

## 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.



# NEW PERSPECTIVES ON OPTIMIZING RETAIL TRADE SPEND

## CONSUMER PACKAGED GOODS – PROMOTION AND SALES

### CHALLENGE: DON'T JUST "MEET BUDGET" – MAKE DOLLARS COUNT

It's not surprising that one of the world's largest beverage brands allocates a \$5 billion annual budget for retail promotions, signage, and sales activities. What is surprising is that it was managing this massive spend with manually prepared, cumbersome spreadsheets. It took 3-4 people 2-3 days each month to try to understand current performance, trends, and budget status. The effort kept these team members tethered to the office instead of in the field driving revenue. These constraints also meant the team was more focused on staying on budget than on thinking strategically about how to best deploy the funds to maximize revenue. Moreover, the redemption process often left gaps in the budget that were difficult to see, resulting in unused funds as well as underused funds that didn't live up to their sales-generating potential.

### SOLUTION: TOOLS TO DRIVE SALES AND OPTIMIZE BUDGET – AT THEIR FINGERTIPS

Applying Decision Architecture enabled the team to understand not only their budget status but also where to focus their attention to allocate funds most effectively. They now have meaningful analytics in four key areas—customer performance, bottler performance, trends, and marketing spend and effectiveness—and can easily identify customer and package combinations that were underutilized for promotional strategies. A series of dashboards guides users through the diagnostic flow, highlighting specific actions they can take to drive revenue. And for the first time, a calendar view enables the team to see all promotions in one spot—basic but vital information for promotional planning and execution they never had before.

*Decision Architecture identifies the questions that drive effective decision-making.*



# RESULTS: NEAR REAL-TIME GUIDANCE, SMARTER SPEND, AND \$10 MILLION IN NEW OPPORTUNITIES

What used to be a days-long, tedious, and limited budget analysis process is now a **15-MINUTE STRATEGIC EXERCISE**. The team is able to quickly view budget status and overall performance, understand which types of promotional and sales activities have historically been the highest performing, and see where in their calendar to position these activities going forward. The sales team also uses it as a tool to better understand their own performance and have conversations with customers about spending allocation. Overall, Decision Architecture enabled the company to identify **INCREASED REVENUE OPPORTUNITIES REACHING \$10+ MILLION A YEAR**.

## READY TO TURN YOUR DATA INTO ACTION?

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