

# Sugar Group Companies

By Aaron, Oren, Alex, Max, and Berto





Sugar Group  
Companies

## Organization Overview

- Project: Interview employees at Sugar Group Companies, a foreign-owned leader in Indonesia's sugar industry.
- Goal: Understand how a large company approaches data analysis from a broader perspective.
- Sugar Group Companies:
  - Indonesia's #1 sugar supplier
  - Focuses on distribution and marketing



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# Interviewees

## **Julian Couhault**

Senior Vice President Of  
Operations

## **Nindyta Azhar**

Human Resources

## **Lousia Halim**

Head of Marketing

## **Fabian Ruspandy**

SGC Project Manager

## **Priatno Harjono**

GPM Manger

# Diagrams

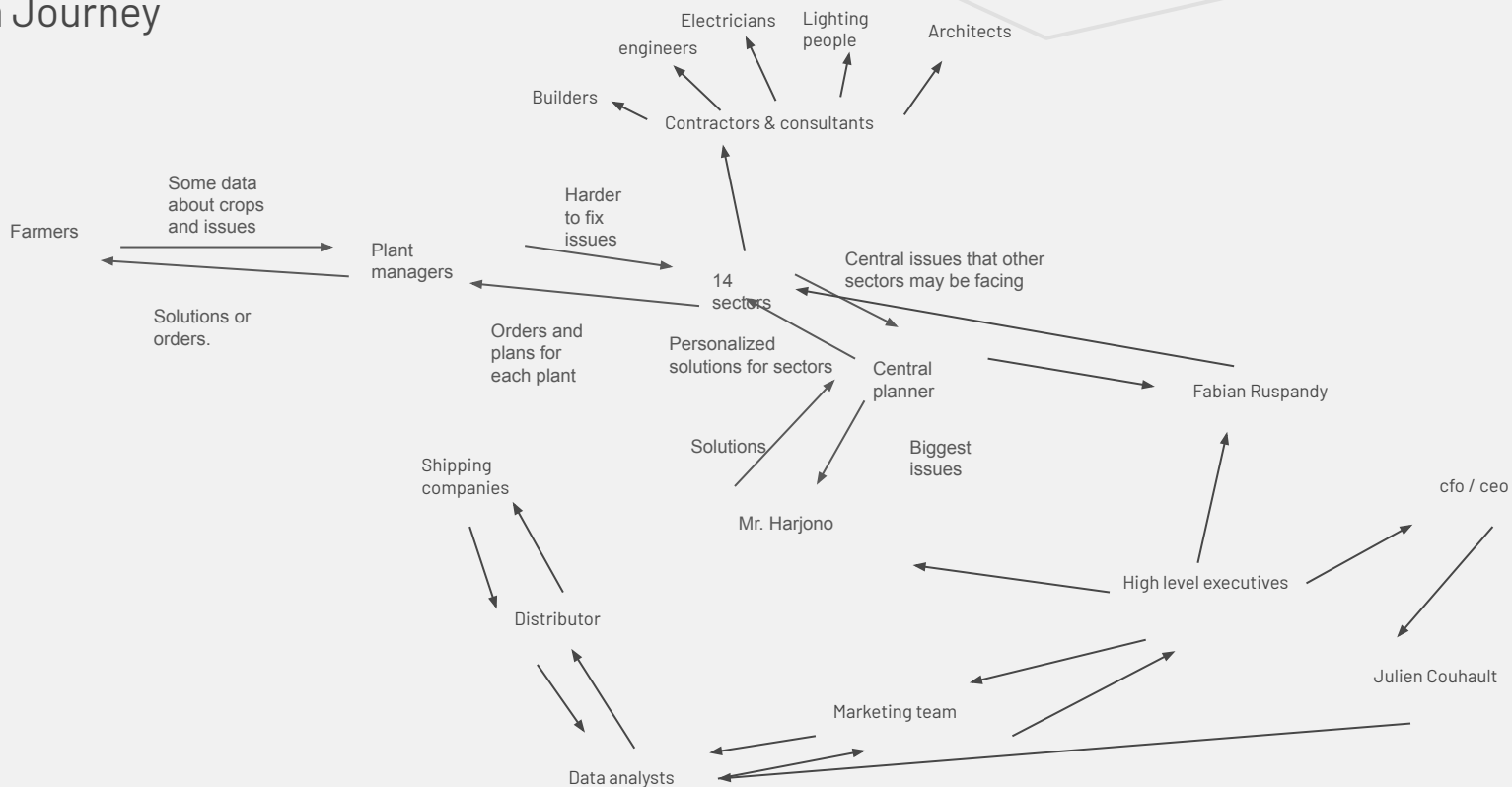
■ Julian Couhault (Aaron)  
■ Nindyta Azhar (Berto)

