



Pet food manufacturer

Category management : Analytics

Provided comprehensive reporting suite and data backed actionable insights leveraging the third-party data syndicate, retailer POS data and distributor data

Pet food manufacturer company needs to formulate its sales categorically!

Picture this...

You're looking for data backed actionable insights, leveraging 3rd party data syndicate, retailer POS data and distributor data. Currently, there is no visibility into the sales performance across national stores and neighborhood market nor sales performance at the distributors due to inconsistent data formats.

You turn to Accordion.

We partner with your team to provide comprehensive reporting suite and data backed actionable insights leveraging the third-party data syndicate, retailer POS data and distributor data, including:

- 1) Creating analytical models (adaptable to changing business scenario) to measure the sales performance with flexibility to view the report at various levels (SKU, brand, retailer, sales channel, Time periods etc.)
- 2) Leveraging third-party data to create the slide decks to view category and brand performance at various time periods
- 3) Creating a sales performance tracker for the Independent retailer channel using data from the distributors
- 4) Developing and streamlined a robust process for weekly and monthly update of trackers, models and decks including data cleansing and consolidation of raw data
- 5) Designing and built dashboards on Power BI to provide visibility into the data and sales performance

Your value is enhanced.

You have trackers and analyses that provide reliable and structured view of category and brand performance, enabling you to identify opportunities for increasing market share. Also, the trackers could be leveraged in negotiating deals with the retailers to increase shelf space, implement effective promotional events, decide company's sales targets etc.

CATEGORY MANAGEMENT : ANALYTICS

KEY RESULT

- ~800% offline sales growth

VALUE LEVERS PULLED

- Tracking retailer, parent brand and category level performance
- SKU velocity
- Power BI reporting suite

Situation

- The client did not have visibility into the sales performance across US National stores and neighborhood market. Also, the visibility into the sales performance at the distributors was limited due to inconsistent data formats across distributors.
- Accordion partnered with the client to provide data backed actionable insights to the client, leveraging 3rd party data syndicate, Retailer POS data and Distributor data

Accordion Value Add

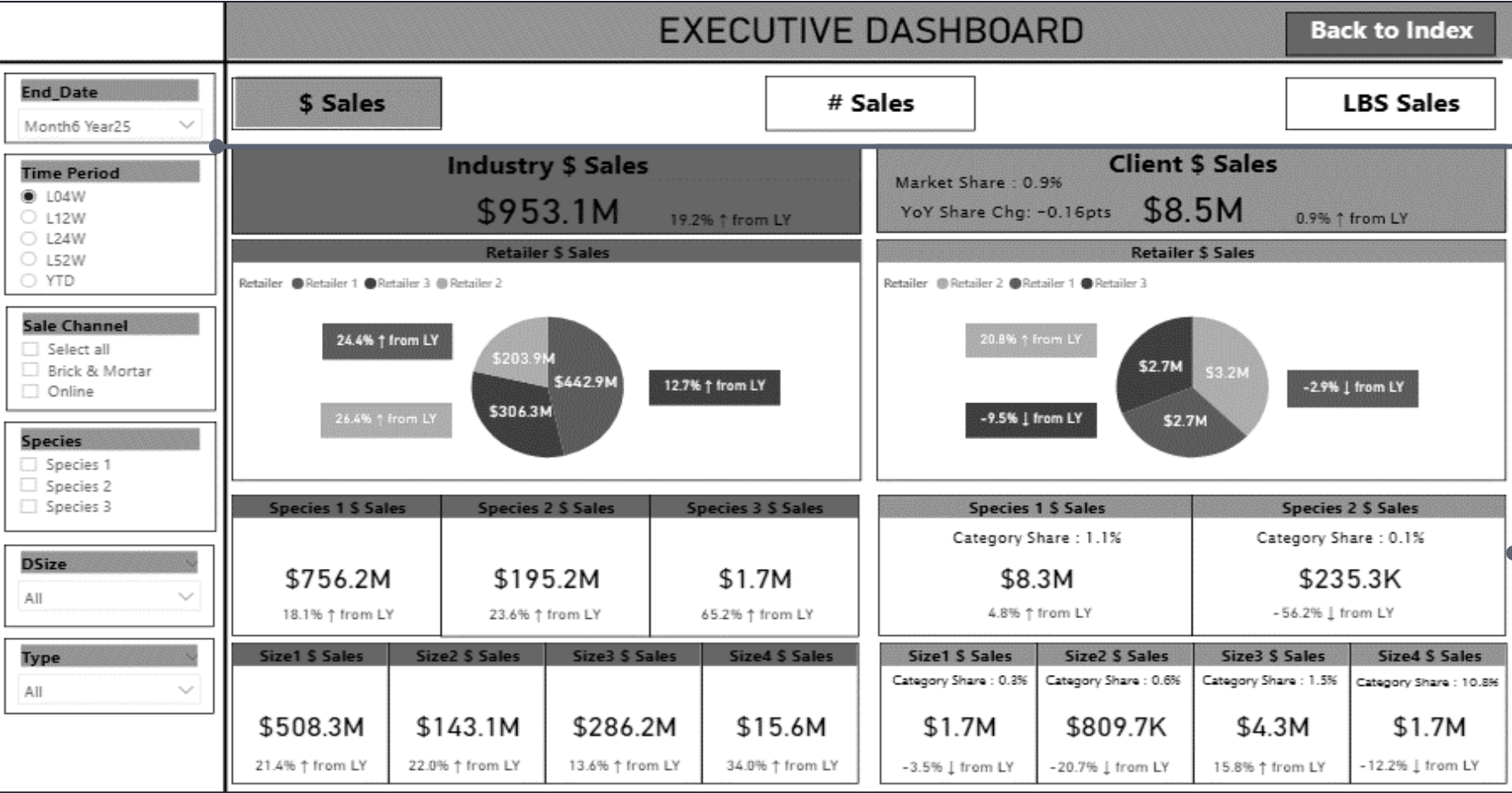
- Created analytical models (adaptable to changing business scenario) to measure the sales performance with flexibility to view the report at various levels (SKU, brand, retailer, sales channel, Time periods etc.)
- Leveraged third-party data to create the slide decks to view category and brand performance at various time periods.
- Created a sales performance tracker for the Independent retailer channel using data from the distributors
- Developed and streamlined a robust process for weekly and monthly update of trackers, models and decks including data cleansing and consolidation of raw data
- Designed and built dashboards on PowerBI to provide visibility into the data and sales performance

