

# Analytics Advantage for CPG

## Analytics is a competitive differentiator

To achieve competitive advantage, market leaders and top performing companies recognize the power of leveraging analytics, and are three times more likely to use analytics than their lower-performing peers<sup>1</sup>. Big Data and storage technology is creating an imperative for leading companies to fully leverage and centralize analytics across their enterprise.

## Achieve Scale with Centralized Analytics

Business units require continuous innovation in analytics to achieve their department objectives, placing high expectations and demand on in-house analytics teams to develop and deliver a broad set of complex analytics capabilities with service excellence.

Developing, training and maintaining a strong analytics team is often challenging and time consuming. Our team supports in-house analytics teams by providing innovative and advanced analytics driven by deep business experience to transform data into relevant and deployable business insights.

## Analytics value across the value chain

We help CPG companies increase revenue, share and margins by efficiently and effectively applying a wide range of advanced analytics capabilities tailored to each business need. Capabilities include:

Product and Brand	Marketing	Pricing and Promotion	Channels	Supply Chain
White Space	Marketing Mix Optimization	Pricing Elasticity	Assortment Planning	Demand Forecasting
Product Design & Feature Selection	Media Mix	Price Gaps, Optimization	Planogram Effectiveness	SKU Rationalization
Brand & Equity Drivers Analysis	Online Media Effectiveness	Promotions Optimization	Loyalty Analytics	Supply Chain Optimization
Market & Consumer Segmentation		Known Value Item Analysis	In-Store Marketing Effectiveness	

<sup>1</sup> According to MIT Sloan Management Review Research Report "Analytics: The new path to value", Fall 2010.

## PRODUCT & BRAND

### Develop Products and Powerful Brands that Delight Consumers

- ▶ Understand product and brand drivers that generate the highest demand
- ▶ Identify the tradeoffs in product features relative to target market and consumer segments

## MARKETING

### Increase Marketing ROI across Channels

- ▶ Optimize media channel plans such as TV, radio, print, outdoors, digital media, trade promotions
- ▶ Improve execution to generate superior returns from advertising and promotions
- ▶ Measure and maximize the ROI from marketing programs

## PRICING & PROMOTIONS

### Optimize to Attract Share and Grow Profit

- ▶ Optimized price structures based on elasticity and buying drivers for each target segment
- ▶ Continuous reinvention of promotional programs with topical relevance that resonates
- ▶ Optimized allocation of promotions across brands, retailers and channels

## CHANNEL DEVELOPMENT

### Boost Channel Partnership Value

- ▶ Optimized assortment and planogram design to drive sales volume
- ▶ ROI impact assessments from combinations of in-store marketing displays, features and media
- ▶ Mined transaction data that uncover key drivers of shopper loyalty

## SUPPLY & VALUE CHAIN

### Increase Operational Efficiencies

- ▶ Accurately forecast demand by category, brands and SKUs, by country, region and retailer
- ▶ Optimize transportation and distribution management

## Analytics Center of Excellence (ACE)

Our engagement approach provides a dedicated team to augment in-house analytics staff to quickly and easily support the needs of multiple business units. We scale our team of trained and experienced scientists, analysts, consultants and project leaders to keep up with demanding business needs.

We guide the implementation of data-driven decisions to ensure success is measured and achieved against key performance drivers and business user satisfaction.

Fractal delivers analytics excellence at unparalleled value. To find out how analytics can scale your business visit [www.fractalanalytics.com](http://www.fractalanalytics.com).



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