



ORACLEMETRICS

AI-POWERED REAL-TIME PERFORMANCE
MONITORING IN LARGE-SCALE RETAIL

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ABOUT US

REAL-TIME PERFORMANCE MONITORING

DATA-DRIVEN DECISION MAKING

CUSTOMIZED AI SOLUTIONS





OUR INCOME STATEMENT

Oracle Metrics December Income statement

Net revenues	€ 2.000.180,00
Cost for services	€ 2.300,00
Employee costs	€ 26.100,00
Operating income	€ 1.974.080,00
Profit before tax	€ 1.974.080,00
Taxes for the period	€ 473.779,20
Profit for continuing operation	€ 1.500.300,80
Net profit/(loss) for the period	€ 1.500.300,80



WHY MONSTER?



**HIGH-VOLUME
PRODUCT WITH
GLOBAL REACH**



**FUTURE-
PROOFING
RETAIL
STRATEGIES**



**FAST
MOVING
CONSUMER
GOODS
(FMCG)**



MONSTER IS ONE OF THE LEADING ENERGY DRINKS BRANDS GLOBALLY, WIDELY AVAILABLE IN SUPERMARKETS, CONVENIENCE STORES, AND LARGE RETAIL CHAINS

IMPLEMENTING REAL-TIME PERFORMANCE MONITORING FOR A HIGH DEMAND PRODUCT LIKE MONSTER DEMONSTRATES HOW THE SYSTEM CAN BE SCALED TO OTHER PRODUCTS WITHIN THE GDO.

ENERGY DRINKS ARE PART OF THE FMGC SECTOR, CHARACTERIZED BY FREQUENT PURCHASES AND RAPID INVENTORY TURNOVER. REAL-TIME PERFORMANCE DATA HELPS AVOID STOCKOUTS AND OVERSTOCKING.



THE ANALYSIS

Oracle Metrics integrates data from point-of-sale systems, inventory management, and customer analytics.

AIM



PROVIDE REAL-TIME INSIGHTS INTO:

- Sales Trends
- Inventory Levels
- Customer Behavior

BENEFITS FOR GDOs:

- Forecast future demand and plan stock distribution.
- Identify trends and prevent stockouts.
- Maximize profitability through agile, data-driven decisions.

KEY OBJECTIVES:

ENHANCE DECISION-MAKING FOR:

- Sales Forecasting
- Inventory Optimization
- Pricing Strategies



FORECASTING





FORECASTING

Objectives

Forecast the growth of the company for the years :

- 2024 - 2025 - 2026.

Methodology

Use of two measures to analyze and project business growth:

- **CAGR**, compounded annual growth rate
- **SGR**, sustainable growth rate

For the first forecast year (2024) we used the classic formula:

$$CAGR = \left(\frac{\text{Final Value}}{\text{Initial Value}} \right)^{\frac{1}{n}} - 1$$



FORECASTING

The importance of forecasting

- More realistic forecasts: use of log(2) and log(3) for 2025-2026.

$$CAGR = \left(\frac{PreviousYear}{InitialYear} \right) \times \log (2) - 1$$

$$\text{SGR Forecast} = \text{Value}_{2024} \times (1 + \text{SGR}) \times \log(2)$$

- **Balanced approach:** combines speed (CAGR) and sustainability (SGR).
- Decision support: guiding future business strategies.

Results

This approach allows Energy Monster Drink to plan solid strategies for the future.



