



Case study

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

By providing Decision Intelligence on category sales and ad spend, the Fosfor Decision Cloud helped unlock profitability

# An overview

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## 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 accessible by a conversational interface

# The results

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**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

# Challenges

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## 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.

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## 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.

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## 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.

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## 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.

# Solution

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## 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, the Fosfor Decision Designer, allowed the CPG giant to tackle all these challenges. It empowers business users to explore their data using a conversational interface.



# How the Decision Designer works

The Decision Designer empowers everyone in the organization to quickly discover insights from their data. It 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.

The Fosfor Decision Cloud 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

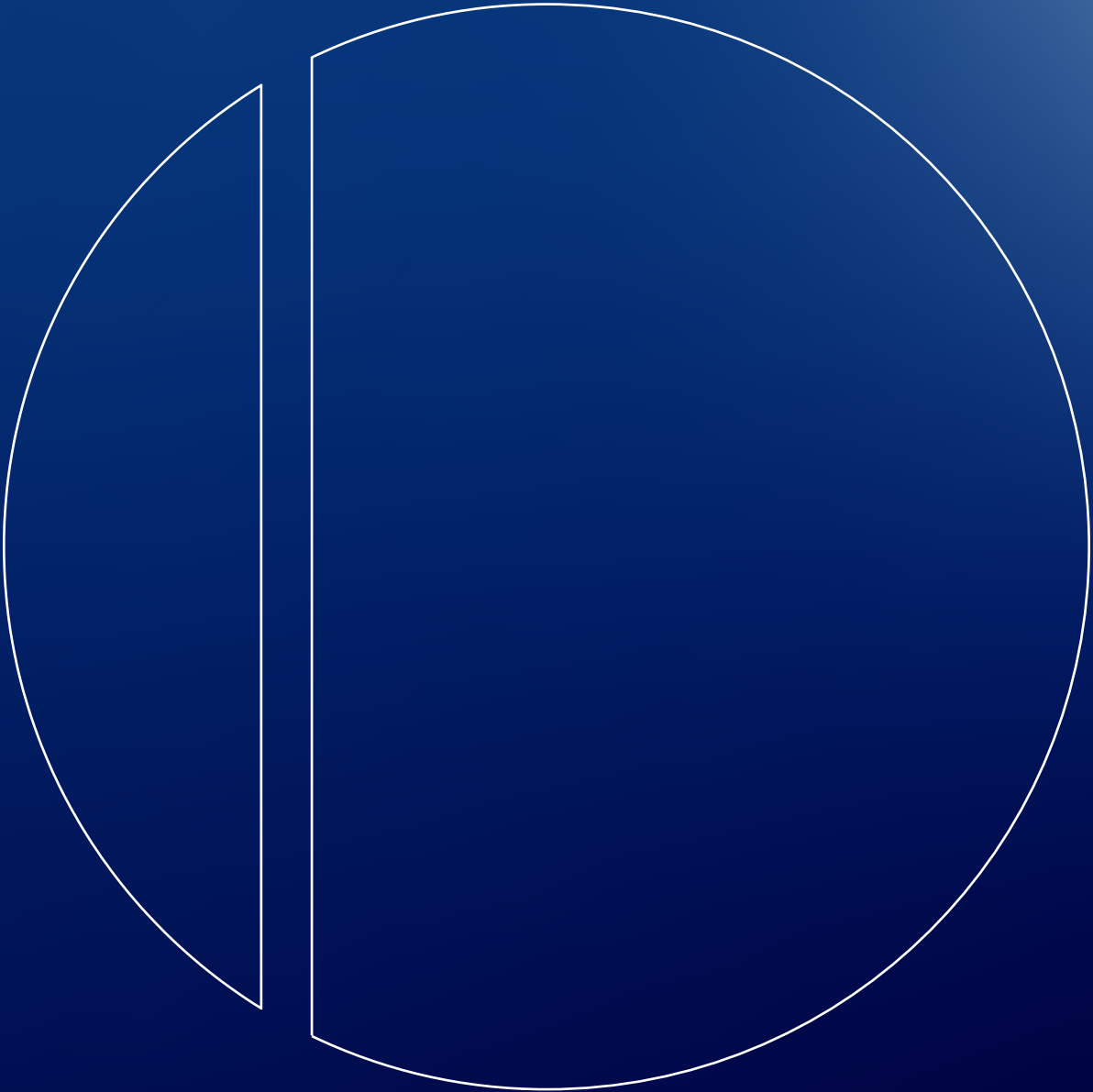
Mars Wrigley was also able to analyze media spends and understand their impact on sales and customer penetration. They also explored opportunities to scale the solution in finance, supply chain management, and other functions, as evidenced by their notes of appreciation.

“The Decision Designer 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](https://fosfor.com).



The Fosfor Decision Cloud is a connected fabric that unifies and amplifies the value promised by the modern data ecosystem, which is made up of infrastructure, data, and application clouds. Fosfor enables organizations to effectively curate data, generate impactful insights, and formulate effective decisions to deliver the long-sought promise of data and AI: optimal business outcomes. Fosfor is part of LTIMindtree, a global technology consulting and digital solutions company. For more information, visit [www.fosfor.com](http://www.fosfor.com).