Impact

- Our trackers and analyses provided the client with a reliable and structured view of category and brand performance, enabling the client to identify opportunities for increasing market share
- Trackers were leveraged by the client in negotiating deals with the retailers to increase shelf space, implement effective promotional events, decide company's sales targets etc.

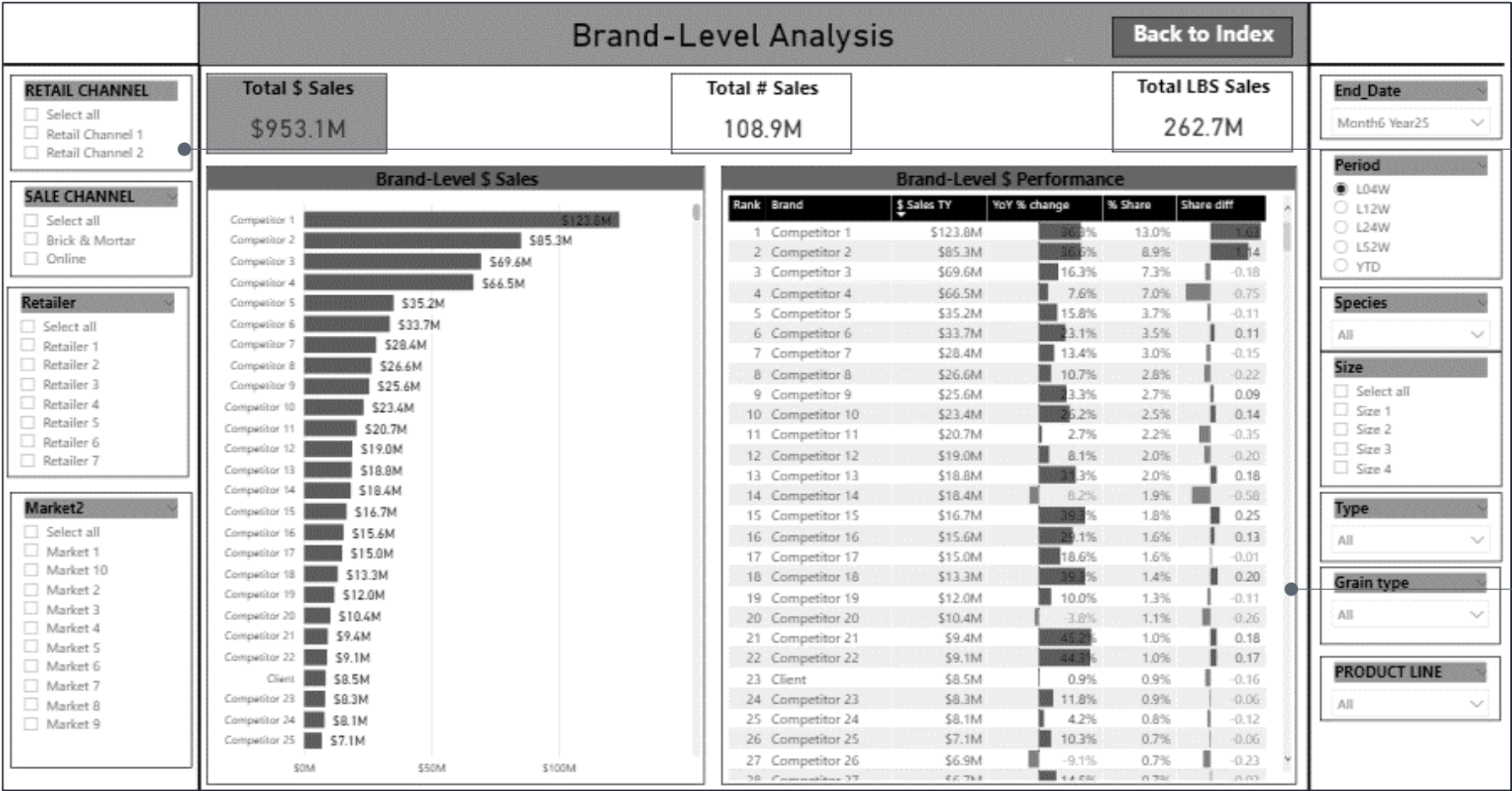
Dashboard to track client performance across industry