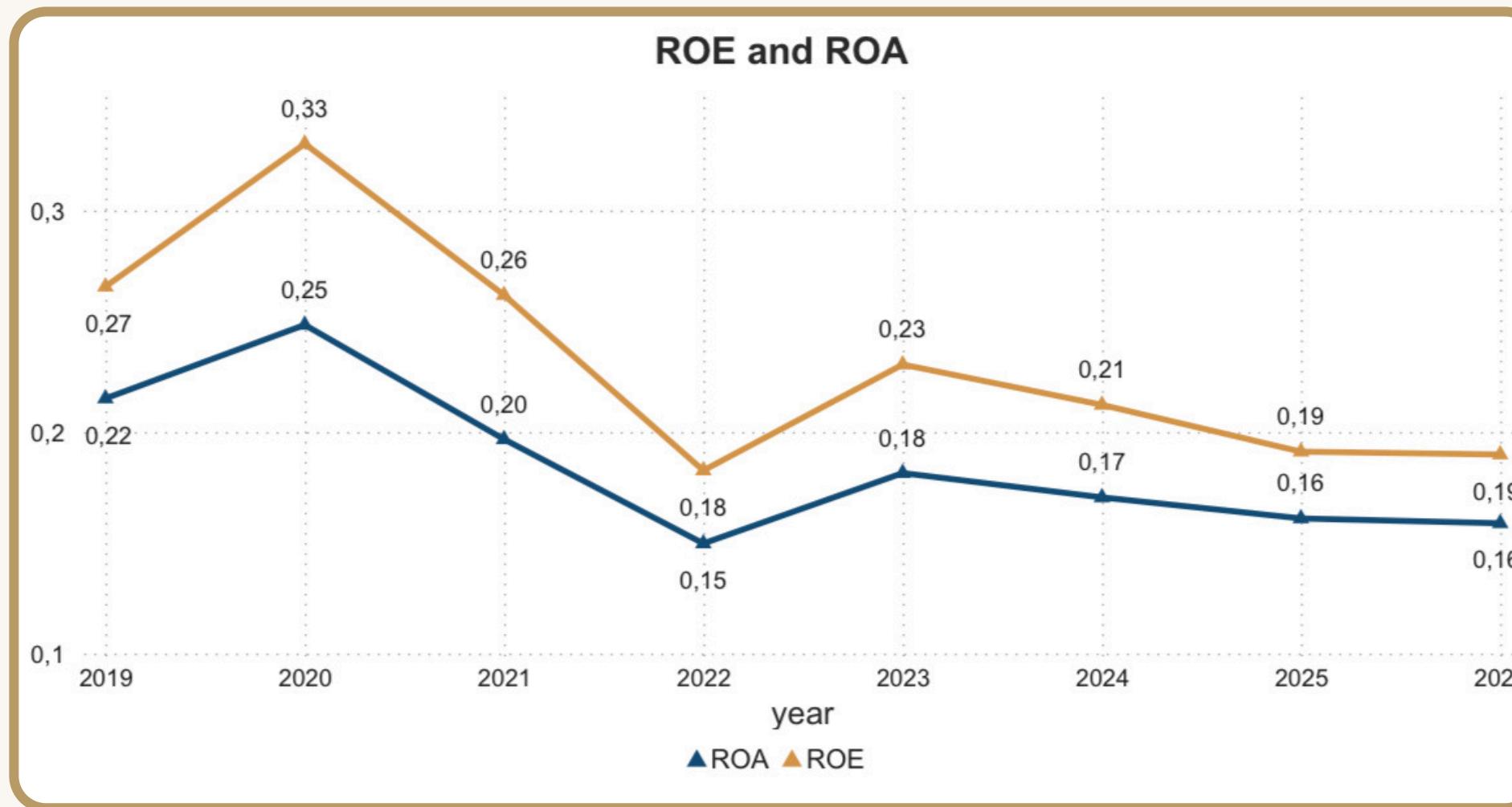
KPIs





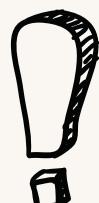
KPIs

Primary Driver of Change:



Variations in Net Profit Margin significantly impact ROA and ROE.

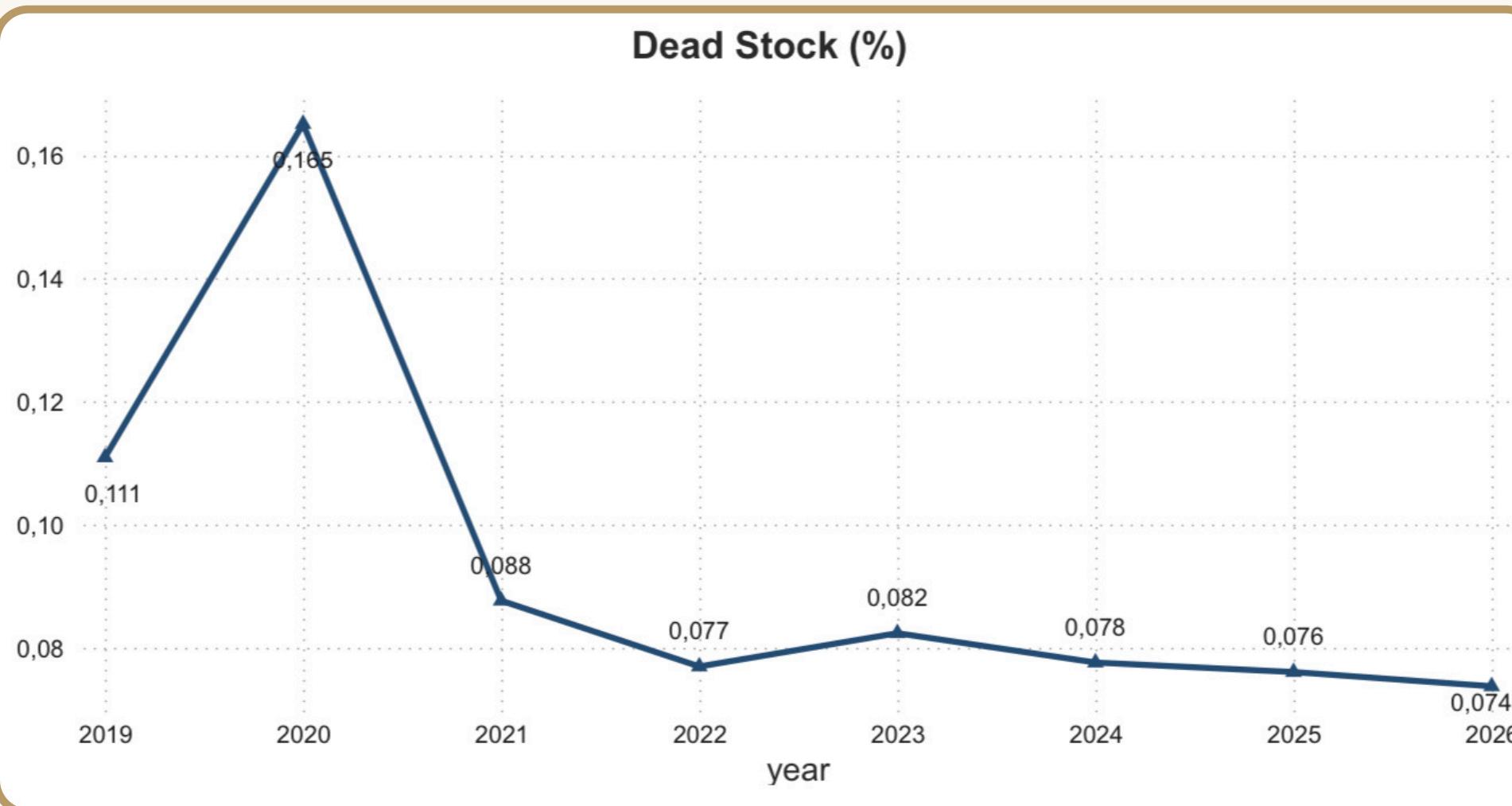
- The decline from 2020 to 2021 was driven by an increase in COGS, outpacing net sales growth due to:
 - Pandemic-induced **shifts in consumer preferences** (e.g., increased at-home consumption).
 - Rising costs for aluminum and packaging materials.
- Future trends: persistence of gradual changes, reflecting historical patterns



Not all the indexes calculated are reported in this presentation, to have a more thorough analysis have a look at the report



