

Consumer Products Case Study

PROJECT OVERVIEW



Developing an Analytics Strategy for an Iconic CPG Company

An iconic CPG retailer wanted to better leverage analytics so that they could make better and more data-informed business decisions. In some areas, they simply had no established access to data, and in others, their data assets were cumbersome and under-leveraged.

The organization didn't have a holistic data and analytics strategy that guided these initiatives. Clarkston's extensive current state assessment identified deep opportunities to strengthen the organization's data governance and data architecture strategy and execution, as well as develop their skills related to the data visualization software.

Additionally, to initiate and focus the engagement, the organization shared six revenue-driving use cases to drive the scenarios and asked Clarkston to provide specific and actionable recommendations for how they could meet each of these analytics use cases. The recommendations Clarkston provided for each use case focused on a phased approach so that the organization could start seeing benefits within months while also scaling to even bigger benefits over time.

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INDUSTRY:



Consumer Products

PRODUCTS AND SERVICES:



Food and Retail

PRIMARY OBJECTIVES

- Improve the organization’s ability to get more value from their data and analytics program
- Focus the client’s data and analytics strategy on revenue-generating areas
- Identify gaps and opportunities in the current data and analytics strategy
- Recommend improvements in the client’s data architecture strategy
- Design specific, actionable recommendations across six revenue-generating use-case analyses

RESOLUTION

- Conducted stakeholder interviews and created highly relevant recommendations for where the organization should focus their efforts, specifically identifying high-impact opportunities for:
 - A data governance program
 - Data architecture
 - Power BI training
- Addressed six revenue-generating analytics use cases to drive specific, actionable recommendations with almost immediate ROI, as well as longer-term recommendations to achieve even greater benefits and more advanced analytics
- Created several focused Power BI trainings to upskill individuals in the client’s organization, including:
 - End-user training to strengthen the skills of individuals referencing Power BI reports
 - Super-user reporting training to empower super-users to leverage the technical aspects of Power BI to create well-structured reports
 - Super-user data training to train super-users on how best to utilize and optimize Power BI data flows
 - A data storytelling and visualization guide to upskill individuals on how to tell effective stories, including “dos and don’ts,” storyboarding, data visualization best practices, and more

KEY BENEFITS

- Specific action plan for near-, mid-, and long-term results for each of the six use cases, with the investment, infrastructure development, and analytic capabilities increasing with each phase and in each of the use cases, focused specifically on increasing revenue generation capabilities
- Recommendations for strengthening the client’s data governance program
- Clarity on and specific recommendations for strengthening their data architecture approach, including data model strategy, tool recommendations, and cost implications
- Upskilled team members can now implement and manage the analytic development and deployment of these (and other) solutions

KPIs

- Each use case has associated KPIs for each of the three phases, such as in-store conversion rate, return-on-ad spend, time to market, sales per labor hour planned, inventory days on hand, sales comparison rate, and average value per transaction
- For broader organizational awareness, are people aware of the data governance program and its importance?
- For data visualization training: how many individuals trained and in what areas?

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