



Whose Calendar do you use?

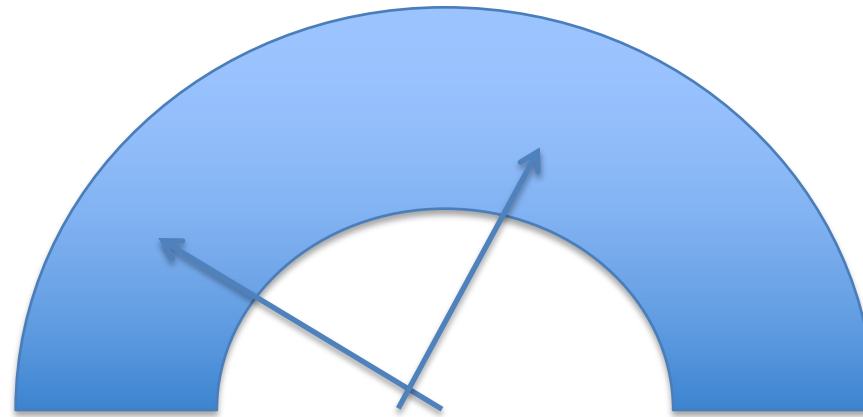
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week Ending	9/11/2016	9/12/2016	9/13/2016	9/14/2016	9/15/2016	9/16/2016	9/17/2016
Syndicated							X
Retailer X Promo				X			
Shipments	X						

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
MARCH 2017						
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



To Move the Needle

Gather ALL the Facts, Integrate, Harmonize → Insights



Master
Data



Shipment
Data



Consumption
Data



Promotion
Data



Forecast
Data



3rd Party
Distributor
Data



Merchandiser
Feedback Data



Weather
Trend Data

Achieving Mutual Growth through Data Centered Collaboration



TPM Data Challenge Example Mark Horner



Post-Promotion Analysis

- Gain insights around what is working and what is not
- Share with sales organization and incorporate into planning
- Maximize the ROI of trade dollars





Step #1:

Gain financial controls over your trade funds
Implement a fully integrated TPM system

7/27/2016 updated 09.09.2016		Vendor Name: Eagle Family Foods Group, LLC (R1-John Woods)		Vendor #: 0	
Dollar General SKU	Vendor Style #	Item Description	Root	Logistic Variant	
0028101	14oz	Eagle Brand Sweetened Condensed Milk	000501	01	
Challenging UPC (13 digits)					
652729102246					
Markdown Group		Markdown Set Color			
Retail UPCs (12 digits)		Item Information	Master Carton	Shipmtn Inner	Selling Unit
652729101133		Quantity: (in pieces)	24	4	1
Additional Dimensions	Length: (in decimals)	17.88	5.50	2.95	Carton/Pallet
	Width: (in decimals)	12.00	5.50	2.95	Layers/Pallet
	Height: (in decimals)	3.31	3.25	3.25	UOM
	Weight (lb): (in decimals)	24.17	3.58	0.89	Unit
	Weight (kg): (in decimals)	0.41			EA
Cube: (calculated based on dimensions entered)		# of Pallets that fit on a 43ft Trailer		31	
Manufacturer		Eagle Family Foods Group, LLC			
Manufacturer Country		USA			
Pre-iced?		No			
UPC's		652729101133			
Ticket Type		None			
Hang Tag		No			
Gum Label		None			
Send Tickets?		No			



Connecting Customer Plans to Actual Shipments and Spending

What did we expect to Sell and Spend – What did we Sell and Spend



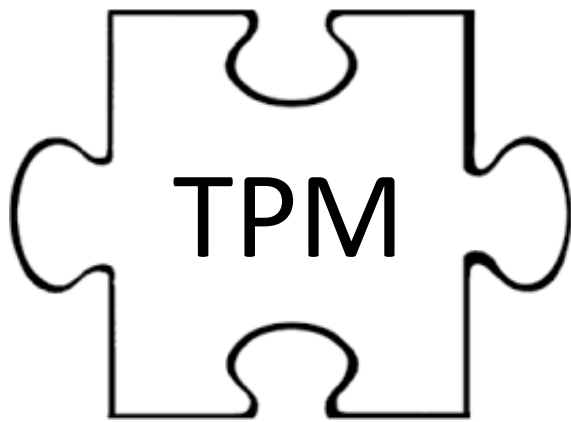
Step #1: Implementing a Trade Promotion Management System Requires a lot of data alignment!

