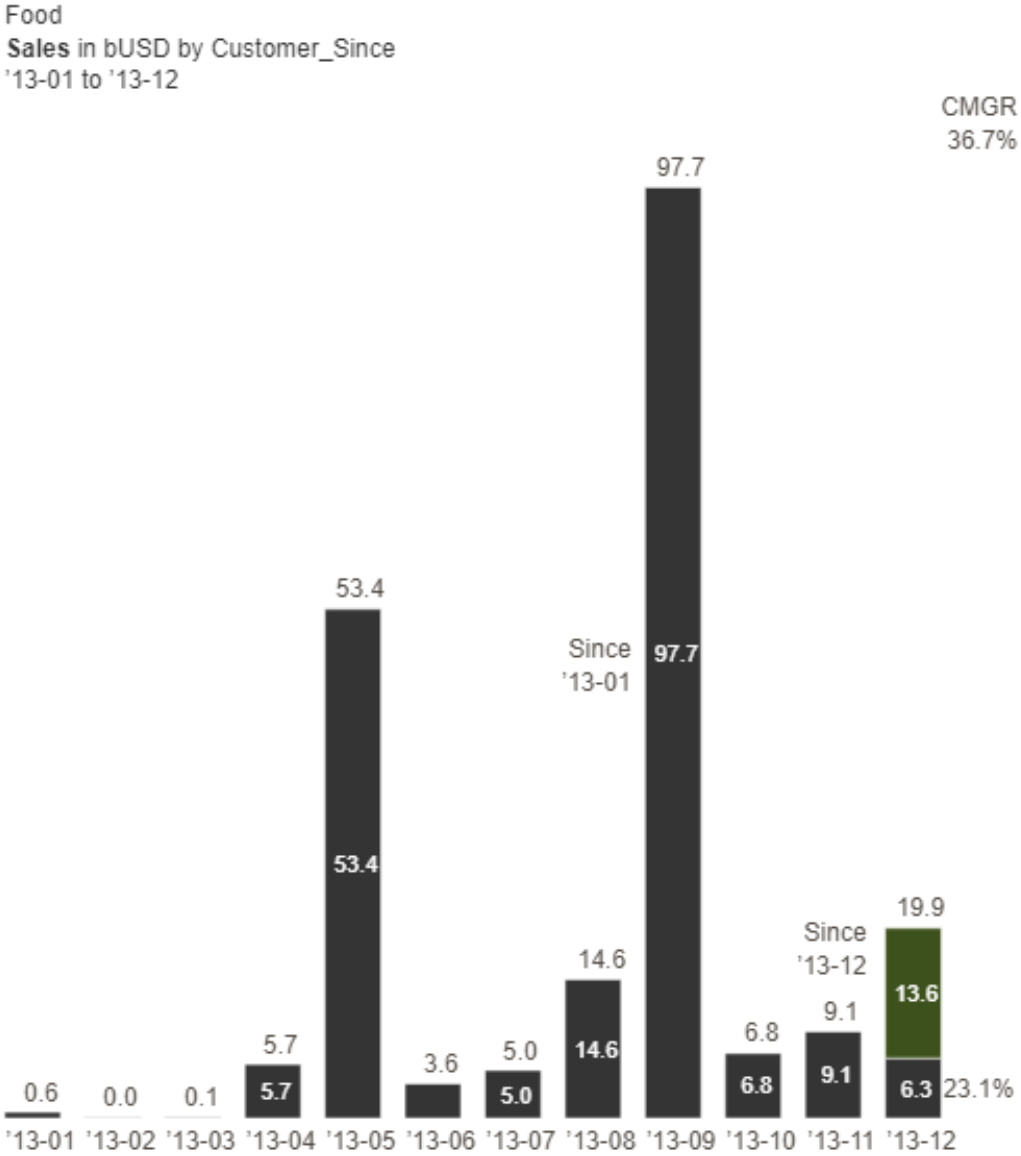
Sales peaked in September at about $97.7 billion, showing a strong Compound Annual Growth Rate (CAGR) of 28.3%. Despite some fluctuations, this growth indicates that the company's strategies are effectively boosting sales, especially during high sales periods like May and September.

Food
Sales by Customer in bUSD
'13-01 to '13-12

CMGR
28.3%

'13-01	'13-02	'13-03	'13-04	'13-05	'13-06	'13-07	'13-08	'13-09	'13-10	'13-11	'13-12
0.6	0.0	0.1	5.7	53.4	3.6	5.0	14.6	97.7	6.8	9.1	10.0

The 2013 data shows that unit prices and sales fluctuate seasonally, reflecting consumer price sensitivity. Sales notably spike in September and generally increase towards year-end, likely driven by marketing efforts or seasonal trends. Additionally, the observed inverse relationship between unit price and sales volume in some months highlights that higher prices can deter buyers.