KPIs



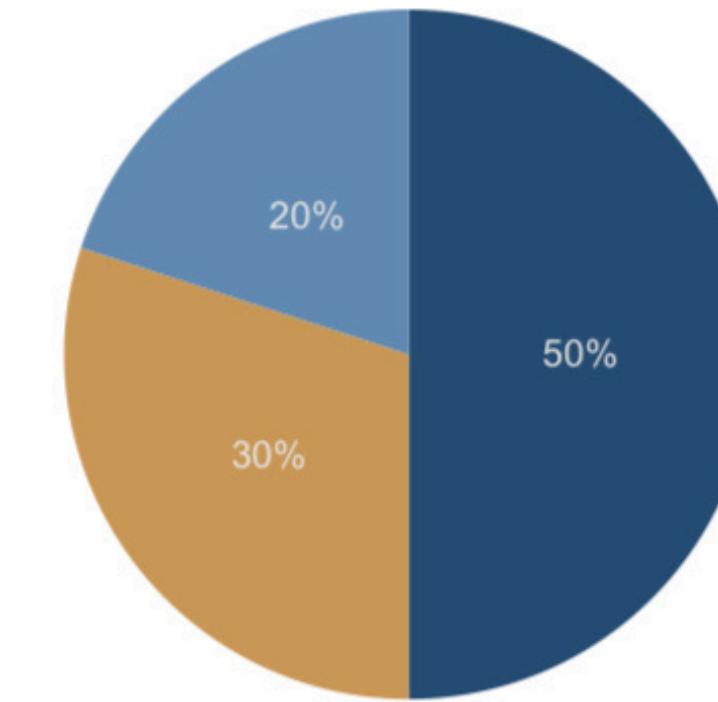
- The percentage of unsold inventory decreased from 11% to 7% over time.
- The most significant reduction occurred between 2020 and 2021:
 - **Pandemic Impact:** surge in Monster consumption during the COVID-19 pandemic.
- Post-pandemic, this trend began to stabilize as demand growth slowed.



KPIs

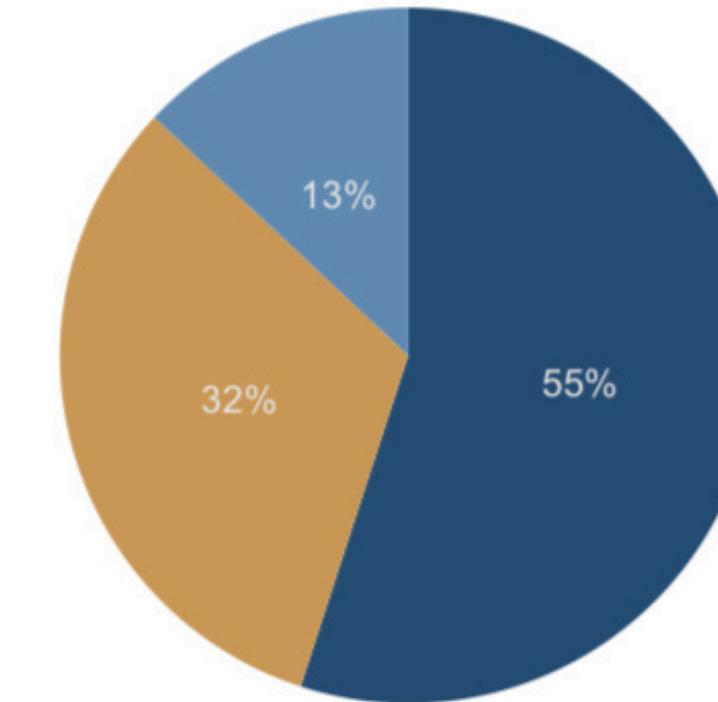
Average margin (2019)

● Category A ● Category B ● Category C



Average margin (2023)

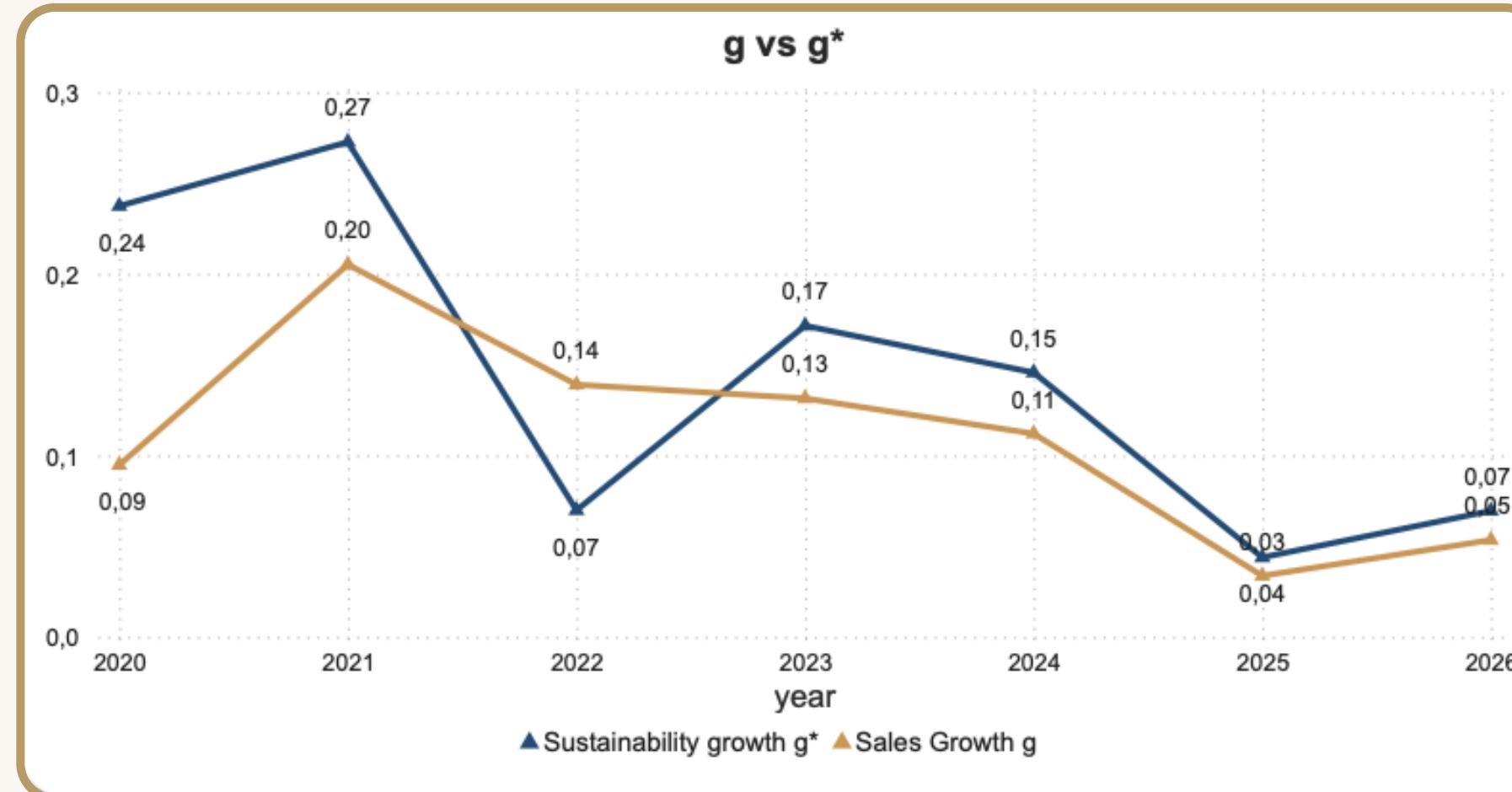
● Category A ● Category B ● Category C



- The changes showcase evolving customer preferences and the success of targeted strategies for different categories.
- Category A's consistent growth underscores its importance as a cornerstone of Monster's portfolio, in fact it represent the Original energy drink.
- Margins and growth vary by category, emphasizing the need for **tailored strategies** to address *premium pricing, market share retention, and price-sensitive segments*.