Customer: Plan-to, Bill-to, Ship-to, Indirect and Direct

Product: Promotion Group, UPC, Cases, Shippers/Display Pallets

Time: Order dates, Ship dates, Requested Delivery Dates

Metrics: Off-Invoice, Deduction, Check, Shipment Allowances,
Warehouse Withdraw Allowances, Scans, Lump Sums,
Expected Spend, Actual Spend





Step #2: Incorporate POS data into TPM
Merchandising executed, incremental sales, forward buy, ROI
More data alignment!

Customer: Plan-to vs Banner definitions

Product: Promotion Group vs UPC's

Time: Ship weeks vs Syndicated Weeks vs Promotion Weeks

Metrics: Case Shipments vs Unit Sell-through



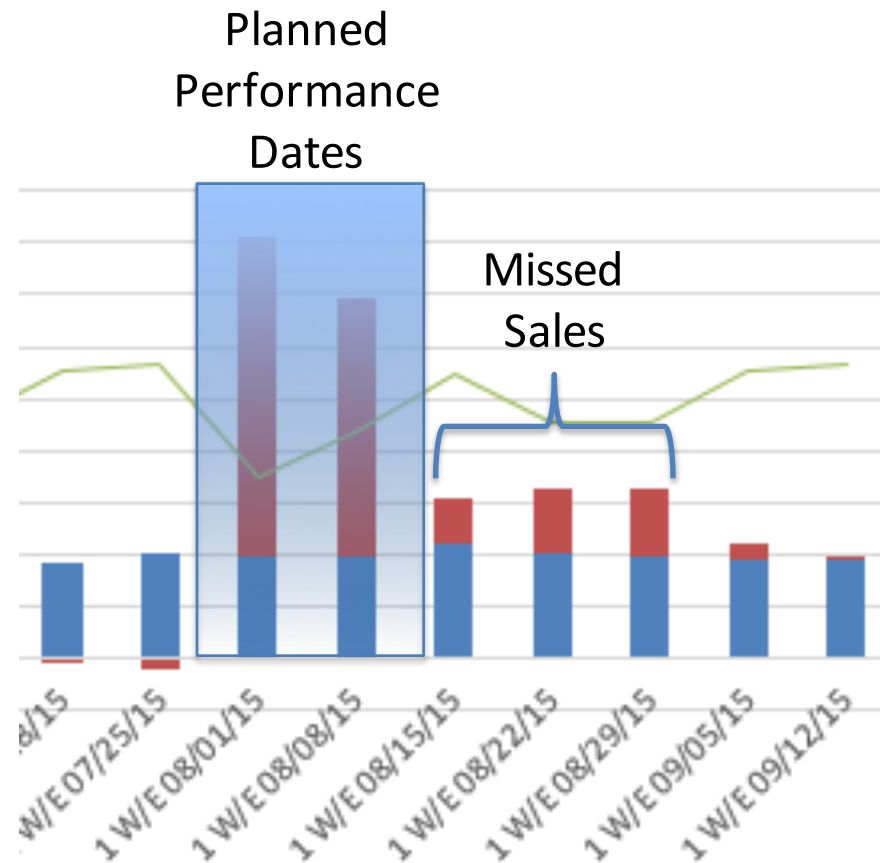


Step #3: Post-Promotion Automation

Create a library of promotion events

Even more data alignment...

Aligning shipment dates and performance dates that match actuals





Do not be daunted by these steps

Get help from integration and data management experts

Post-promotion analysis can be done during the journey
...and is worth it!



