

## Business Analysis

*Fractal delivers comprehensive Brand Dashboards analyzing Category- Market combinations using as many as 16,800 data points*

### SUMMARY

- **Client**  
Large CPG company\*
- **Challenge**  
To analyze Category market Dashboards to drive Brand & Category growth in the market.
- **Solution**  
Fractal's Automated Brand Dashboard solutions
- **Result**  
Helped client identify market and performance drivers and manage key levers for growth

\* This case study is based on a Fractal client that has requested anonymity

### ■ The Business challenge

A leading CPG company had presence in multiple categories in multiple markets. It wanted to develop robust mechanism to analyze the market share information coming from primary data to deliver insights that would be useful to drive Brand & Category growth in that market.

### ■ The Solution

Fractal, along with the client, identified key business questions that the client wanted to answer using Brand Dashboards. We then identified key dimensions & measures of the analysis for Brand, Category, Market, Time period, sales measure, distribution measure, pricing measure and so on. Using key business questions and different information available, we developed Brand Dashboards that would answer all the questions and provide useful “What happened & Why” analysis to the Business teams. A category-market situation was analyzed using as many as 16,800 datapoints.

Fractal then deployed this solution to develop a dashboard in an automated fashion for every new market-feed available.

### ■ Result

The business teams are now using Brand Dashboards in 45 Category-Market combinations with the dashboards updating with every data-feed. Business teams are using these dashboards to identify growth drivers in the market, performance of various brand segments and identify key drivers for them. It helps Brand managers in closely monitoring the market drivers and managing key levers for growth.

## About Fractal

*Fractal is a leading provider of customer analytics to consumer banks, credit card issuers, CPG companies and telecom companies. Fractal's analytical solutions have helped companies across the globe enhance profitability by powering their customer management efforts with scientific decision making.*



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