Shows performance of the Client by Retailer, Species and Size. This dashboard enables to compare the metrics against the overall industry performance for the selected Date and time-period.



Competitor analysis (Brand level)

Shows performance of the Client by Retailer, Species and Size. This dashboard enables to compare the metrics against the overall industry performance for the selected Date and time-period.



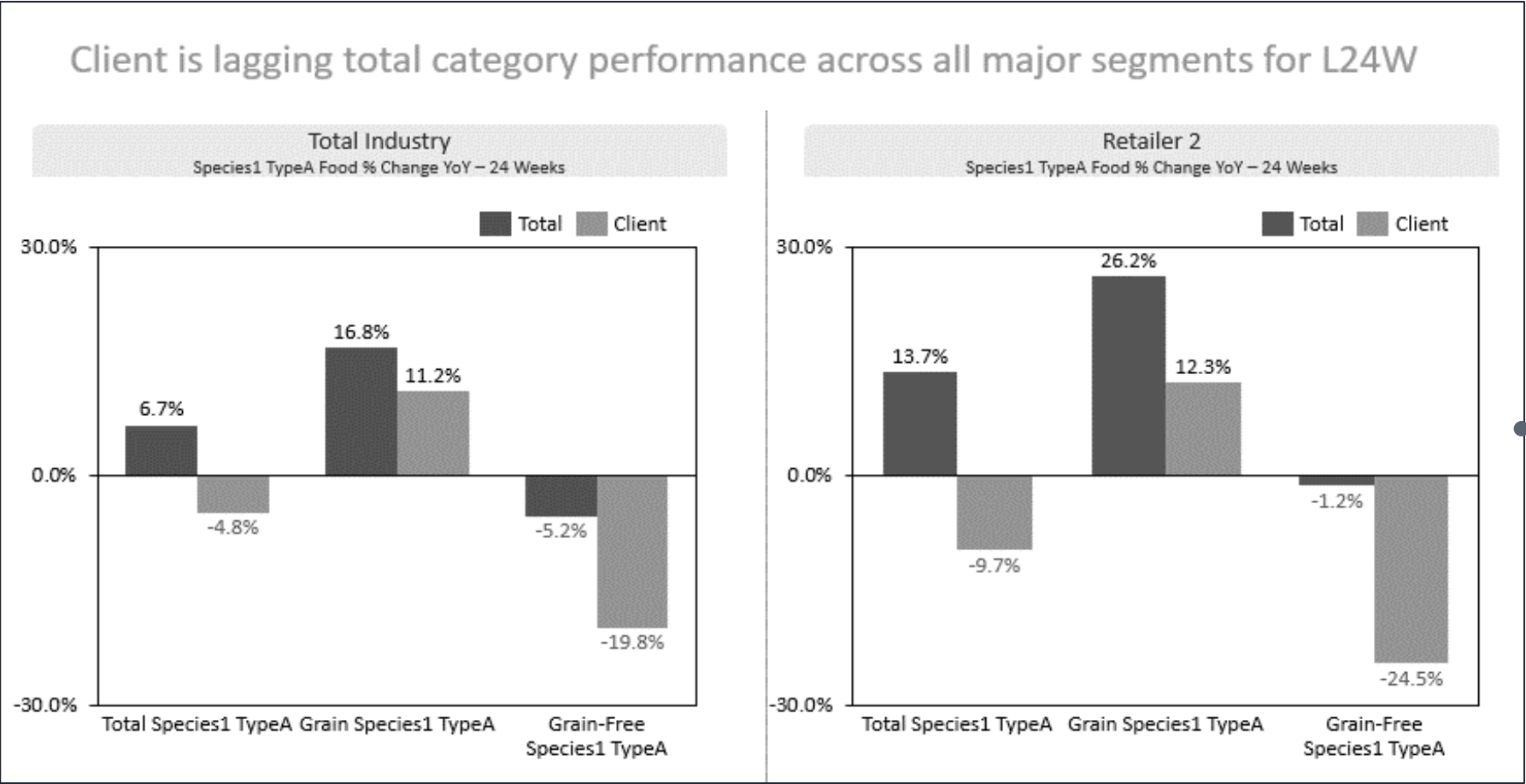
Slicers to filter by Retailer, Market, Date, Time Period etc.