Achieving Mutual Growth through Data Centered Collaboration



Leveraging Data to Activate Retail
Sales/Merchandising Teams
Donna Tellam



Start with a long term approach and take small steps



1

Automate the process, **enrich the data** being collected & **begin to leverage data**

2

Begin **connecting** retail execution data to external systems & expand field communications

3

Actionable Insights - Automatically take action based on data

4

Test & Learn - Use data to test, learn & improve

5

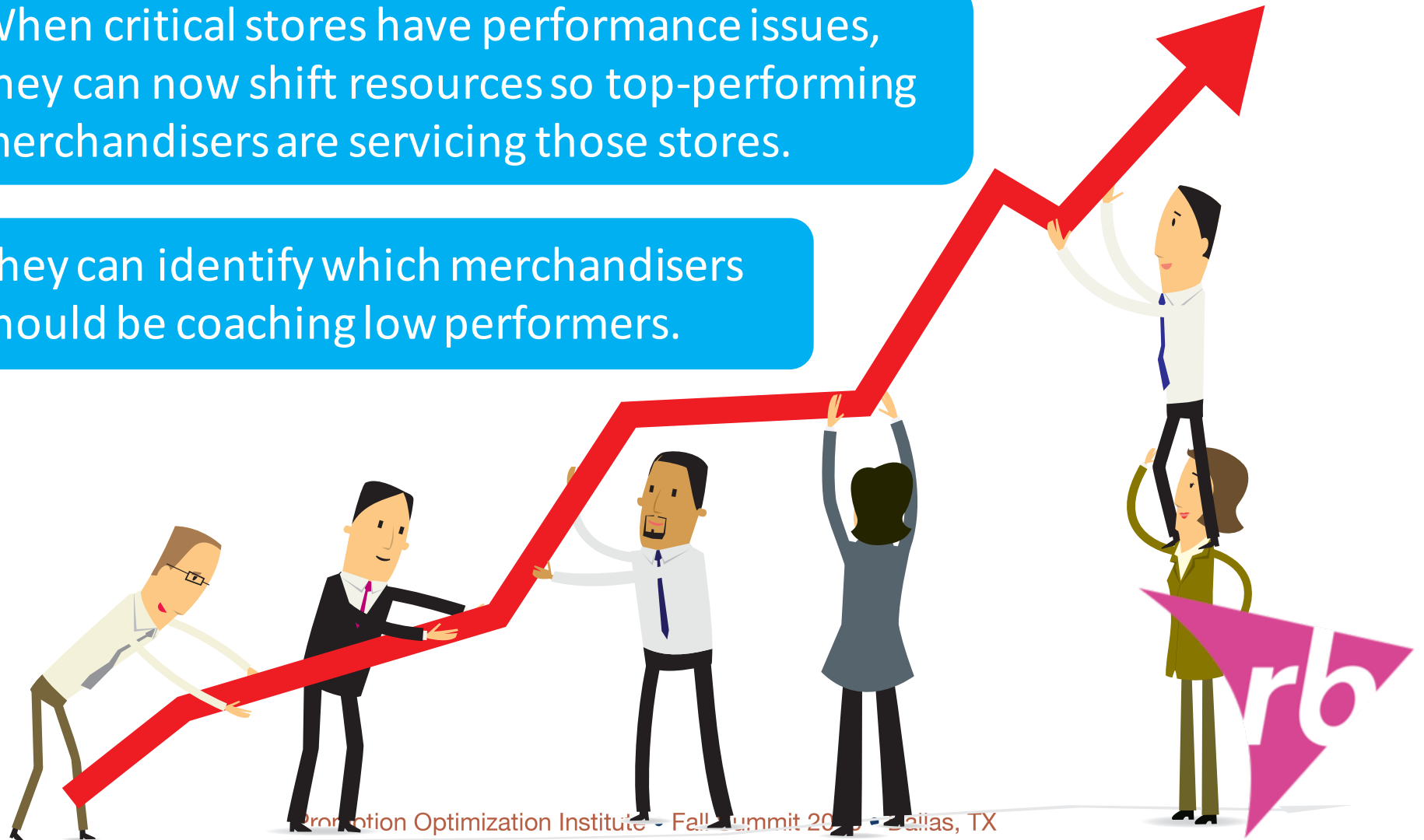
Predict issues and **proactively** take action



“We gained visibility into data required to optimize operations and identify growth opportunities.”

