

DATAiNTELLIGENCE

BUSINESS COMPASS

Brings **VALUE** in sales.



WHAT IS IT?

Our Data Intelligence Solution automatically forecasts the evolution of business KPIs (Key performance indicators) in correlation with market context, communication investments, and the brand's position in its category.

WHY WOULD YOU NEED IT?

You can diagnose and decide in which direction to lead your brand, optimizing the invested budget for maximum impact on business KPIs.

OUTCOMES

- * The optimization solution accurately forecasts the sales increase bought by additional media investment and computes the optimal mix of channels based on ROI (Return on investment).



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CASE STUDY

CONTEXT

In a fast-changing market context, brands must foresee events that may occur soon and their implications for their business development. In this situation, forecasting the impact magnitude of the various threats and plans to overcome them becomes critical.

CHALLENGE

One of our FMCG clients asked us for a tool to forecast its short-term business KPIs given various market conditions (from price variations and distribution dynamics to media spending and competitors). One of the additional questions was how much media investment is needed to maintain sales volume when the price index against competitors increases.

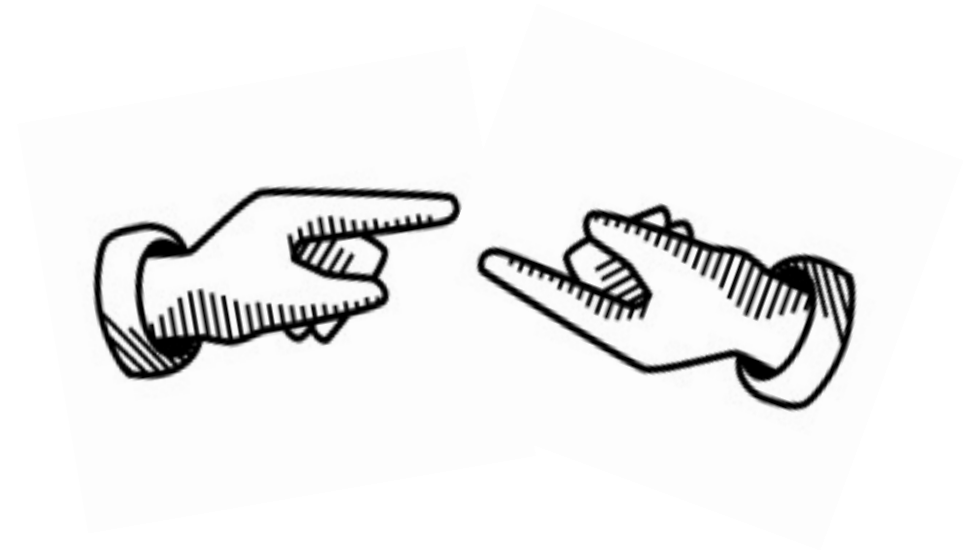
SOLUTION

Together with the client, we conducted an extensive analysis of the market dynamic both from the perspective of external factors (macro-economic indicators, context events such as COVID, holidays or weather, new competitors entering the arena/new launches from established brands) and internal ones (marketing mix, price movements or distribution changes). Based on these findings, we identified a list of potential sales drivers. The richness of the data set allowed us to run complex models involving all the possible variables to evaluate the actual effects of all factors. After more than one million models were tested and applying all the statistical significance filters needed, several viable models qualified as potential candidates. After another round of discussions with the client, the model that best described the business truth was chosen to mastermind the entire process.

RESULTS

The entire effort materialized into a scenario planning dashboard with which future results of the business KPIs could be forecasted given the market conditions and various marketing tactics the brand applied. The tool helped the client quantify the effects of its marketing moves on other events and competitors. Also, the planning and budgeting processes have been shortened to one-quarter of the previous set-up.

LET'S STAY IN



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