Food
Bars: **Unit Price** in USD. Line: **Units** in b
'13-01 to '13-12
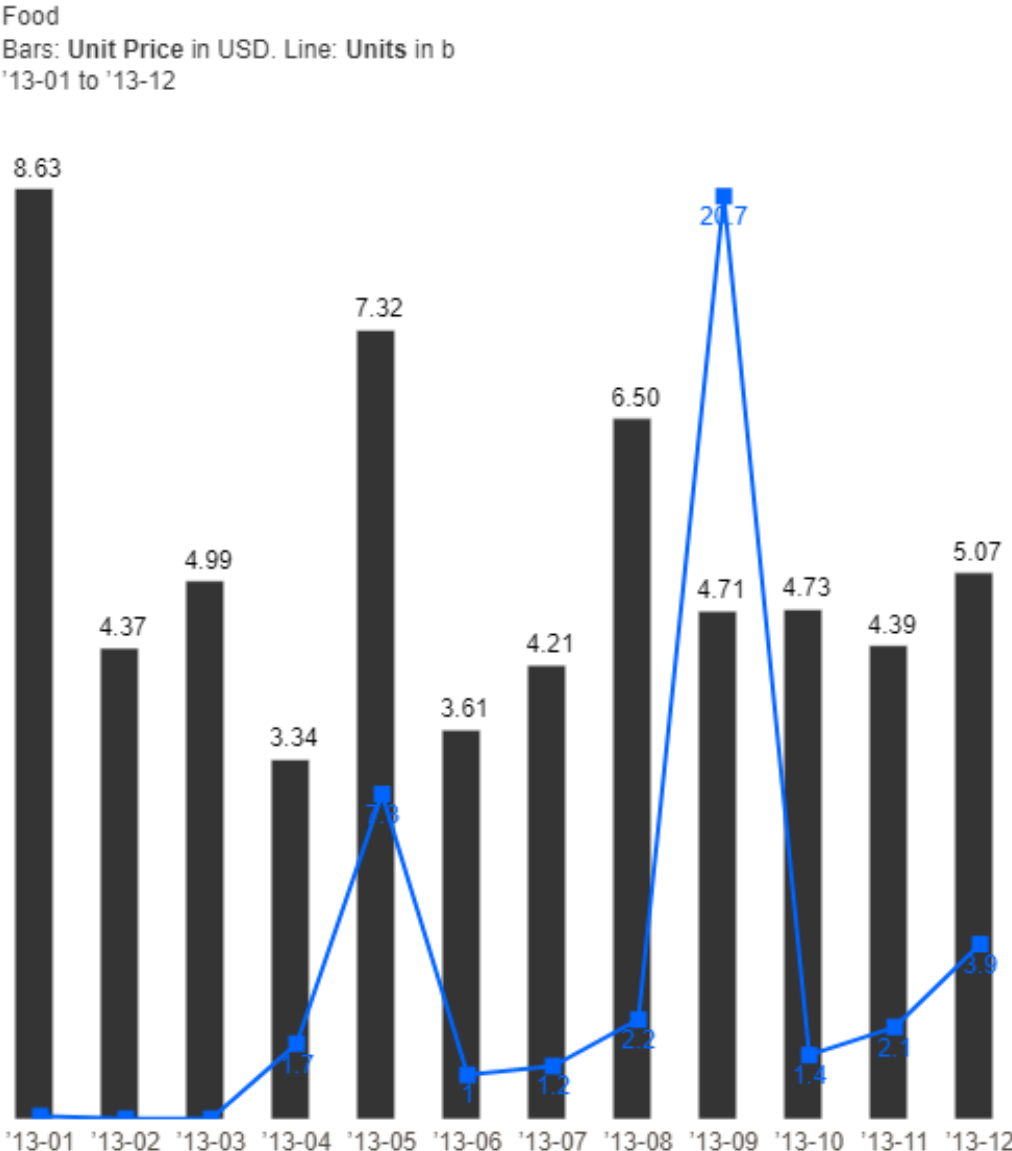
Nestle and Other both experienced significant growth in sales over the past year. Nestle's growth rate was slightly higher, indicating strong market strategies and possibly