KPIs



Sustainable growth consistently surpassed actual growth, except in 2022.

2022 Performance:

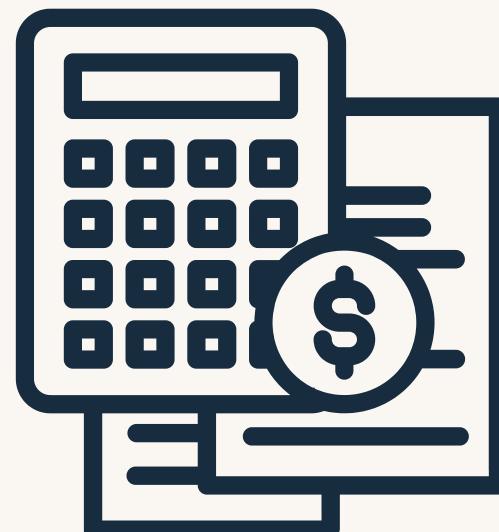
- Heavily impacted by **higher operational costs**, which pressured profitability.
- A **stock repurchasing** plan reduced equity value, further affecting sustainable growth.

Significant decline in the company's sustainable growth potential.

- Post-2022 Recovery:
- The stock repurchasing strategy was not repeated in subsequent years.
- This decision alleviated concerns about long-term growth sustainability.



BENCHMARK ANALYSIS





BENCHMARK ANALYSIS

From 2023 to 2030

CGAR

8,5 %

For each year

AGR

1,214%

Linear assumption



Formula for the revenue :

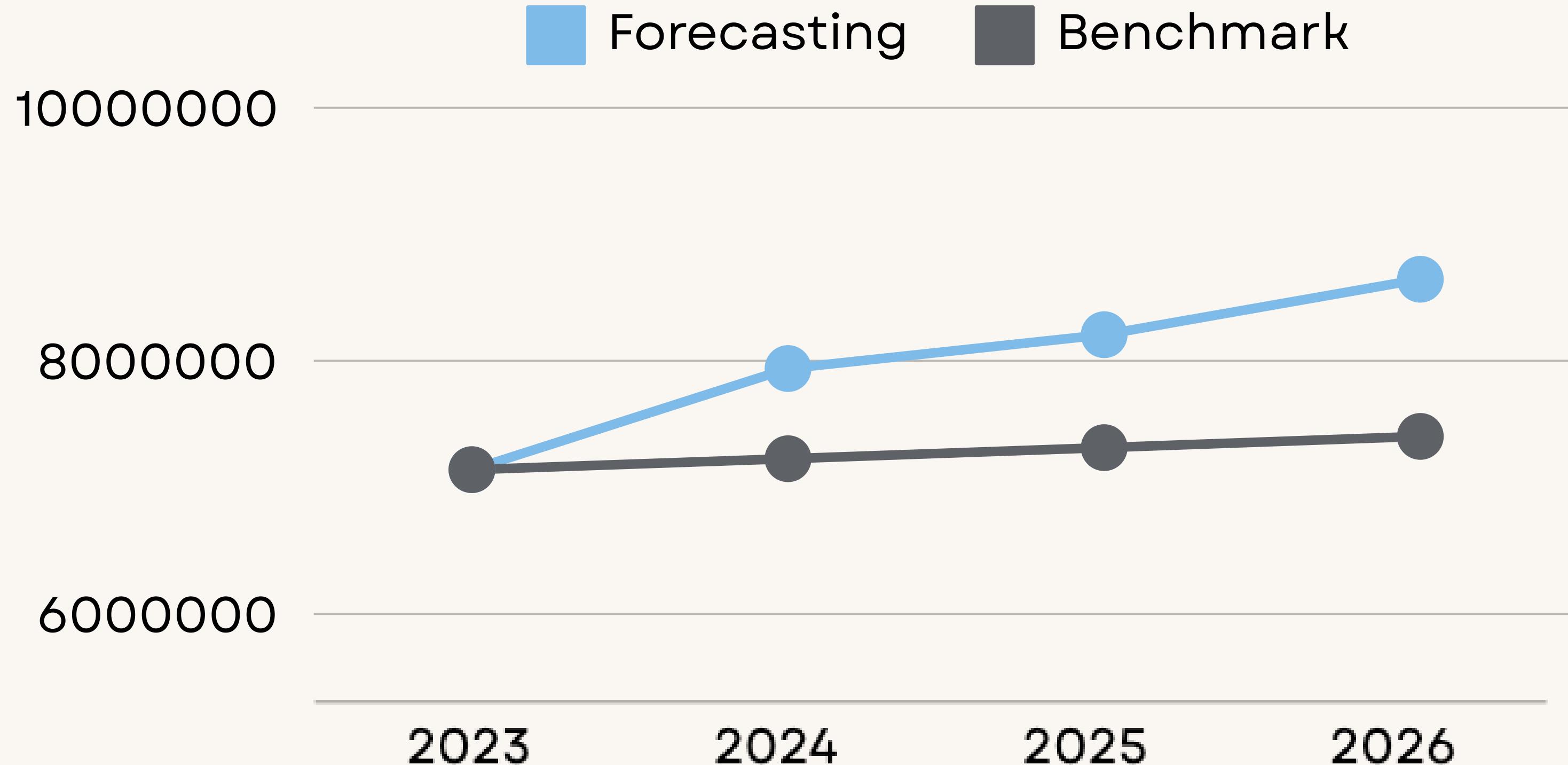
$$\text{Revenue}_n = \text{Revenue}_{n-1} \times (1 + AGR)$$

