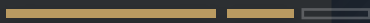


CONTINUOUS DECISION SUPPORT



HOW DOES IT WORK?

Dedicated AQ teams support clients across geographies and different types of engagements, **answering everyday business questions** as well as **solutioning complex business problems**.

THIS EXAMPLE SHOWCASES OUR WORK WITH ONE OF THE LARGEST RESTAURANT CHAINS IN THE US.

Team STRUCTURE



AQ ALLOCATED A TEAM OF:

- Onsite consultants
- Offshore business consultants
- Analysts to work on retainer deliverables
- Visualizers and technologists to work on visualization projects



WITH VARIOUS STAKEHOLDERS LIKE:

- Brand managers
- Consumer insights managers
- Category directors

Engagement OVERVIEW



TYPES OF ENGAGEMENT

- Answering everyday questions through retainer engagements
- Building analysis decks to answer specific business questions
- Storytelling and data visualization



SUPPORTING MANY FUNCTIONS

- Marketing strategy & insights
- Brand marketing
- Commercial leadership teams
- Strategic planning & finance



ACROSS GEOGRAPHIES

- North America
- Latin America
- Europe
- AMENA
- Asia Pacific
- GCC

SOLUTIONS ACROSS OUR CONTINUOUS DECISION SUPPORT MODEL



DATA GATHERING/DATA SOURCES

Created relevant data pulls for each brand with multiple data dimensions from retail scan data:

- Markets
- Segments
- Brands
- Value and volume sales
- Time period

Refreshable excel templates were prepared in advance to save time.

Database: Answered on demand (AoD), PEPView 2.0, Global Data (Canadean), panel data and Euro monitor.

nielsen answers

nielsen INSIGHT STUDIO

GlobalData.



RETAINER ANALYSIS

We analyzed and summarized brand performance for the top eighteen markets to answer business questions like:

- What was the value/volume/\$ growth or decline YTD/MAT across different markets at a global level? What were the drivers for change?
- Which markets contributed the most to brand growth or decline?
- Who were the brand's major competitors? How did they perform across product levels and channels?
- What new products were launched across different markets?



ADDITIONAL ANALYSIS

We worked on follow-up requests like:

- Creating price tier segments to evaluate:
 - The brands' performance across various price tiers
 - Opportunities for growth across various markets
- Tracking brand distribution and promotions across specific channels
- Weather analysis: Analyzing how the weather influenced our category and brand performance

THIS EXAMPLE SHOWCASES OUR WORK WITH ONE OF THE LARGEST BEVERAGE COMPANIES IN THE WORLD.

Team STRUCTURE

- 2008** ● We developed a partnership with the client
- 2009** ● We acquired our first retainer in addition to other ad-hoc analysis projects
- 2011** ● We established multiple retainers managed by dedicated teams (a mix of data analysts and visualizers)
- PRESENT** ● Our current engagement consists of an onsite team and an offshore team that handle retainer engagements, ad-hoc analysis and development of online dashboards.
The team is a mix of business consultants, analysts, software engineers and data visualizers.

Engagement OVERVIEW



CLIENT TEAMS

- Marketing strategy & insights
- Brand marketing
- Commercial leadership teams
- Strategic planning & finance

These teams are spread across the following geographies:

- Corporate
- North America
- Latin America
- Europe
- Asia Pacific



TYPES OF ENGAGEMENT

- Answering everyday questions through retainer engagements
- Building scorecards, dashboards and other visualization tools
- Consulting projects to answer specific business questions



DATA GATHERING/DATA SOURCES



MARKET RESEARCH

- Brand trackers
- Consumer/shopper/diner segmentation
- Concept & product tests
- HH panel



COMMERCIAL

- Internal shipment sales
- Nielsen POS, IRI retail audits
- Euromonitor



KEY BUSINESS QUESTIONS

Assessing product portfolios

- Which countries should we focus on for new launches?
- Which markets require focus on marketing execution?

Drivers of purchase

- How can we drive higher purchase intent by influencing key drivers?

Shopper purchase behavior

- Can we build simple frameworks to understand different categories of shoppers better?

SOLUTIONS ACROSS OUR CONTINUOUS DECISION SUPPORT MODEL

ANALYTICS AND STORYTELLING ACROSS MULTIPLE DATA SETS



GROWTH DECOMPOSITION ANALYSIS

- We built an analysis framework by linking multiple data sources (Product shipments, industry estimates by country/category and other activities (M&A) by year)
- We identified growth drivers (such as category momentum, existing brands, M&A and innovation) to be built into the framework
- We investigated further analysis, deep-dives and simulation



PORTFOLIO OPPORTUNITY ANALYSIS

- We identified target areas to strengthen the client portfolio
- We analysed volume and revenue opportunities based on the latest consumption data



BEVERAGE INCIDENCE MODELLING

- We developed a regression model to explain the drivers of beverage brand incidence



BRAND LIKEABILITY AND CONSUMPTION ANALYSIS

- We explored the relationships between brand, category and corporate likeability by consumers and then examined the impact of these metrics on consumption across different markets.

DATA VISUALIZATION PORTALS



INSIGHTS PLATFORM DASHBOARD

- Brand Trackers
- Consumer usage & attitude to beverage consumption Trackers
- Shopping/dining behavior Trackers



SIMULATOR DASHBOARD

- This tool calculated the impact of different metrics, including population, transactions and beverage frequency on volume growth, both at a shopper and consumer level
- We built a simulator using a database which allowed users to generate future scenarios
- This application helped users model target volumes and drinker frequencies across age groups



PROFIT POOL DASHBOARD (TABLEAU BASED)

- We explored internal data focussing on client requirements such as the level of detail required, filters and snapshots
- We designed a visually appealing dashboard with special features
- We provided continuous data support



Thank You For Your Interest.

For any queries, get in touch with us.

connect@aqinsights.com