a rise in demand for its products. Both companies performed well at the end of the year, likely boosted by increased consumer spending during the holiday season.
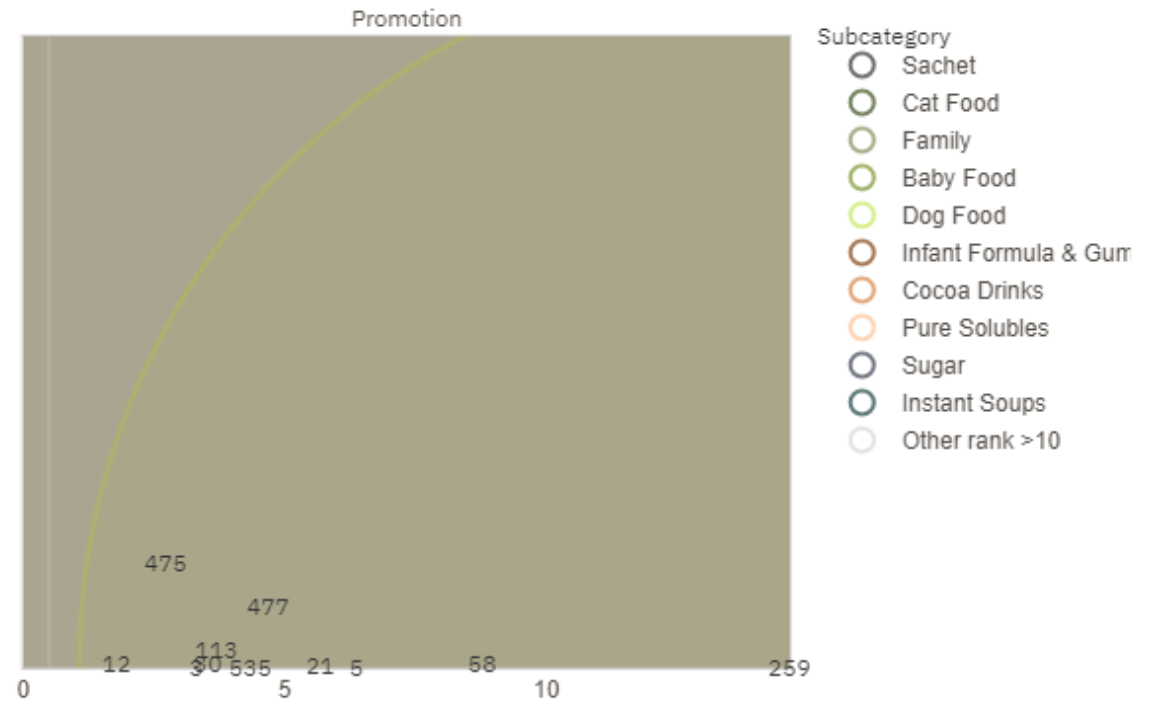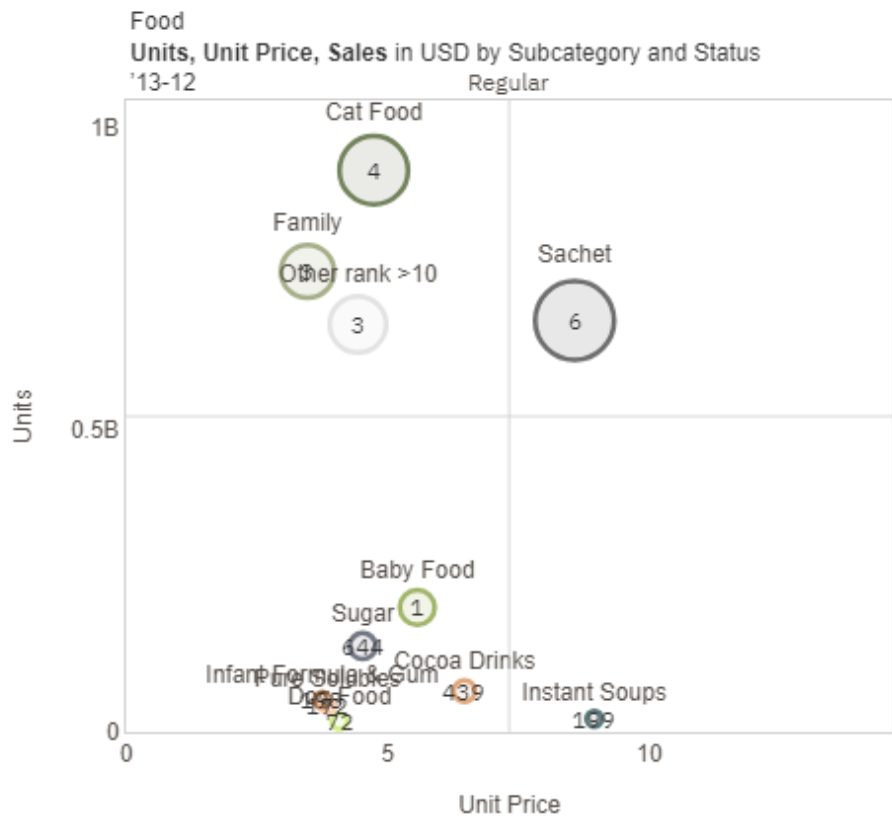
Food
Units in b by Entity
'13-01 to '13-12