# Ecosystems Diagram

■ Louisa Halim (Alex)  
■ Fabian Ruspany (Max)  
■ Priatno Harjono (Oren)



# Data Journey



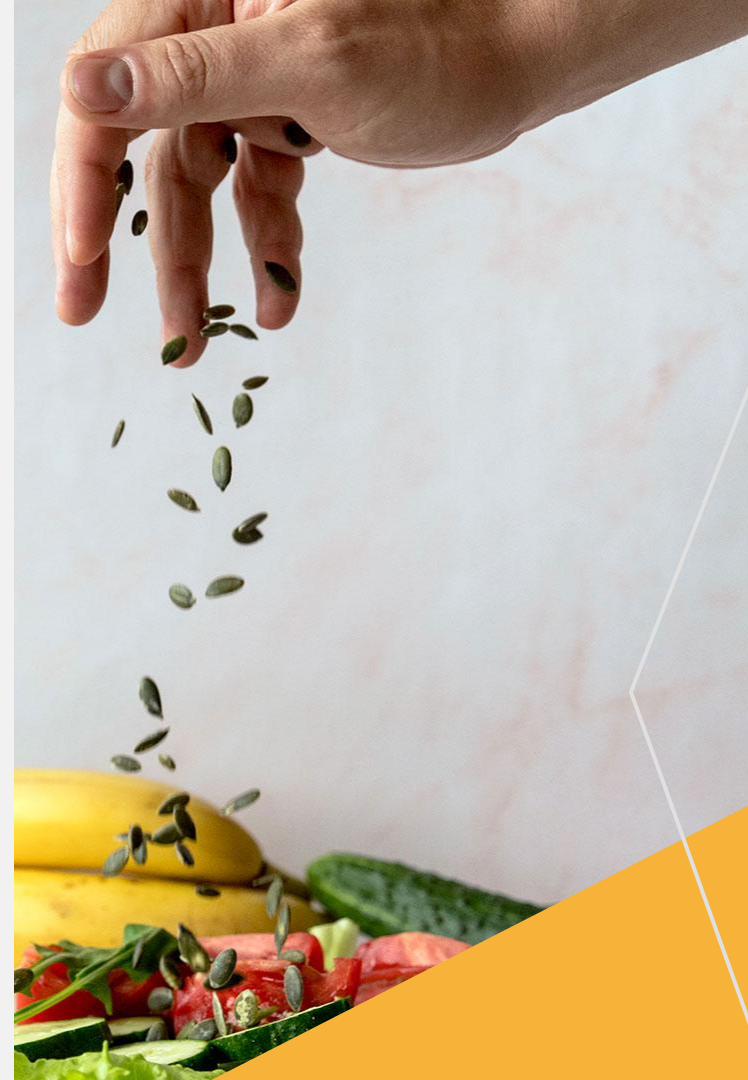
# Critical analysis

- To identify and analyze key challenges within the organization's data ecosystem.
- To understand the implications of these challenges for stakeholders.
- Provide insights into the underlying issues affecting data management and utilization.



# Fake Data

One of the biggest challenges that we noticed the company had was regarding fake data. While talking to our respective persons of interest, we noticed that one point of data that was collected was data from farmers on the plantation / fields. As broken down by one persons of interest being Julian Couhault, farmers have a certain quota of sugar that they need to collect daily and also have measurements they need to make when cutting sugar. However, according to Julian, some of the farmers tend to get “lazy” and can overstate their harvesting numbers to avoid a meeting their daily quota and additionally fake a lot of their measurements purely because of the hassle their behind cutting cane at specific measurements.





