Mars Wrigley augments brand, product, and pricing strategies with guided insights

With Decision Intelligence on category sales and ad spend, the Fosfor Decision Cloud helped unlock profitability.

Discover how Fosfor helped Mars Wrigley

Go from uncertainty

Delayed and siloed dashboards that prevented real-time visibility needed to make important category and brand decisions

To clarity

A single source of truth that generates cross-functional insights and helps any user tell data stories to drive better decisions
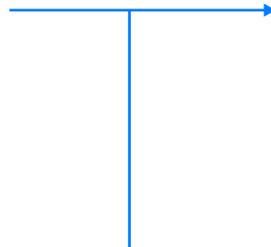
Using the Fosfor Decision Cloud

We set up advanced analytics and actionable insights on a conversational interface using our Decision Intelligence product, Lumin

The results

10x

faster answers to data exploration questions

3x

increase in the volume of insights on product, spending, and media strategies

200

analyst hours saved in the holistic diagnosis of brand and category performance

Extracting real-time insights from inconsistent data

Digitalization has helped CPG businesses connect with customers over new channels like social media, eCommerce, and many more. But with every consumer interaction, these businesses must analyze increasing volumes of data. Complicating this is the fact that the data comes from multiple sources at varying times and quantities. In a sector where 75% of companies struggle to process diverse data effectively, getting real-time visibility to generate insights is near impossible.

It is important for CPG businesses to see patterns in demand and consumer buying as they happen to identify opportunities for growth. On digital channels, they can quickly modify ongoing marketing campaigns that don't match the consumer's needs. In brick-and-mortar stores, they can ensure their products get the right amount of space on the shelves and stand out among the others. Without real-time visibility, CPG businesses cannot make the right decisions and end up spending more on fixing mistakes. They also fail to convert leads because they cannot catch up to the competition that has better visibility.

Mars Wrigley faced a similar problem with a lack of real-time visibility. They wanted to harness their data to make the right decisions about product planning, placement, and price optimization. However, their decision-makers had to manage complex dashboards where the data was not recorded on time or not unified from various teams. Using audit companies like Nielsen, Kantar, IRI, and others didn't help since they shared hierarchical data at an aggregate level. The struggle to understand category or brand-level insights was real, and resulted in other challenges:

Restricted view

Sales teams lacked a transparent 360° view of distribution channels and assigned territories. This led to an inability to understand the consumer's needs or convert the leads to actual sales.

Blind spots in local trade

On-ground teams were struggling to understand the inclusion of new SKUs and how to market them taking local trade nuances into consideration.

Lack of performance diagnosis

Category, product, and marketing leads couldn't diagnose the reasons for good or bad performance that could help them accurately plan, forecast, and optimize inventory.

Inefficient resource spending

Marketing teams were spending considerable time and money reviewing multiple dashboards but did not get actionable insights on the right market to target or the best channel on which to promote.

Centralized, autonomous insights with the Fosfor Decision Cloud

Mars Wrigley needed to move away from outdated tools to a solution that could aid their decision-making with:

- Granular access to multiple data sources, like retailers, EPOS, leaflets, and perfect score data, to get comprehensive consumer visibility

- A centralized insights tool to provide a single source of truth to decision-makers that will help them optimize promotional spending

- A process to help analysts handle ad-hoc requests and manage distribution channels, brands, categories, and non-performing SKUs quickly and efficiently

- A self-sustaining tool that automates insight generation. This would help leaders get a near-real-time view of brand performance to make accurate decisions on new opportunities

Using Lumin, Fosfor's AI-powered Decision Intelligence product, allowed the CPG giant to tackle all these challenges. Lumin empowers business users to explore their data using a conversational interface.

How Lumin works

Lumin empowers everyone in the organization to quickly discover insights from their data. Lumin combines AI, ML, and NLG technologies with an intuitive interface. This allows users to ask questions about their business data, analyze billions of data in seconds, and gain comprehensive, automated insights – all without writing a single line of code.

Lumin helped Mars Wrigley:

Get a **comprehensive view** of datasets across seven different sources to enable accurate decision-making

Generate cross-functional insights through **cognitive search** in Q&A format to reduce dependence on analysts

Tell **data stories** by connecting the dots between data sets, enabling frequent analyses and KPI tracking across channels

Set up **tailored workspaces** that proactively organized insights for each user to make faster decisions

The impact

More granular insights on product, spending, and media strategies to improve decision making

10x
faster answers to data exploration questions

3x
increase in the volume of insights on product, spending, and media strategies

200
analyst hours saved in the holistic diagnosis of brand and category performance

Mars Wrigley was also able to analyze media spends and understand their impact on sales and customer penetration. They also explored opportunities to scale the solution in finance, supply chain management, and other functions, as evidenced by their notes of appreciation.

" Lumin has propelled the Decision Intelligence agenda at Mars Wrigley and opened up our eyes and minds to a whole new way of interacting with our data by connecting the dots. The analytics layer helps in generating insights for making fact-based decisions. Intelligent storytelling helps build strong business narratives in minutes and helps evangelize the stories through powerful persona-based workspaces. "

Associate Director, BI & Analytics for Global Emerging Markets, Mars Wrigley

Discover how you can unlock CPG success with data-driven insights. Visit fosfor.com.

lumin

The Fosfor Product Suite is the only end-to-end suite for optimizing all aspects of the data-to-decisions lifecycle. Fosfor helps you make better decisions, ensuring you have the right data in more hands in the fastest time possible. The Fosfor Product Suite is made up of Spectra, a comprehensive DataOps product; Refract, a Data Science and MLOps product; and Lumin, a Decision Intelligence product. Taken together, the Fosfor suite helps businesses discover the hidden value in their data. The Fosfor Data Products Unit is part of LTIMindtree, a global technology consulting, and digital solutions company with more than 700 clients and operations in more than 30 countries. For more information, visit Fosfor.com

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