CMGR
43.5%

	'13-01	'13-02	'13-03	'13-04	'13-05	'13-06	'13-07	'13-08	'13-09	'13-10	'13-11	'13-12
Total	0.1	0.0	0.0	1.7	7.3	1.0	1.2	2.2	20.7	1.4	2.1	3.9
Nestle					2.3				6.0		1.2	1.2
Other				1.7	5.0	1.0	1.0	2.2	14.7	1.4	1.9	2.8

46.8%
42.3%

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Units, Unit Price, Sales in USD by Subcategory and Status

'13-12

Regular

Promotion

Subcategory
- Sachet
- Cat Food
- Family
- Baby Food
- Dog Food
- Infant Formula & Gum
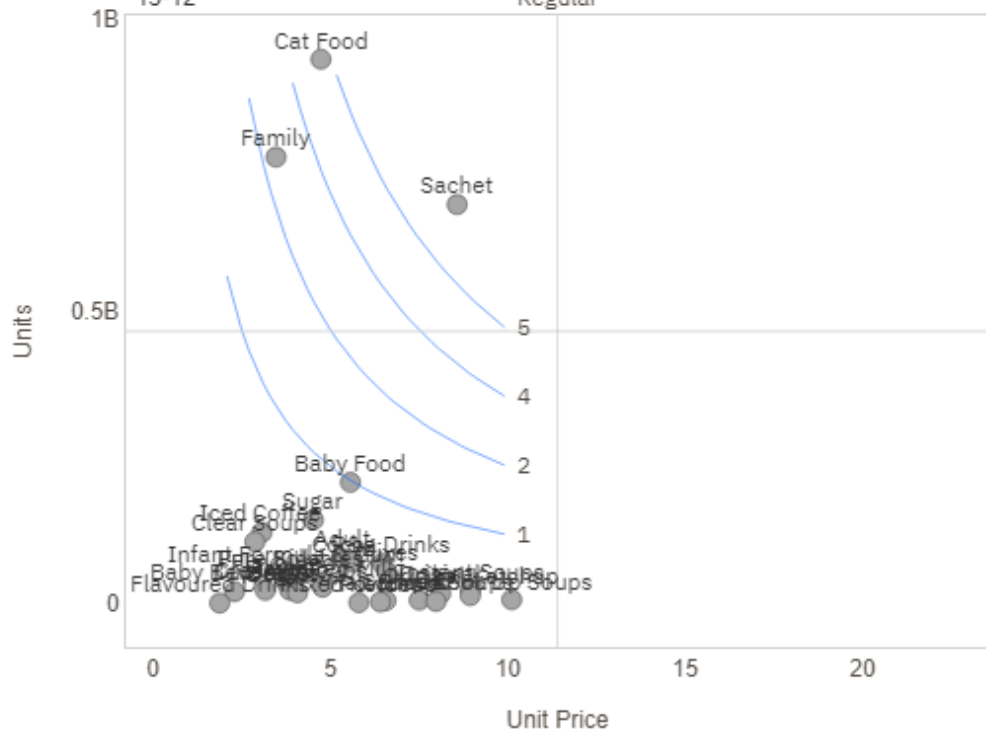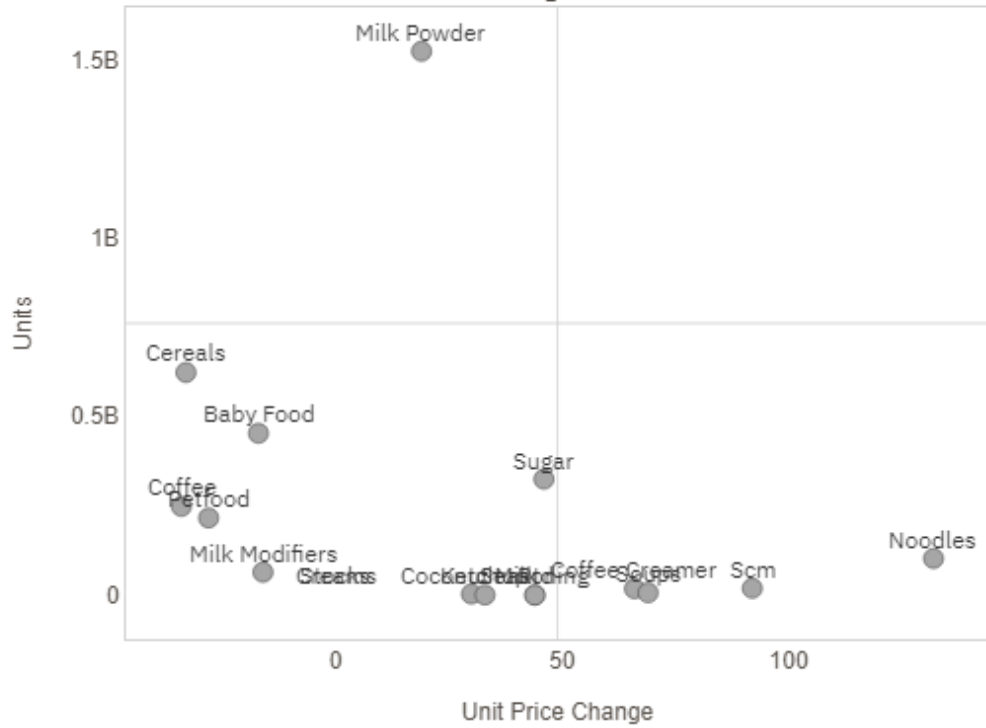- Cocoa Drinks
- Pure Solubles
- Sugar
- Instant Soups
- Other rank >10

