

Conducting a Data and Analytics Capability Assessment to Ensure Future Growth and Scalability

A large consumer products company with a focus on confections was seeking to improve the use of their data to drive significant top-line growth and bottom-line optimization. They had ambition to utilize their internal data sets to drive value across six specific business use cases that helped them improve their consumer-centricity, pricing approach, labor use, and assortment. To ensure future growth and scalability, the client engaged Clarkston Consulting to conduct a data and analytics capability assessment.

The Clarkston team assessed their current data landscape of the strategic business unit through interviews with each respective team and workshops where our subject matter experts (SMEs) developed tailored recommendations for each functional area across the current environment.

Clarkston ultimately identified more than 135 recommendations and crafted a roadmap of steps to achieve the use cases. The team is now executing these recommendations and beginning to realize how their growth trajectory and profitability are directly related to these changes.

Consumer Products Case Study

PROJECT OVERVIEW



INDUSTRY:



Consumer Products

PRODUCTS
AND SERVICES:



Food

PRIMARY OBJECTIVES:

- Develop a plan for data implementation, activation, optimization, and excellence across six different client-identified growth areas
- Identify gaps in the architecture, governance, and usability of data within the organization as it relates to enabling the six core client-created growth and optimization areas
- Enhance the company’s data and analytics capabilities by providing best-in-class recommendations around data architecture, data governance processes, data visualization capabilities, and the overall data access and usability for team members

RESOLUTION:

- Mapped the strengths and weaknesses of the company’s data and analytics skillsets and overall data architecture to understand the current state and set the foundation for recommendation development
- Provided education and training to team members of various functions around data models, data governance, data accessibility, and data visualization
- Identified cost saving opportunities, necessary tools, skillsets, and specific KPIs to drive sustainable and efficient growth across the organization
- Created a detailed three-year roadmap of specific actions and staged implementations of data related tools and processes
- Recommended immediate next steps, both architecturally and procedurally, to establish key foundations and ensure scalability of the organization’s data use
- Created a data governance committee to drive recommendations and provide long-term data management success

KEY BENEFITS:

- Recommendations expected to drive increased revenue and significantly improve profitability
- Immediate cost savings as a result of transitioning to an improved data model structure and provider, improving the usability, scalability, and accessibility of the organization’s data
- An improved understanding of data model best practices and analytics use within all functions and future business strategies
- An in-depth understanding of their teams’ strengths and weaknesses related to data and analytics, with education, training, and step-by-step recommendations provided to improve the most impactful areas

KPIs

- >\$10MM per year incremental revenue growth expected from roadmap execution
- Immediate cost savings of >\$150k per year
- More than 135 specific recommendations to ensure client attainment of benefits