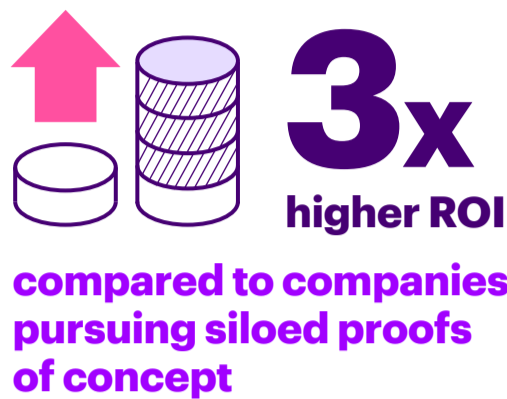


The Insight Track

Five ways for CPGs to become a data-and-analytics-driven business.

To grow market share, CPG companies must commit to becoming fully insights-driven. Those who do can reap massive rewards.

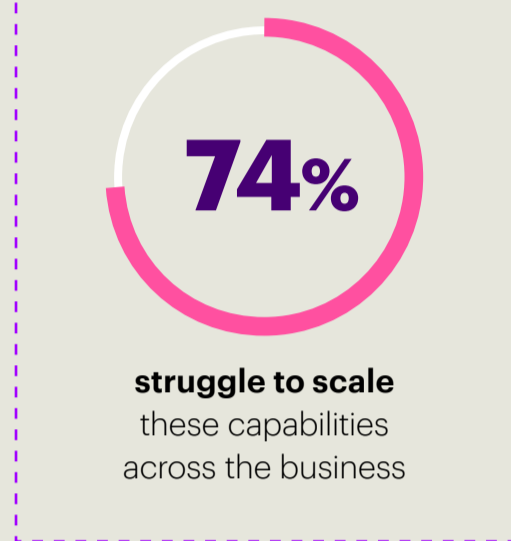
CPG leaders who strategically scale data, analytics and AI have:



CPG executives know this is vital:



But... →

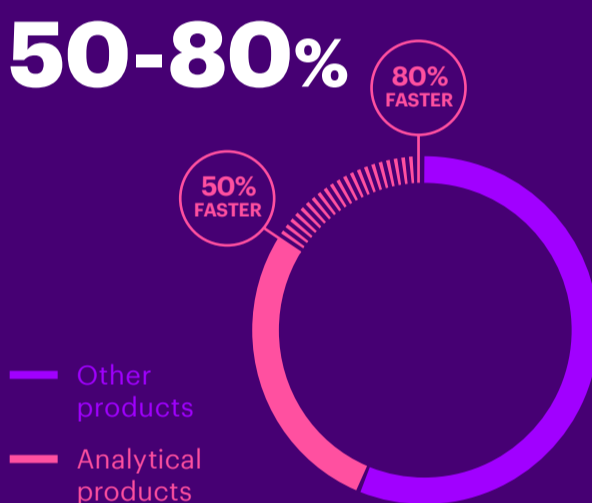


CPGs need to get five things right to be insight led:

1. Organize end-to-end in multidisciplinary teams.

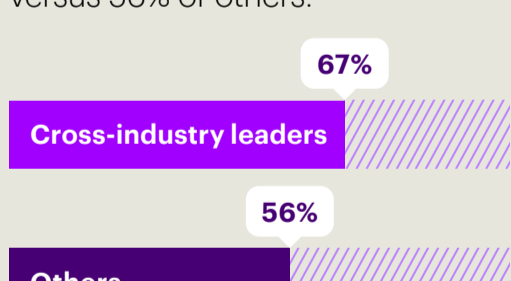
Bring together analytics and business talent pods in a hub-and-spoke model. Pods can increase data and analytics teams' throughput up to 2-3X.

Analytical products also achieve a faster speed to market by



3. Build a robust data foundation.

Scale analytics economically with an intelligent data foundation to provide access to relevant, comprehensive datasets—updated in real time. 67% of cross-industry leaders say they integrate both internal and external data sets as standard practice, versus 56% of others.

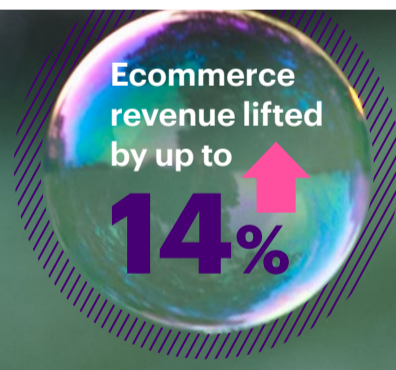


2. Develop analytical products by domain.

Prioritize domains and markets where data and analytics can have high impact. Focus on specific business challenges with clear understanding of potential value. When designing and developing products, involve product owners.

4. Leverage the cloud.

Use cloud as the platform to manage comprehensive toolsets, access breakthrough technologies, build and run an intelligent data foundation, and deliver scalable analytical products at speed. Cloud-enabled analytics and AI could lift ecommerce revenue up to 8-14% and cut marketing expenses up to 15-30%.



5. Enable users and unlock organizational adoption.



Inspire and align all stakeholders with a common vision for insight-based decision-making. Design around users. Make results and benefits tangible through champions who role-model change.

The marketplace demands new ways of working for which many CPGs are unprepared. To compete, CPGs must advance their digital transformation, embed advanced analytics and become truly insight-led. Get started today.

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