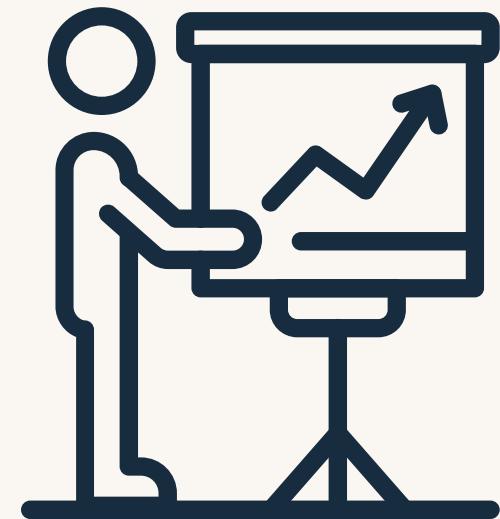
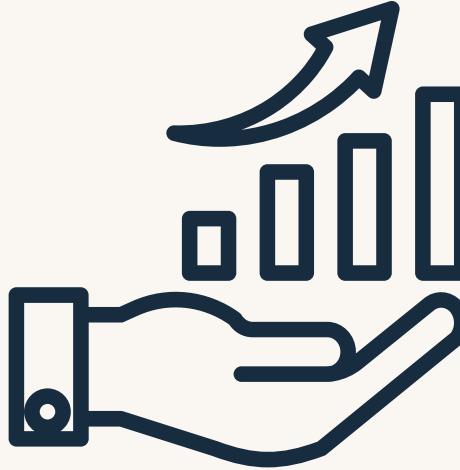
	2023	2024	2025	2026
Revenue	7 140 027	7 226 576	7 314 184	7 402 863
Gross profit	3 794 206	3 840 278,5	3 886 910,45	3 934 108,65
Net income	1 630 988	1 650 792,85	1 670 838,2	1 691 126,95

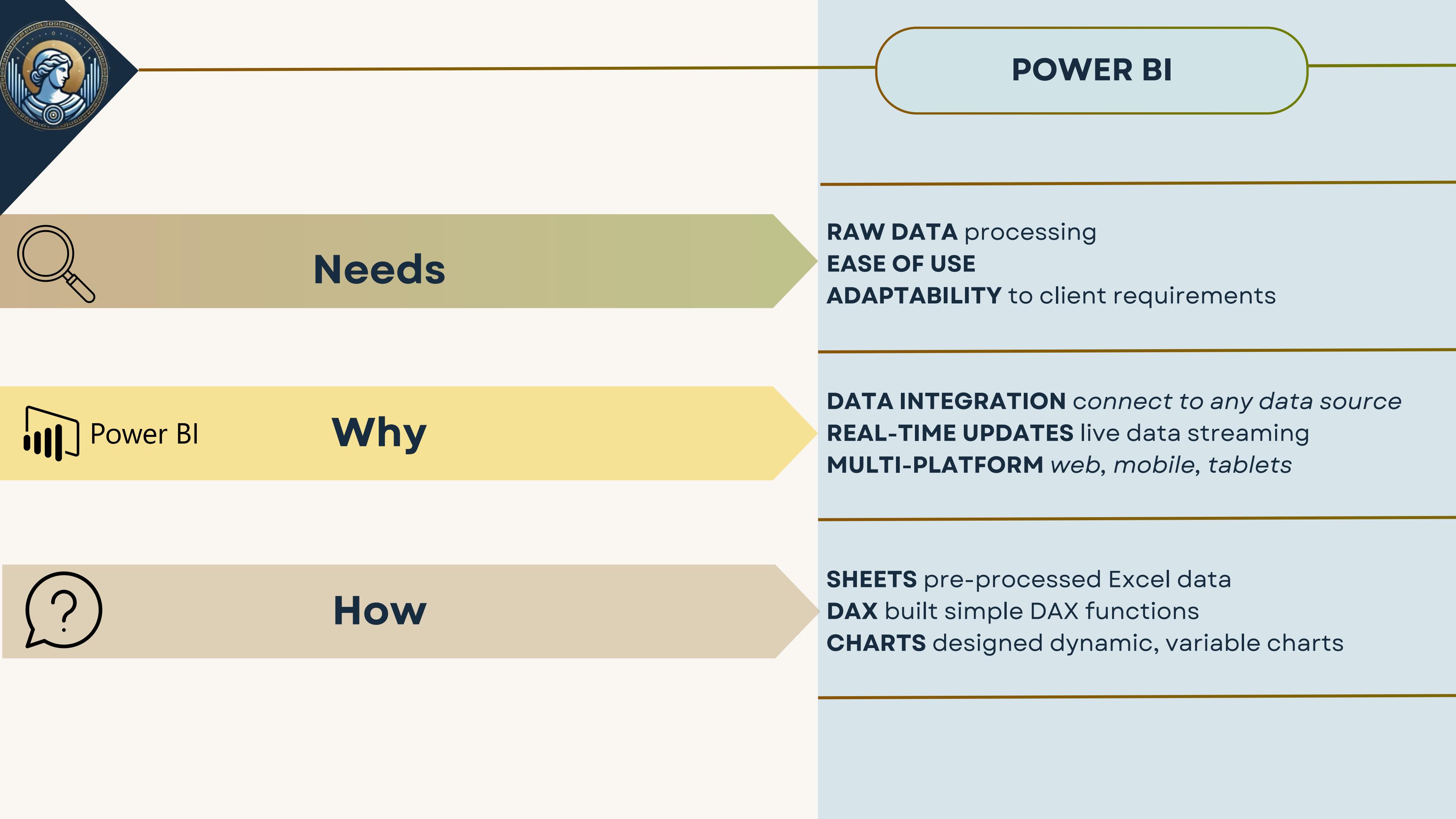


BENCHMARK ANALYSIS

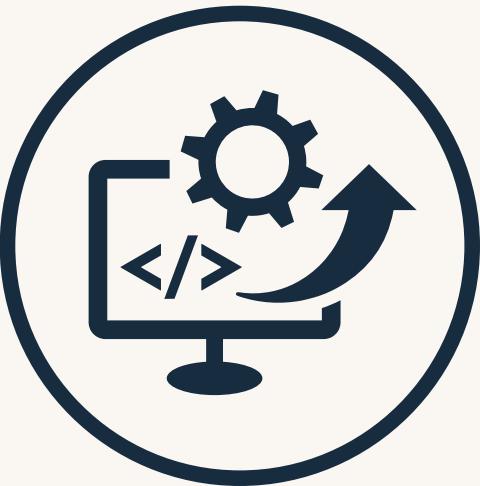
Why such a difference ?