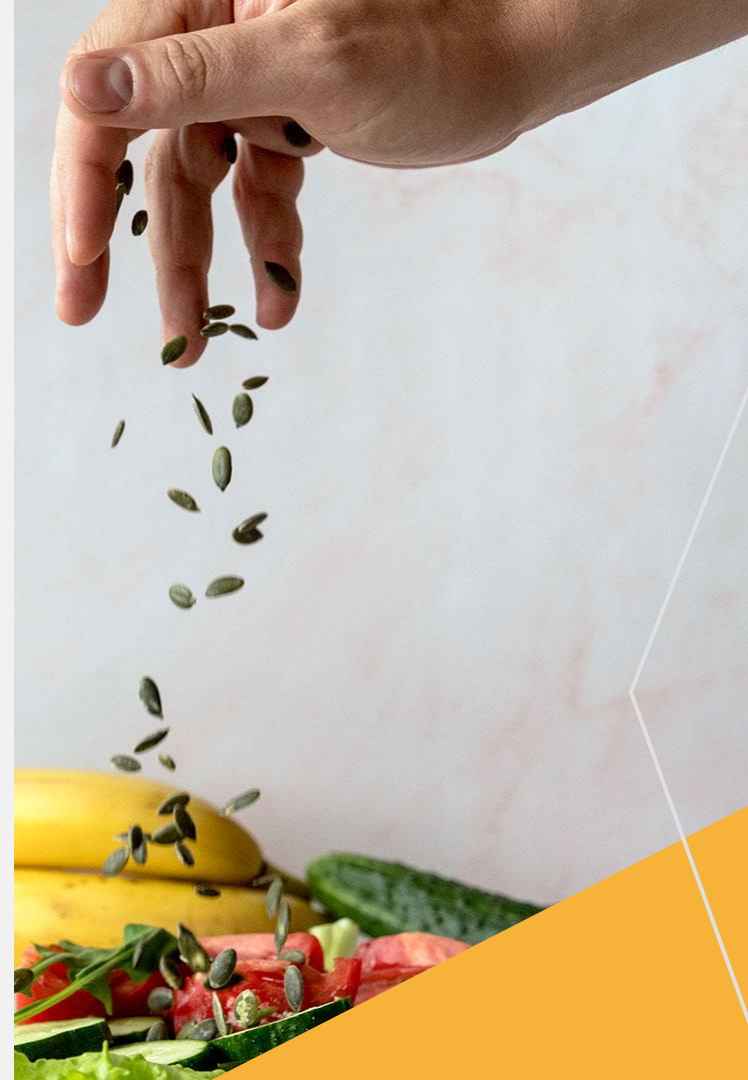
# Lost Data

The second biggest challenge we identified was lost data. After meeting with a person of interest, we found that SGC goes about employment through google forms, meaning all of its potential employees have to register / send in an application through google forms. Through google forms, HR is then able to sort the information onto a sheets, however, with the mass amounts of applications, sorting through the application becomes a problem, resulting in the loss of some applications due to mix ups.



# Pirated Companies

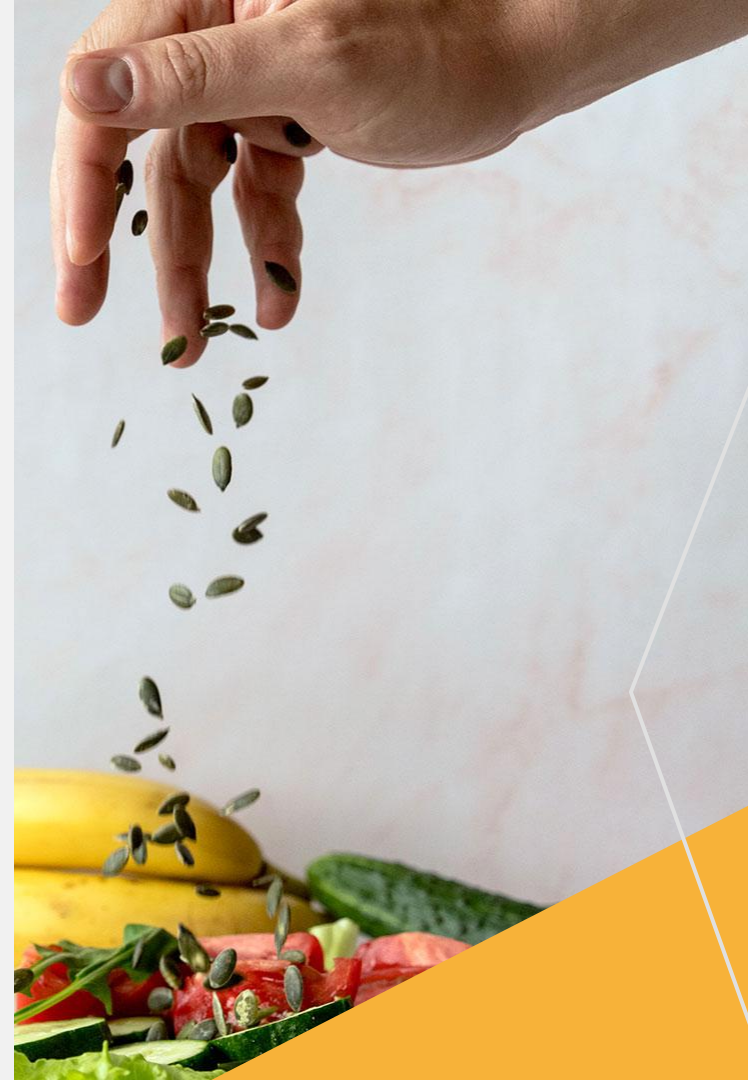
The third biggest challenge SGC faces is pirated / theft of goods. Indonesia doesn't have any laws or parameters set in place to protect company products from being stolen, repackaged and resold as someone else's product, as such, SGC being one of the biggest sugar producer, a lot of minor more smaller companies, tend to steal their sugar products, repackage them, and sell them back to groceries and communities at a cheaper rate, stealing customers from SGC.