Food
Units by Entity in b
'13-01 to '13-12

CMGR
43.5%
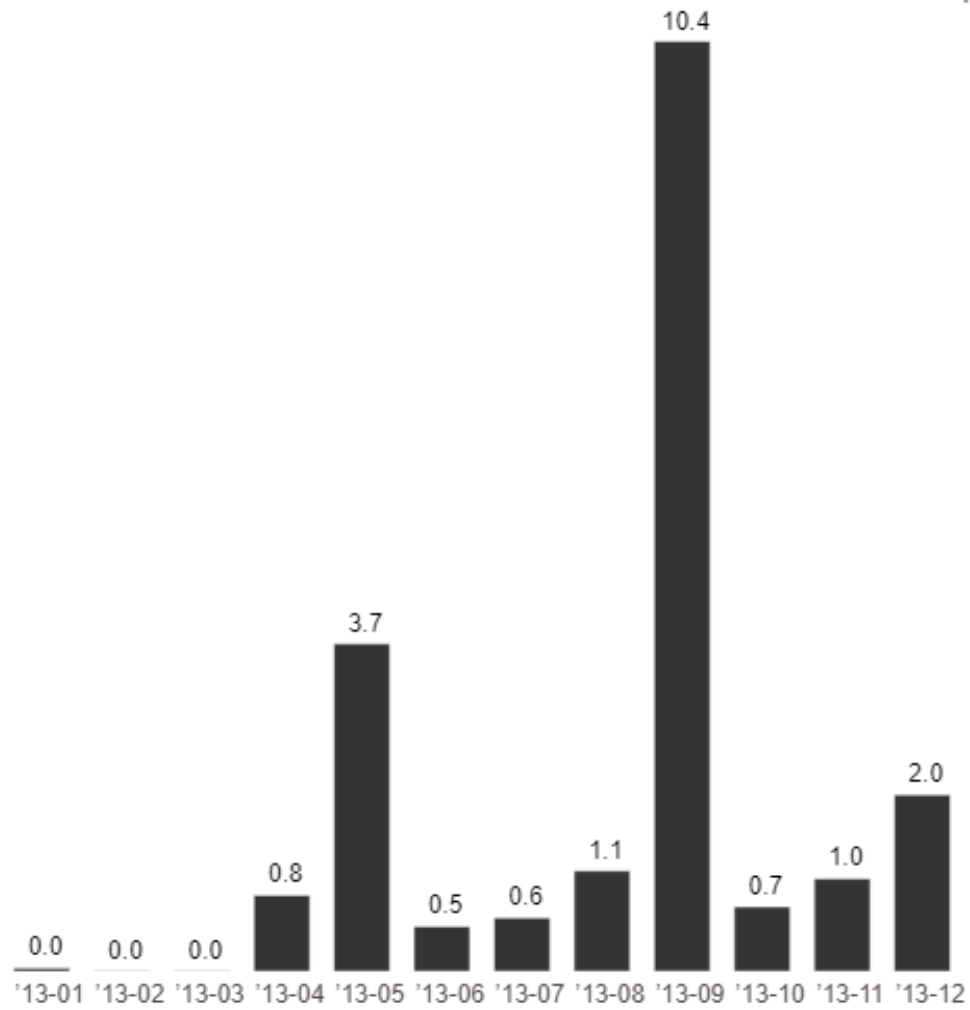
Food
Units, Unit Price, Sales in USD aggregated by Subcategory and Status
