

MBA 614- Spreadsheet Automation Final Project

AC Nielsen Report Automation

Executive Summary:

Brand Managers all over the world use AC Nielsen report to look track the performance of their brand, see what competitors are doing and where the industry is heading in the future. This semester I took Brand Management class and I was given an assignment to analyze the performance of one brand out of a total of 25 by looking at 25 different matrices such as base volume and incremental volume. There are many different ways to analyze this data but most commonly used is the tree structure which I had submitted in my project proposal. By building that tree and looking at all the numbers we can see what major changes are there and what are the drivers for those changes.

In today's competitive and data driven world it is not sufficient to track data for just your brand. It is very crucial for a successful brand manager to have an idea about how other players/brands are doing in the market. Problem with keeping track of all the brands is that – there is too much data and too many matrices and not sufficient time to do the analysis. Other problem is that there is too much data flowing in and assuming reports are generated quarterly, a brand manager either has to do the analysis on his own all over again or have some dedicated person to do it for him.

To resolve this issue and help brand managers save time and effort I have created this project which automates calculation of key matrices and helps save time, energy and money. Once a brand manager downloads the current data for all the brands, she/he has to just go in and paste the data in the required space. There is a dropdown in the Brand Key Matrices sheet where a user can go in and select the brand for which data is required. On selecting the brand, data is picked from 5 Channel – Latest 12wk report and calculations are done in the backend. Once we have the data for the key matrices we want to look at, corresponding fields are populated in the Key Matrices sheet. Now if user wants to look at data from another brand, all she/he has to do is again go to the drop down and select the brand and required data would be available on the same page. This makes analysis of data easy, simple and fast.

Implementation Documentation:

1. UI Creation :

Based on the tree structure, I tried to keep the UI as similar as possible so that information is presented in a digestible form. I created the labels for all the matrices which were required in Key Matrices sheet and all used a combo box to show all the brand names from which user select the brand.

Please find screenshot of the UI below.



2. Getting data for the selected brand :

Once a brand is selected, depending on the listindex of the selected brand – range is selected and set.

```
brandindex = BrandList.ListIndex
SelectedBrand = BrandList.ListIndex
SelectedBrand = SelectedBrand + 6

Sheets("5 Channel - Latest 12wk").Activate

Myrange = "B" & SelectedBrand & ":" & "AZ" & SelectedBrand
Set rng = ActiveSheet.Range(Myrange)
```

3. Calculating the matrices:

After getting all the required data, calculations are done in the backend.

```
For i = 1 To rng.Rows.count
    basevolume = rng.Cells(1, 2).Value - rng.Cells(1, 3).Value
    incrementalVolume = rng.Cells(1, 12).Value - rng.Cells(1, 13).Value
    distribution = rng.Cells(1, 36).Value - rng.Cells(1, 37).Value
Next i
```

Since there is only one row, it makes it easier for us to use rng.rows.count and helps us traverse through the defined range.

4. Posting the calculated at the required sheet and required cells.

After getting the data for key matrices, control switches back to the Key Matrices and data is populated in the corresponding cells.

```
Sheets("Brand Key Matrices").Activate  
Cells(10, 9).Value = basevolume  
Cells(14, 6).Value = distribution  
Cells(17, 6).Value = ACVselling
```

Managing data population in combo box:

Brand list names population is being done at the time of workbook opening using this code:

```
Private Sub Workbook_Open()  
  
    Sheets("Brand Key Matrices").Activate
```

Combo box has to be cleared everytime before population so that same data is not added on the top over and over again, which is done by

```
With Sheets("Brand Key Matrices").BrandList  
    .Clear
```

Since we are clearing the combo box, there wouldn't be any brand name just after selecting one. To resolved this issue I am keeping the index in a new variable – brand index and using this variable I am populating the dropdown list again on sheet activation.

```
Private Sub Worksheet_Activate()  
On Error Resume Next  
  
    BrandList.ListIndex = brandindex  
  
End Sub
```