

five new
global attributes.



product lines/benefits.



packaging form/texture.



gender.



male



female



**data
scientist**

at a granular level.

SOURCE

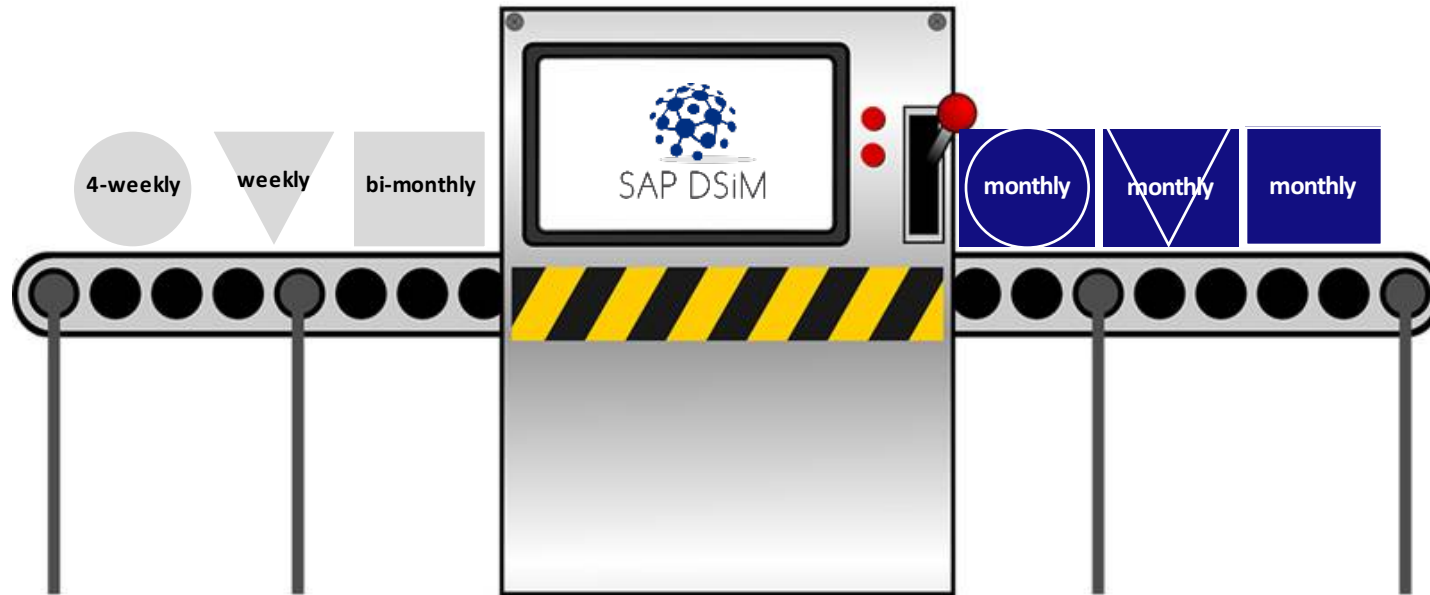
Hungary	Nivea S.S.Keny.Kr.B.Milk Szb.F.250ml
UK	Nivea Body Triple Actn Cndtng Ltn Body
France	NIVEA LAIT DOUCEUR HYDRATANT LAIT
Germany	BDF NIVEA BODY SOFT MILK LOT 250 ML
Italy	BDF NIVEA BODY ESS ALTRI 400 FLUIDA VELLI ' ANTE CORPO BURRO DI KARITE' P.SEC 1
Poland	NIVEA BDF L.Body Milk sk.wr.rum.mie.B400
USA	NV B LT D VE 8.4OZ

GLOBAL



Smooth Milk
250ml

consistent time period.



consistent time period.



nielsen

weekly



nielsen

4-weekly



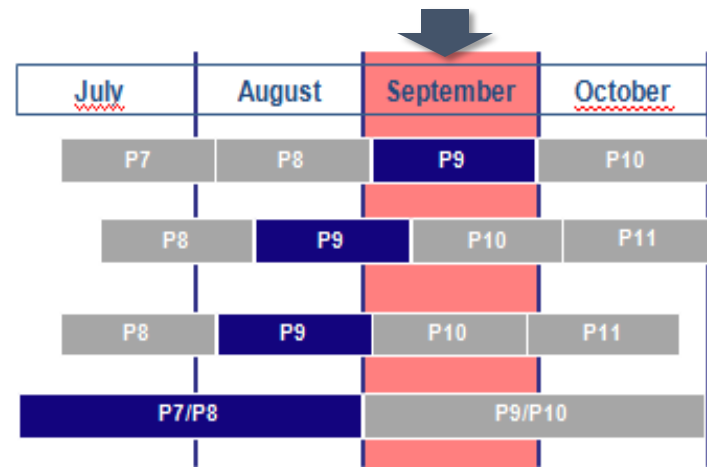
nielsen

4-weekly



nielsen

bi-monthly



P = published period

what's in 4us.

**REDUCES HARMONIZATION
EFFORTS**



**REDUCES ANALYTICS
EFFORTS**



**PROVIDES NEW
VIEWPOINTS & CLAIMS**



challenges.

**ALIGNMENT OF
STAKEHOLDER**



**INDIVIDUAL VS. COMMON
INTERESTS**



**INNOVATION VS.
IMPLEMENTATION**



sf

“Talk business, do not talk IT”

Strong involvement of business users

Full support of top management

“Less is more”

A dedicated, small team

```
printf(stderr, "Failed to create QURL connection\n");
exit(EXIT_FAILURE);
}
code
errorSu
if (c
{
fpr
code);
ret
}
code
if (c
{
fpr
er);
ret
}
code
ll);
if (c
{
fpr
errorSu
ret
}
```

THANK_YOU_