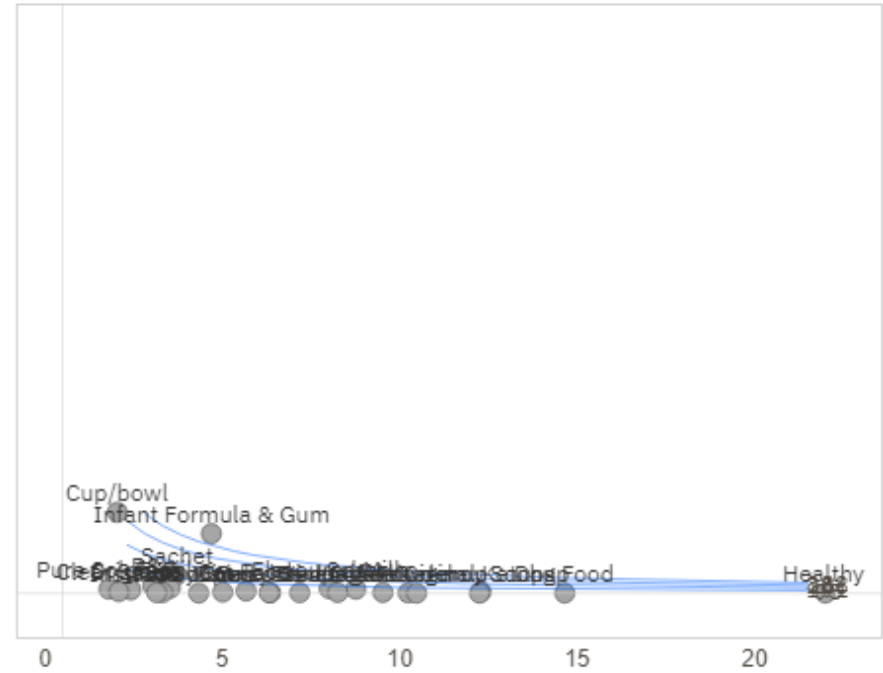
Food
Units, Unit Price Change aggregated by Category and Status
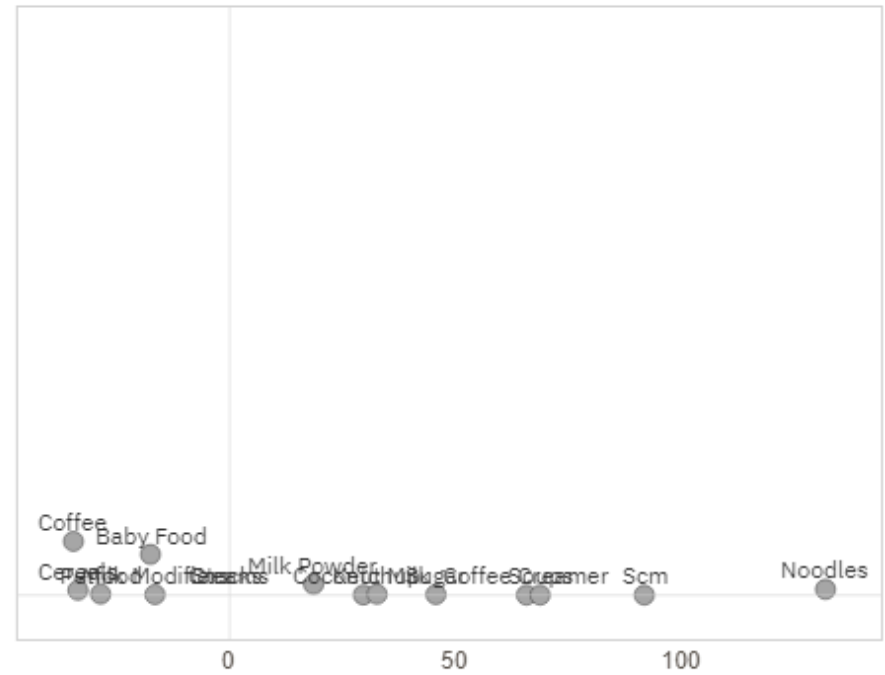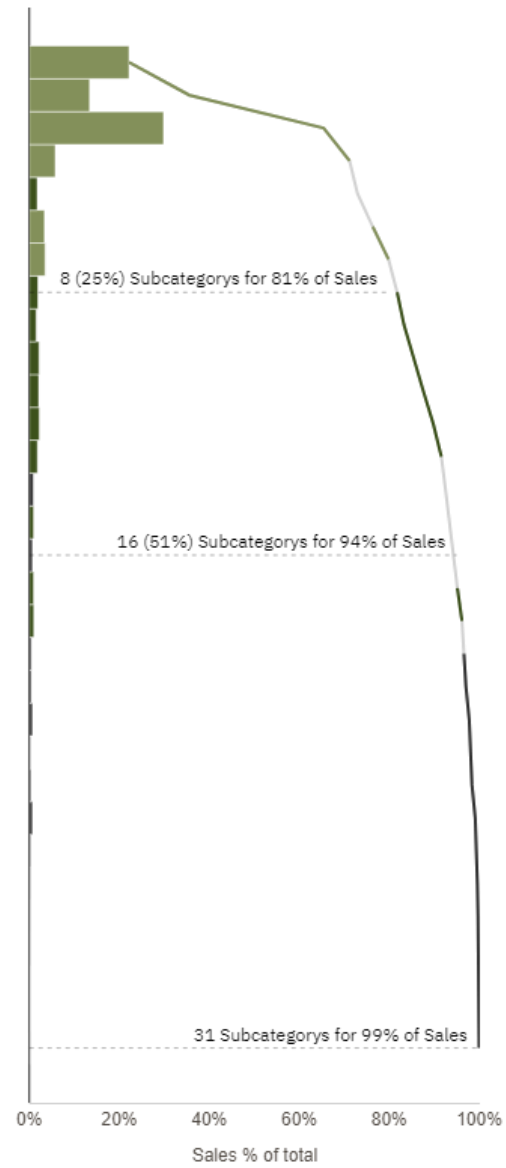