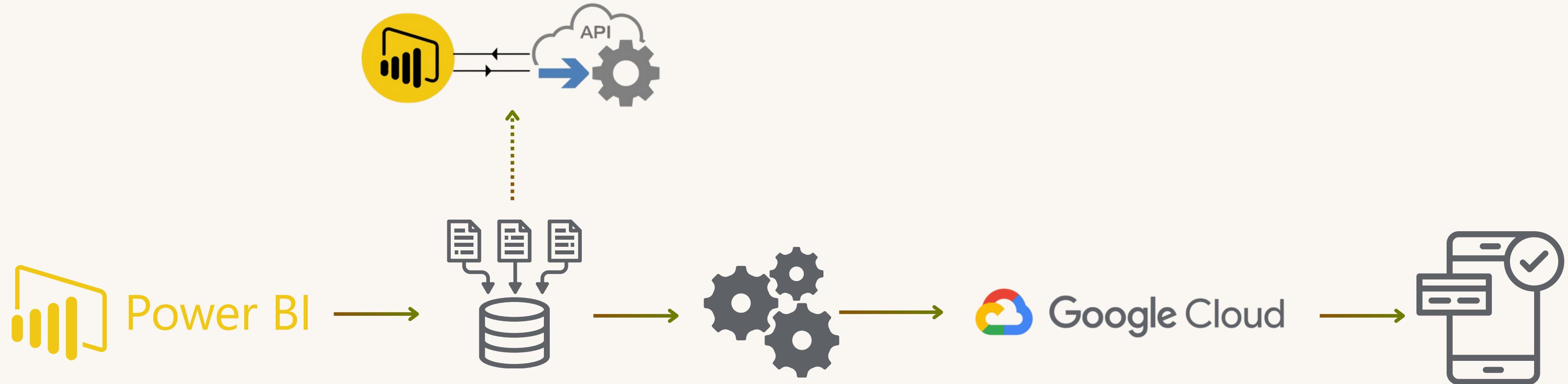
SOFTWARE ARCHITECTURE





SOFTWARE ARCHITECTURE

Microservices-based approach





SOFTWARE ARCHITECTURE



Power BI Dashboard

ROLE: Generates real-time insights and visualizations.

PURPOSE: Acts as the central data source for the mobile app.



Data Processing Service (Power BI REST API)

ROLE: Processes and streams data from Power BI.
PURPOSE: Ensures the mobile app receives updated insights efficiently.



Middleware

ROLE: Acts as a bridge between Power BI and the cloud backend.

PURPOSE: Manages data flow, ensuring smooth integration and fault tolerance.



SOFTWARE ARCHITECTURE



Cloud Backend



Mobile Application:

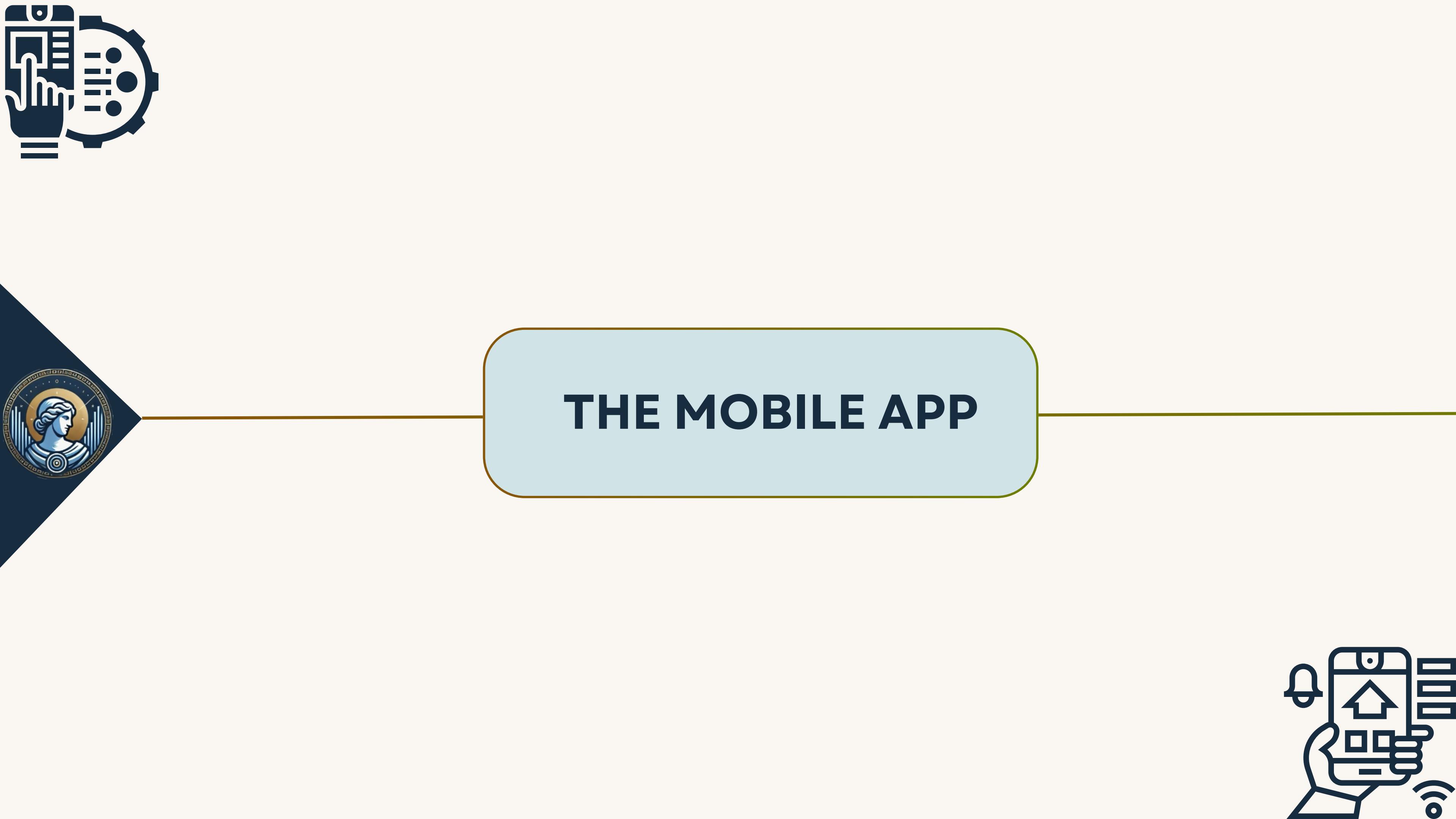
ROLE: Stores and manages processed data.

