

## DECISION-DRIVEN ANALYTICS IN ACTION

See how our decision-driven analytics framework, Decision Architecture, goes beyond traditional analytics approaches to make data visual, actionable, and valuable to your business.



# DATA INSIGHTS THAT MAXIMIZE DIGITAL COMMERCE OPPORTUNITIES

## CONSUMER PACKAGED GOODS – ONLINE RETAIL SALES

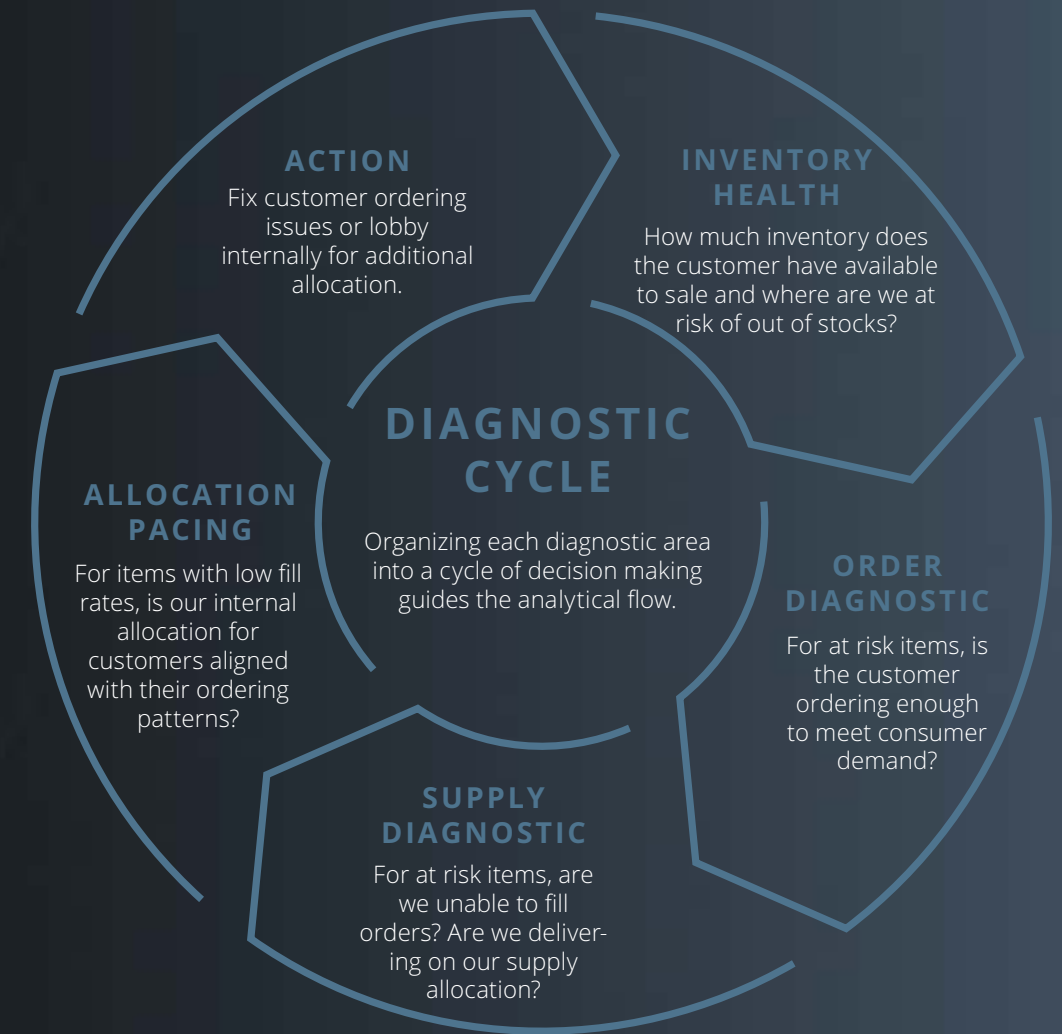
### CHALLENGE: BEAT THE SYSTEM FOR ONLINE SALES

As one of thousands of CPG (consumer packaged goods) suppliers to Amazon, this pet care subsidiary of a large, global producer (\$37 billion in revenue) was experiencing exceptional growth in its digital business. But its immature analytical capabilities were keeping it from fully leveraging the huge opportunities in the growing online segment of the \$200+ billion pet care market. Succeeding as an Amazon supplier requires access to a multitude of metrics that must be digested and acted upon quickly. Having to pore through Excel-based reports and data gleaned from third-party data scrapers was a losing proposition in this fast-moving digital space. And it was a highly inefficient, time- and resource-intensive way to try to manage key business levers, such as pricing, inventory, digital shelf placement, search, and their \$30 million activation budget.

### SOLUTION: MAKE THE LEAP FROM QUESTIONS TO DECISIONS

The Decision Architecture methodology guided the business through high-level decision process mapping to understand how the sales team took action on the primary business levers and what types of questions could be answered with the data. The first step was to determine key questions related to inventory health, ordering, supply, and allocation. Each of these key questions was then connected to decisions, actions, and corresponding metrics to create high-level requirements for visual analytics. Search and media-effectiveness analytics helped the team quickly identify areas of under- or over-investment and capture revenue growth opportunities. Category diagnostic analytics highlighted gains and losses in share and connected them to causals such as pricing, supply, or page content issues so the company could take corrective action.

Decision Architecture **uncovers insights** that visualizations alone don't reveal.



## RESULTS: FAST ACTION LEADS TO FASTER GROWTH

Dense spreadsheets requiring days of analysis to try to spot issues have been replaced with visual, relevant analytics. The team can quickly understand the current state, spot problems and opportunities, and efficiently make decisions to optimize inventory and sustain and grow their valuable online retail relationships. Powered by these analytics, the business has not only **CONTINUED ITS FAST-PACED GROWTH OF OVER 30% BUT HAS ALSO INCREASED ITS SHARE BY 50 BASIS POINTS.**

## READY TO TURN YOUR DATA INTO ACTION?

Contact us to learn more about Decision Architecture and our 90-minute jump start workshops.