When critical stores have performance issues, they can now shift resources so top-performing merchandisers are servicing those stores.

They can identify which merchandisers should be coaching low performers.





Data and insights have been enhanced down to the SKU level, so analysts have the insight needed to **proactively avoid out-of-stock situations.**





Managers can now access pre-configured reports from within the HQ Portal, so data is easy to find and understand.

Spring Mobile Solutions Adm... spring

Dashboard Territory Mgmt Monitoring Collateral Surveys Administration

Year: (Multiple values) Quarter: (All) Month: (All) Region: 601022

Region Sales Performance - Quarter Sales

ALT Region	Account	2014				2015				Grand Total
		Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	
601022	Country Stop-Lawrenceville-30044	3,734	13,372	4,101	11,171	6,351				38,728
	Country Stop-Lilburn-30047	4,261	7,338	1,146	4,897	9,195				26,837
	Gas-n-Go-Duluth-30096	3,981	24,977	6,882	8,284	15,286				59,410
	Gas-n-Go-Snelville-30078	1,576	10,447	6,505	11,259	4,177				33,964
	Grumpys-Norcross-30093	5,067	37,239	8,116	20,129	22,496				93,047
	Grumpys-Stone Mounta-30087	3,233	21,169	5,824	7,343	9,433				47,002
	LM North East-Lawrenceville-30043	4,005	8,618	7,897	9,680	8,253				38,454
	LM North East-Suwanee-30024		19,322	11,029	13,026	15,889				59,266
	LM South East-Duluth-30096	3,937	10,044	3,393	5,644	15,391				38,408
	LM South East-Duluth-30097	1,402	6,306	3,553	10,173	9,218				30,653
	LM South East-Loganville-30052		6,701	5,682	6,784	10,371				29,537
	LM West-Duluth-30097	1,563	9,438	3,062	7,550	5,282				26,894
	LM West-Norcross-30092	3,582	8,162	6,804	5,510	3,998				27,856
	LM West-Tucker-30084	648	6,564	4,808	5,192	6,134				23,347
	Grand Total	36,988	189,697	78,602	126,643	141,474				573,403

Quarter Sales Running Total

ALT Region	Account	2014				2015				Grand Total
		Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	
601022	Country Stop-Lawrenceville-30044	3,734	17,106	21,207	32,378	38,728				38,728
	Country Stop-Lilburn-30047	4,261	11,599	12,745	17,642	26,837				26,837
	Gas-n-Go-Duluth-30096	3,981	28,958	35,839	44,124	59,410				59,410
	Gas-n-Go-Snelville-30078	1,576	12,022	18,528	29,787	33,964				33,964
	Grumpys-Norcross-30093	5,067	42,306	50,422	70,552	93,047				93,047





Journey to data-driven collaboration

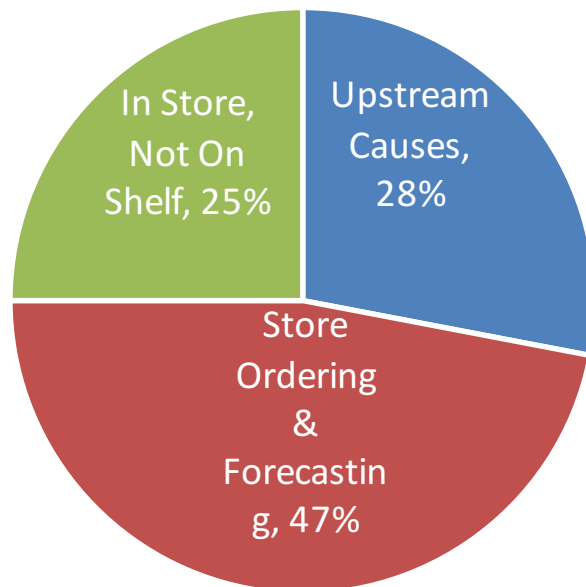
Achieving retail visibility through data analytics





Challenge: Can data help to assure Mondelez products are on the shelf at retail outlets and available for purchase?