PURPOSE: Provides a reliable infrastructure for delivering data to the mobile app.

ROLE: Displays real-time insights from Power BI.

PURPOSE: Enables users to monitor KPIs, receive alerts, and make informed decisions on the go.

THE MOBILE APP





THE MOBILE APP

Main features of the application:

RETAIL STORE MONITORING

A manager can **track** sales performance across different stores, view best-performing flavors and **monitor** stock levels in real-time

CUSTOMER BEHAVIOR INSIGHTS

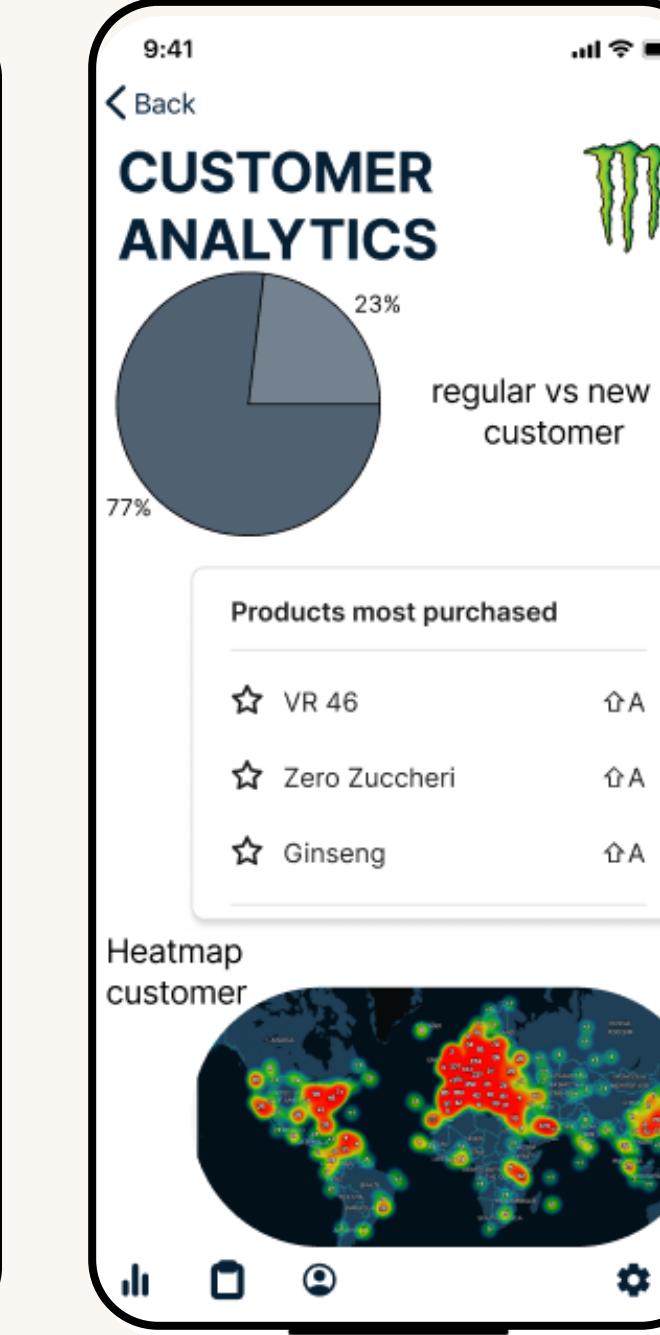
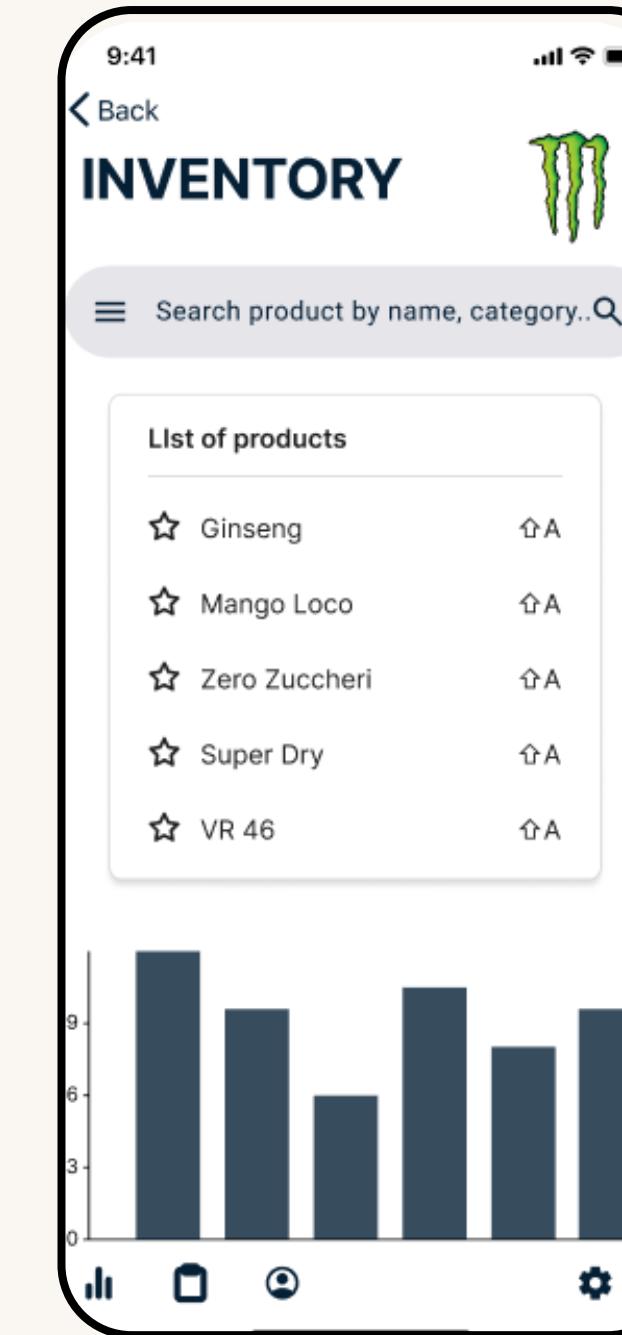
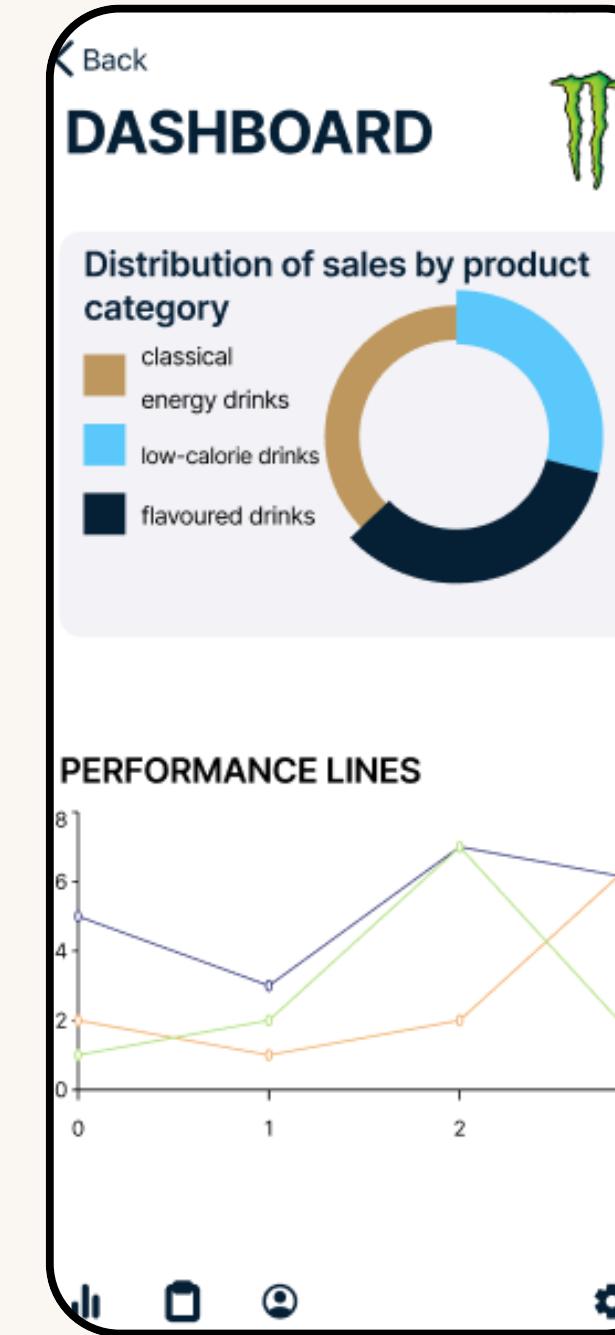