Visuals to benchmarks client's performance with competitors

This report enabled the client to analyze their performance in comparison to their competitors over the selected filters e.g., retailer, time period, species, size, etc.

Category performance analysis

Shows Category Performance of client in a retailer compared with Industry performance for L24 weeks Time Period



Charts for Category performance of client vs Industry.

This report enabled the client compare their performance in a retailer to overall industry
It was also leveraged by the client to analyze market performance by species-type and grain/grain-free classification

Sales performance across different species (dog/cat)

Shows client's sales performance compared to last year over various categories across various time periods

Client Executive Overview										
Data Ending: Month 6 Year 25										
	Client Performance									
	L4W		L12W		YTD		L52W		Year 24 Full Year	
	Sales \$	%chg LY	Sales \$	%chg LY	Sales \$	%chg LY	Sales \$	%chg LY	Sales \$	%chg LY
Total	\$10.6M	↓ -8.2%	\$31.5M	↓ -7.8%	\$108.9M	↓ -5.3%	\$144.1M	↓ -4.2%	\$150.3M	↓ -0.6%
Species 1	\$10.3M	↓ -7.6%	\$30.6M	↓ -7.3%	\$106.2M	↓ -4.6%	\$140.2M	↓ -3.4%	\$145.4M	↑ 1.0%
Species 2	\$0.3M	↓ -26.6%	\$0.8M	↓ -23.3%	\$2.8M	↓ -26.1%	\$3.9M	↓ -25.4%	\$4.9M	↓ -32.5%
By Species/Type										
Total Species 1	\$10.3M	↓ -7.6%	\$30.6M	↓ -7.3%	\$106.2M	↓ -4.6%	\$140.2M	↓ -3.4%	\$145.4M	↑ 1.0%
Type A	\$9.3M	↓ -9.8%	\$27.4M	↓ -9.7%	\$95.8M	↓ -6.6%	\$126.8M	↓ -5.3%	\$133.7M	↑ 0.2%
Type B	\$1.0M	↑ 12.4%	\$3.1M	↑ 18.3%	\$10.0M	↑ 20.1%	\$12.9M	↑ 21.9%	\$11.2M	↑ 12.5%
Type C	\$0.1M	↑ 167.7%	\$0.2M	↑ 71.4%	\$0.4M	↓ -6.2%	\$0.5M	↓ -14.8%	\$0.5M	↓ -20.3%
Total Species 2	\$0.3M	↓ -26.6%	\$0.8M	↓ -23.3%	\$2.8M	↓ -26.1%	\$3.9M	↓ -25.4%	\$4.9M	↓ -32.5%
Type A	\$0.1M	↓ -34.3%	\$0.4M	↓ -33.4%	\$1.6M	↓ -22.2%	\$2.3M	↓ -23.4%	\$2.7M	↓ -37.3%
Type B	\$0.1M	↓ -20.4%	\$0.4M	↓ -12.5%	\$1.1M	↓ -31.4%	\$1.6M	↓ -28.2%	\$2.2M	↓ -25.4%
Type C	\$0.0M	-	\$0.0M	↑ 8040.0%	\$0.0M	↑ 4272.7%	\$0.0M	↑ 2277.4%	\$0.0M	↓ -88.2%

Table showing executive overview of client's performance over various categories across various time periods

This report enabled the client to compare their overall performance across various categories and time periods