OOS Root Causes*

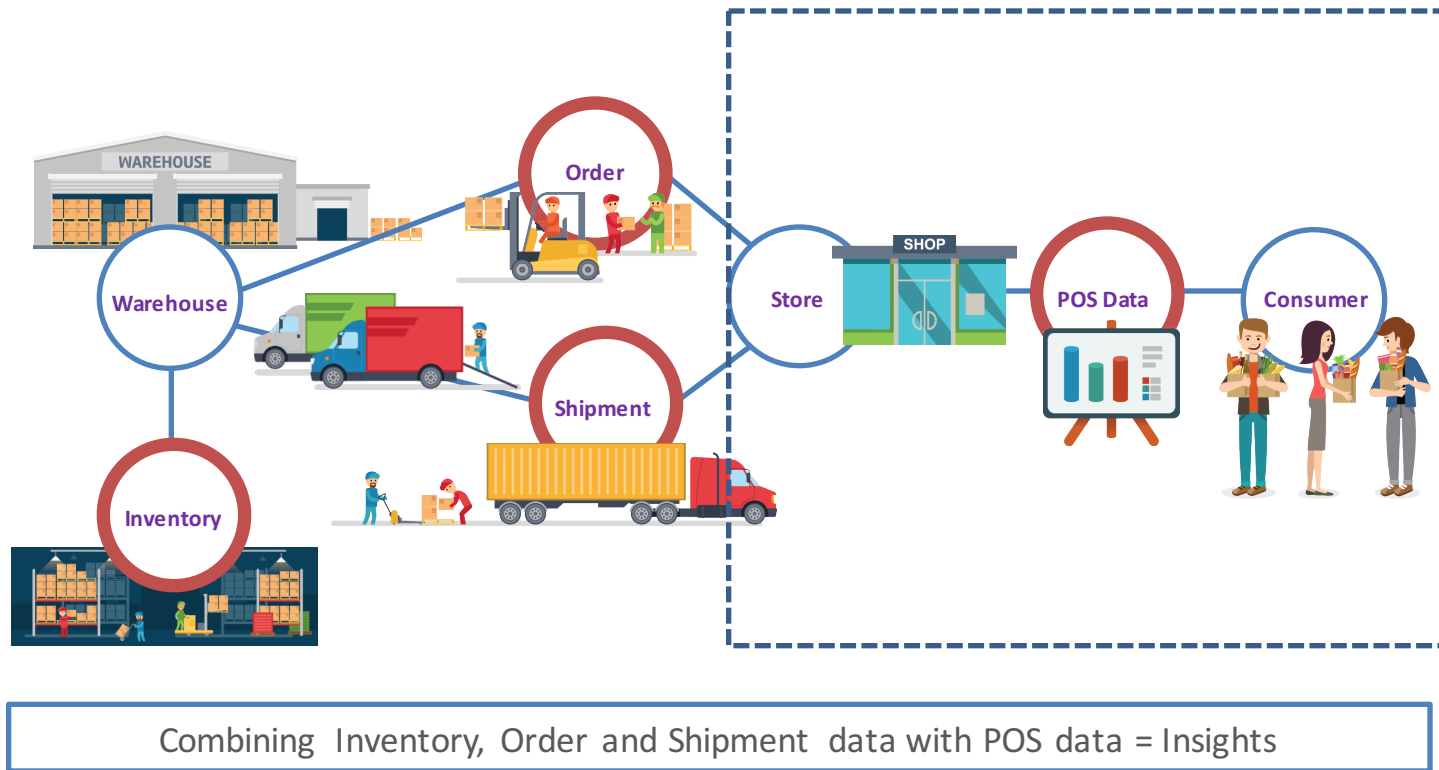


* A Comprehensive Guide To Retail Out-Of-Stock Reduction In The Fast-Moving Consumer Goods Industry by T. W. Gruen and D. Corsten.



