

Capstone Details

Danone
France

INDUSTRY BACKGROUND

Danone S.A. is a multinational food products corporation based in Paris and founded in Barcelona, Spain.

As of 2018, Danone sold products in 120 markets, and had sales in 2018 of €24.65 billion. In the first half of 2018, 29% of sales came from specialized nutrition, 19% came from waters, and 52% came from dairy and plant-based products.

KEY STAKEHOLDER / REVIEWER

The Global Head of Data Strategy, Danone Specialised Nutrition, is responsible for driving informed decision making in local markets globally. His team drives the implementation of data strategy and execution of keystone projects in close partnership with local/country leaders.

PROBLEM STATEMENT

The Global Head of Strategy, Danone SN is partnering with the **France** Strategy and Insights team to execute a project that will help them identify the impact of marketing and provide them recommendations to take informed marketing decisions in the future.

OUTCOME

A statistically sound solution that identifies relationship between Marketing and Revenue

- Return of investments from historic marketing activities
- Recommendations for future marketing performance