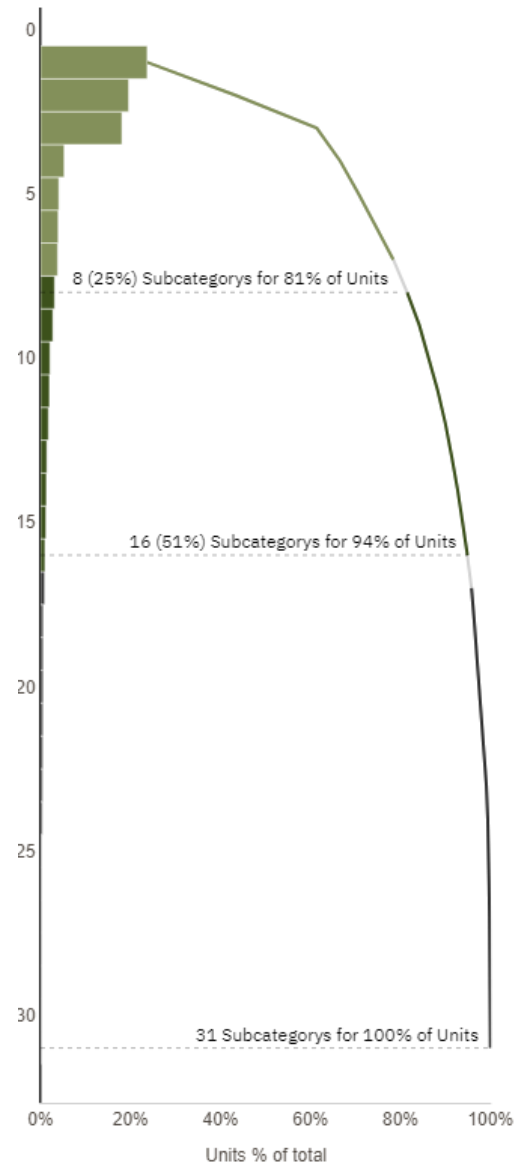'13-12   Regular   Promotion
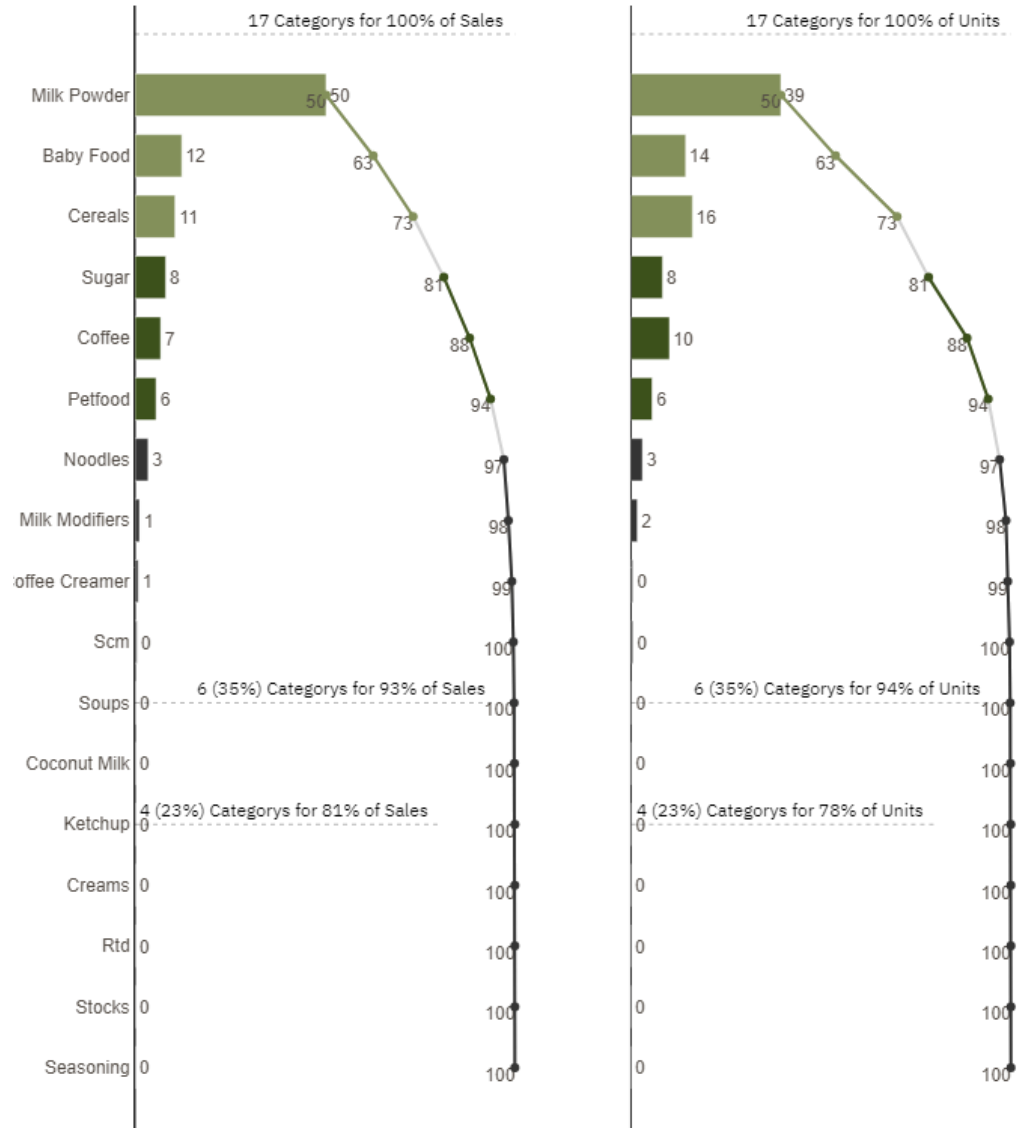
Food
ABC by sorted Subcategory Units
'13-12