# Recommendations

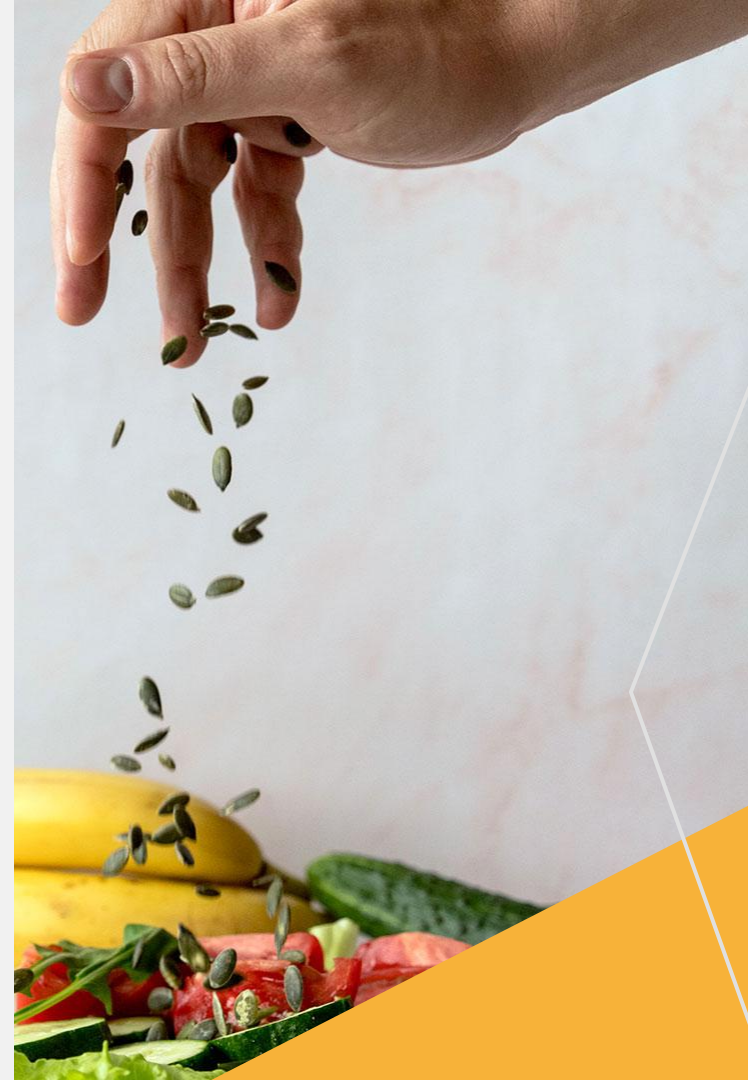
# Data collection process

- Multiple different marketplaces for goods
- Not one system between all marketplaces
  - Has individual people take all data into one place
    - Human error



# Hiring Program

- Uses google form for employment
  - Data entry can get lost from the transfer.
- Doesn't require validation from the start
  - Has to be verified .
- Why this hard?
  - Company is based on these values this is what works.
  - Why rebuild the wheel.



# New Software

- They are using outdated software
- The software is more than 140 years old
- Makes it hard to analysis data
- Why this is hard?
  - The original base code is probably written in that language which would require a lot of down time

