

Procter & Gamble Case Analyzes

Didem B. Aykurt

Colorado State University Global

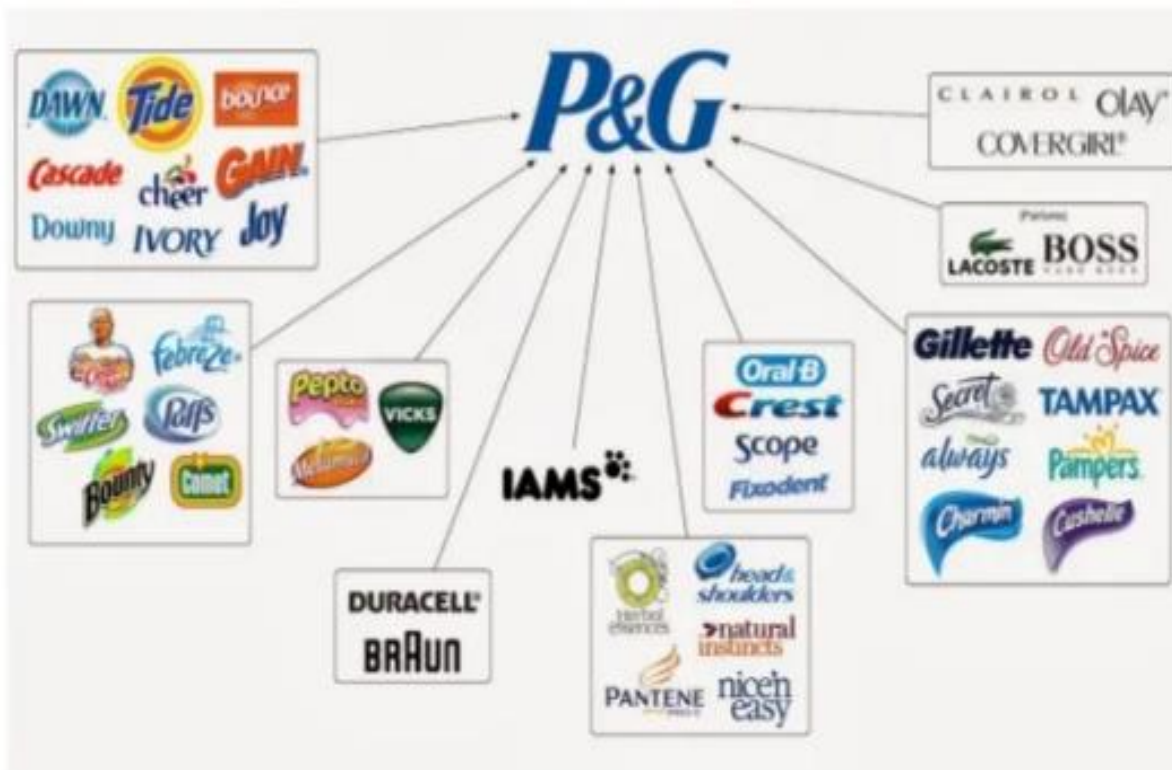
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Dr. John Marlowe

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Procter & Gamble's Big Data Project

- Procter & Gamble (P&G) is a multinational consumer goods company that produces with more than 300 brand and sells a wide range of products, such as Tide, Pampers, Gillette, and Crest in over 160 countries.
- P&G became fully aware of two negative impact business problem late 1990s.
- First, the amount of the supply chain rate \$3.8B.
- Second, various number out-of-stock incident in retail location as 11% of the top products been out of stock at no point.



P&G Produce Analytics to Support Business

- Reduce inventory by a million dollars in three years without exacerbating the out-of-stock issue. In two years, the company had a 50% reduced inventory; as soon as they needed to reduce more, they started searching for new ways.
- Used various forms of data and methods in big data projects to address finding a solution for a complex supply chain problem.



Data Forms and Methods



- **Order Data** contains information about the orders placed by customers for P&G's products, like product quantity, price, date, location, and channel.
- Use the order data to analyze sales performance, market share, and customer demand.
- Apply descriptive analysis to track order volume and revenue by product category, region, customer segment, and channel.
- Also apply predictive analyses to predict future order demand and revenue rooted in historical trends, seasonality, promotions, and other factors.

