

Case Study

Market and Performance Analytics

OPPORTUNITY

A small, rapidly growing shelf stable food manufacturer wanted to leverage internal and market data to reach three objectives:

- Build several customizable sales stories that can be used for retailer sales pitches
- Provide an independent, fact-based assessment of business performance and opportunities to be reviewed during the annual planning meeting
- Help the company develop data-driven decision-making culture in the long term

The client did not have internal expertise or resources to accomplish these objectives and was not sure whether they have all required data sources to produce required insights.



Challenge: expertise, cost constraints, ability to re-use models, 'outside in' perspective
Current option: none that can deliver on all needs on budget and in a timely manner

OUR SOLUTION

We provided an insights and data integration expert, who was able to work with the team to follow our process:

DISCOVER	DESIGN	PROCURE	BUILD	IMPLEMENT
<ul style="list-style-type: none"> • scoped the ask for every assignment • audited available data sources • identified free data that can improve analyses 	<ul style="list-style-type: none"> • shared what is possible with data they have in house/free data • made suggestions for additional data (with \$ quote) to improve the quality of analyses 	<ul style="list-style-type: none"> • the team identified one data source (external market data) that needed to be purchased • scoped and negotiated the data buy with the vendor 	<ul style="list-style-type: none"> • built storyboards for every deliverable • integrated necessary data sources for each analysis • reviewed drafts and final deliverables with teams 	<ul style="list-style-type: none"> • trained sales team to leverage sales stories facilitated a strategic session to develop plans based on business analysis • Shared processed data and models be re-used provided a learning and hiring plan

VGA solution proposal: One versatile, competent data analyst with industry connections who worked part-time for 5 weeks

RESULTS

Sold in 3 new items to a major retailer (\$400K/annual), decided to launch a new sub-brand with estimated sales of \$800K in year 1, saved 27% on data buy vs original 'list price' proposal

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