What we did

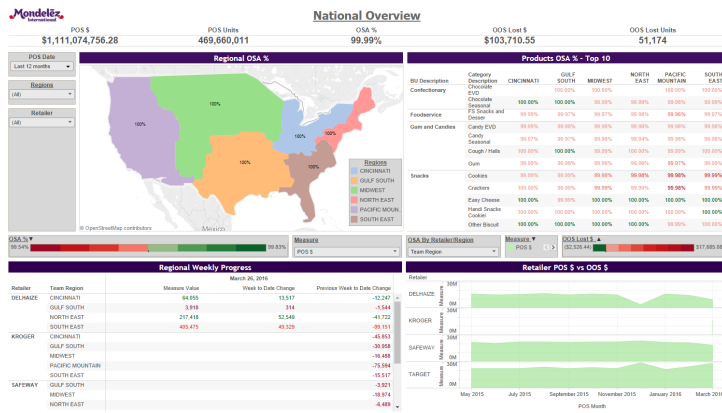
Step 1: Pulling it all together





What we did

Step 2: Presenting insights and making it meaningful

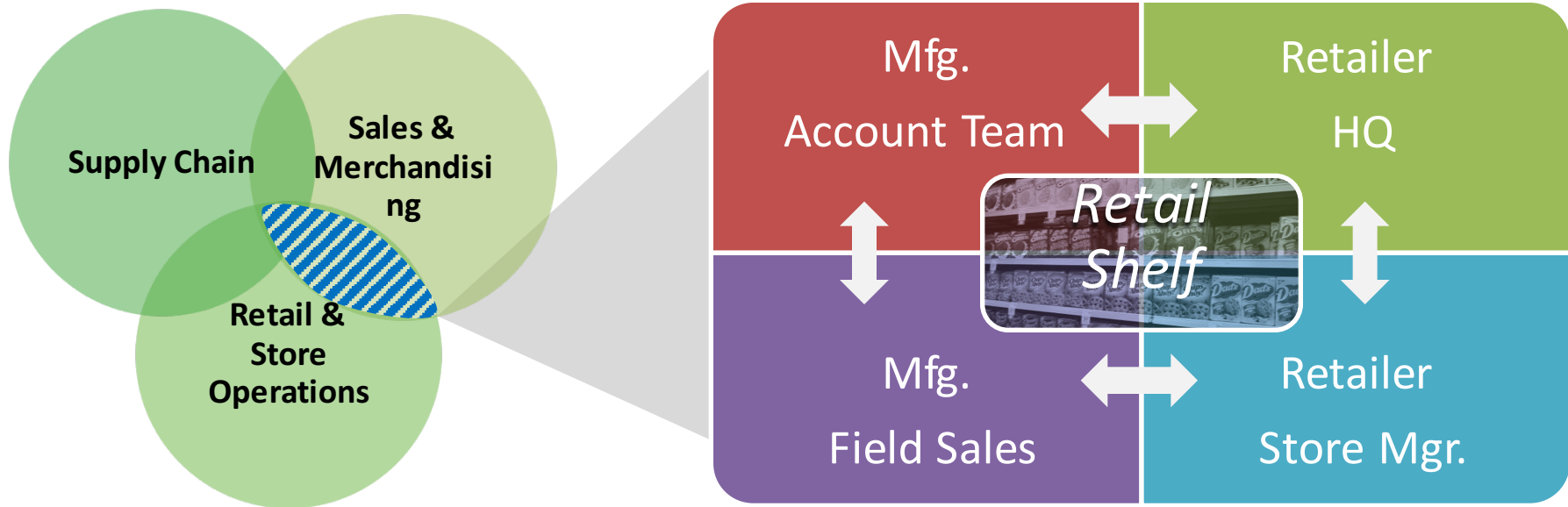


Data Visualization allows teams to assimilate data effectively and efficiently

Prescriptive Alerts deliver targeted tasks to Field Sales Reps



Results: Data drives Collaboration



Result: Stimulated internal and external collaboration to get the shelf right!



Conclusion

- Data can provide visibility at Retail and drive internal and external collaboration
 - But you have to work at it
 - Pull it all together
 - Present it and make it meaningful
 - Change Management
- There is an evolution
 - Reporting, Descriptive, Predictive, Prescriptive



Data & Analytics Continuum

The power of an integrated data and analytics framework