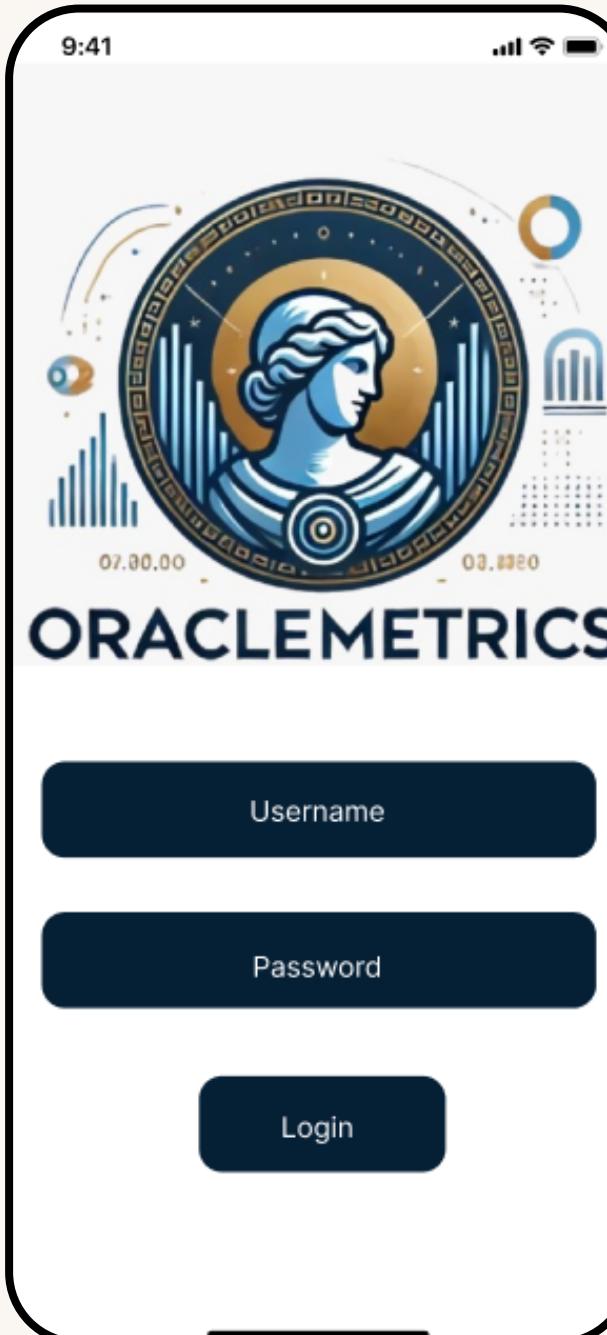
If the app detects a shift in customer preferences (e.g., more purchases of a particular flavor), it can help the manager **adjust** inventory, promotions, or marketing strategies.

STOCK ALERTS

If stock levels are running low, the app could send an **alert** based on the data from the Power BI dashboard, allowing managers to **make quick decisions** on restocking.



THE MOBILE APP



- Intuitive Dashboard
- Displays key performance indicators (KPIs)
- Real-time stock level tracking
- Insight into customer behavior and trends
- Shows best-sellers and seasonal patterns



**THANK YOU FOR YOUR
ATTENTION!**