8 (25%) Subcategorys for 81% of Units

16 (51%) Subcategorys for 94% of Units

31 Subcategorys for 100% of Units

Units % of total

8 (25%) Subcategorys for 81% of Sales

16 (51%) Subcategorys for 94% of Sales

31 Subcategorys for 99% of Sales

Sales % of total

Sales % of total   Units % of total

Food
ABC by sorted Category Sales in USD
'13-12

17 Categorys for 100% of Sales   17 Categorys for 100% of Units

Category	Sales %	cumulative	Units %	cumulative
Milk Powder	50	50	39	50
Baby Food	12	63	14	63
Cereals	11	73	16	73
Sugar	8	81	8	81
Coffee	7	88	10	88
Petfood	6	94	6	94
Noodles	3	97	3	97
Milk Modifiers	1	98	2	98
Coffee Creamer	1	99	0	99
Scm	0	100	0	100
Soups	0	100	0	100
Coconut Milk	0	100	0	100
Ketchup	0	100	0	100
Creams	0	100	0	100
Rtd	0	100	0	100
Stocks	0	100	0	100
Seasoning	0	100	0	100

6 (35%) Categorys for 93% of Sales   6 (35%) Categorys for 94% of Units

4 (23%) Categorys for 81% of Sales   4 (23%) Categorys for 78% of Units

Food
Unit Price in USD, by observation
'13-11 vs '13-12

'13-12
'13-11

Unit Price
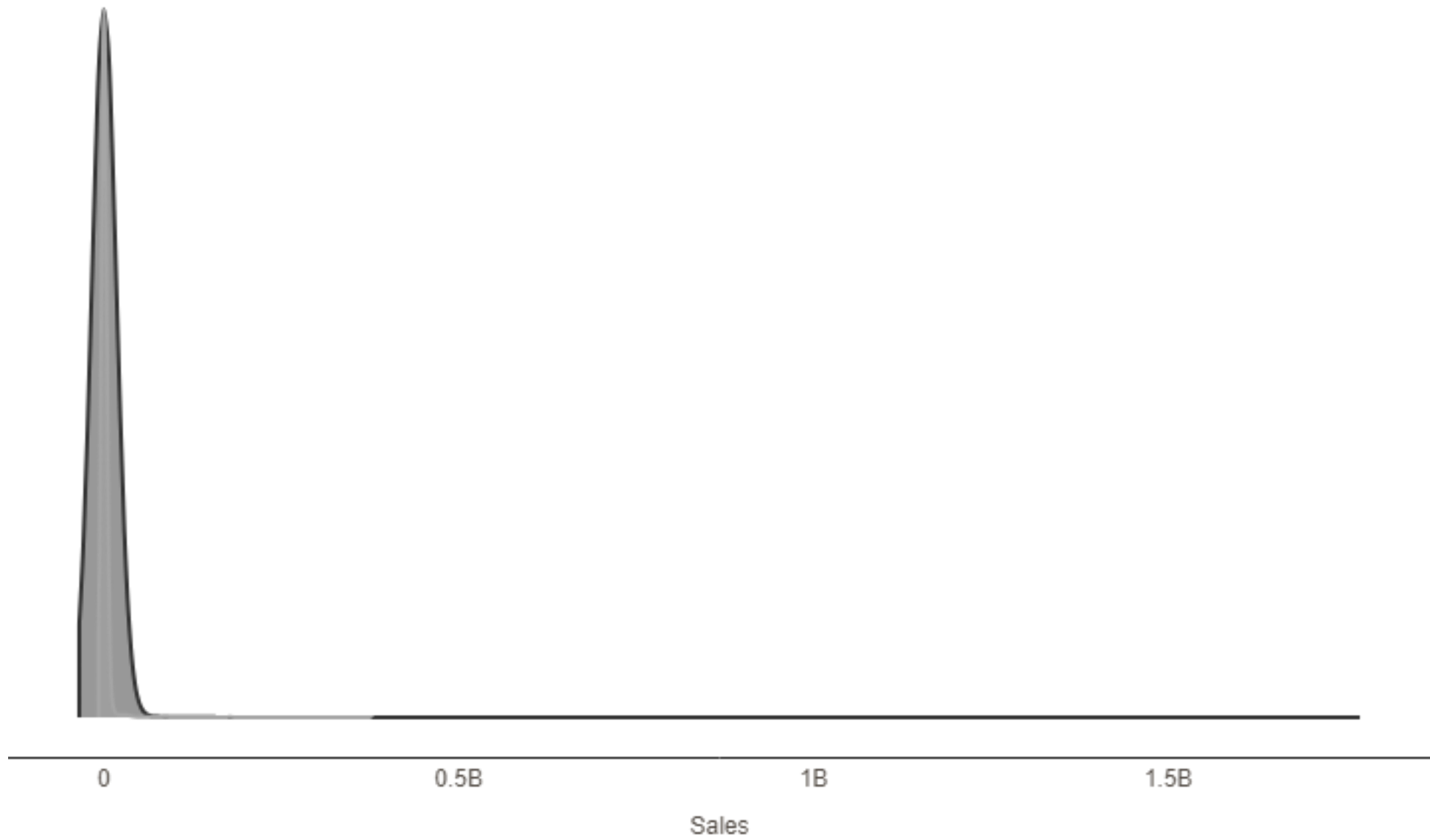
Food
Unit Price in USD, by observation by Status
'13-11 vs '13-12

Regular

'13-12
'13-11

Promotion

Unit Price

Food
Sales in USD, by observation
'13-11 vs '13-12
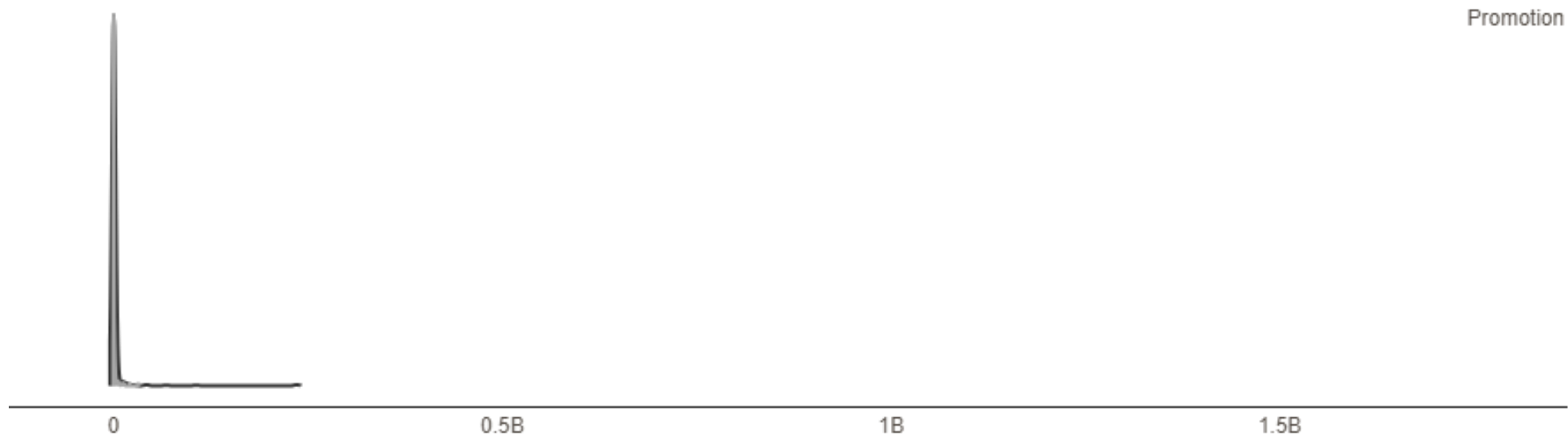

Legend:
- '13-12
- '13-11

X-axis: Sales (0, 0.5B, 1B, 1.5B)

Food
Sales in USD, by observation by Status
'13-11 vs '13-12

Regular

■ '13-12
□ '13-11

0   0.5B   1B   1.5B

Promotion

0   0.5B   1B   1.5B

Sales