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THE UNIVERSITY OF WARWICK

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Have you used Artificial Intelligence (AI) in any part of this assignment?	Yes
If you have ticked "Yes" above, please briefly outline below which AI tool you have used, and what you have used it for. Please note, you must also reference the use of generative AI correctly within your assessment, in line with the guidance provided in your student handbook. I have used ChatGPT and used in research and for getting a proper structure of the project.	

Master's Programme: Individual Assignment Cover Sheet

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- I declare that this work is being submitted on behalf of my group and is all our own, except where I have stated otherwise.
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- Where a generative Artificial Intelligence such as ChatGPT has been used I confirm I have abided by both the University guidance and specific requirements as set out in the Student Handbook and the Assessment brief. I have clearly acknowledged the use of any generative Artificial Intelligence in my submission, my reasoning for using it and which generative AI (or AIs) I have used. Except where indicated the work is otherwise entirely my own.
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Introduction

Myprotein, founded in 2004, has emerged as a prominent global brand in the sports nutrition brand under THG plc. It holds the distinction of being the largest online sports nutrition brand globally. The company has expanded its focus beyond athletic performance to encompass broader health and wellness categories, thereby increasing its potential market reach and accommodating a wider range of consumption occasions. With vertically integrated manufacturing, Myprotein ensures product innovation and quality. Additionally, strategic partnerships and data-driven approaches have strengthened its market position, establishing it is a pivotal entity within the sports nutrition industry.

This report assesses Myprotein's analytical maturity utilising the DELTA framework, which evaluates data-driven capabilities across five essential dimensions: Data, Enterprise, Leadership, Targets, and Analysts. (Appendix A1)

To enhance its analytical capabilities, this report proposes the implementation of a Personalised Diet and Fitness Plan Project. This initiative aims to utilise machine learning and consumer data to provide tailored nutrition and exercise regimens, thereby enhancing customer engagement and retention. The report will conduct making sense of the problem to evaluate the project's feasibility and outline a comprehensive risk analysis and management, ensuring a methodical and data-driven approach to implementation.

DELTA framework

The DELTA framework by Davenport and Harris (2010) assesses analytical maturity across five dimensions: data quality, enterprise orientation, analytical leadership, strategic targets and analysts (Appendix A2). Every organisation has different starting points, different levels of capability and different rates of progress with analytics (Davenport, Harris and Morison, 2010).

Data

Myprotein collects and analyses product data encompassing nutritional content, ingredients, and manufacturing processes to ensure compliance and quality (PROTEIN GUIDE THE, n.d.). The company utilises customer data for personalised experience and optimising e-commerce platform, thus refining marketing strategies by performance metrics analysis (Myprotein, 2024, www.panoramata.co, n.d.). Myprotein rely on domain specific data rather than being a single depositary for all data.

Myprotein's success in expanding into the Japanese market illustrates its effective utilization of data-driven strategies, enhancing collecting first-party data to optimise their product offering

and strengthening the brand awareness (www.thgingenuity.com, n.d.). Through advanced analytics, Myprotein improves operational efficiency and customer experiences, utilising direct-to-customer insights for optimisation (www.thgingenuity.com, n.d.).

The company implements privacy policies and security measures to protect the customer information, ensuring compliance. This dedication highlight's reliability in manging the customer data (Myprotein, 2022). The company's rapid growth and international expansion indicate the presence of scalable and flexible data system capable of increasing the data volumes and complexity effectively (Carpetta, 2024).

Myprotein employs data-driven strategies and advanced analytics to optimise products, personalise customer experience and facilitate global expansion while ensuring compliance and data security reflecting **stage 3** analytical maturity in data.

Enterprise

AI-powered product badging and recommendations enhance Myprotein's e-commerce experience by displaying badges based on user interactions, such as purchases, views, or basket additions (Coveo, 2024). This automation leverages algorithms to maximise social proof and increase conversion rates. Strategically placed badges, such as "most popular" or "new-in," on Product Listing Pages (PLPs) and Product Detail Pages (PDPs) have driven an increase in Average Order Value (AOV) and overall revenue, reflecting the company's commitment to advancing analytical maturity through data-driven insights (Coveo, 2024).

By analysing traffic and engagement, Myprotein monitors user behaviour, optimizes website experiences, and improves conversion strategies (Similarweb.com, 2025). Its analysis of web traffic by country highlights localisation efforts, enabling tailored marketing campaigns, pricing strategies, and product offerings that address regional market needs (Similarweb.com, 2025). Furthermore, demographic analysis of web traffic allows Myprotein to segment its audience by age, enabling personalized strategies that boost sales and enhance customer loyalty (Similarweb.com, 2025).

Myprotein's strategic emphasis on AI-driven product labelling, user behaviour analysis, and localized marketing approaches demonstrates **Stage 3** enterprise analytical maturity, where advanced data-driven insights are leveraged to optimize conversions, enhance customer experiences, and drive sustained growth.

Leadership

In the interview "Turning £500 into £350 Million - Oliver Cookson, Founder of MyProtein", Oliver Cookson articulates the foundational strategies he implemented to expand Myprotein.

He emphasises the importance of understanding customer requirements and utilising cost-effective marketing tools like Google AdWords and online forums to generate initial traffic. Cookson also highlights the significance of analysing customer behaviour to guide product offerings and marketing tactics (Deep Dive with Ali Abdaal, 2021).

Matthew Cowey, Chief Revenue Officer, underscores the role of artificial intelligence in strengthening leadership by enabling data-driven decision-making, fostering agility, and promoting customer-focused strategies (Coveo, 2024). Coveo's Merchandising Hub equips leaders with insightful analytics, ensuring adaptability, innovation, and a competitive edge in a rapidly evolving market. This empowers Myprotein not only to meet customer expectations but also to achieve long-term business success (Coveo, 2024).

Myprotein's Managing Director, Palla Tamaskar, and Perfect Day's co-founder, Ryan Pandya, exemplify innovative leadership in performance nutrition by integrating animal-free whey protein through advanced production techniques. This collaboration reflects strategic vision, market insights, data-driven decision-making, and a dedication to sustainability, establishing new benchmarks in the industry (Perfect Day, 2022).

Myprotein demonstrates **stage 4** leadership by employing data-driven decision making, prioritizing customer-centric approaches and fostering innovation focused on sustainability. This helps company to establish industry standards, respond effectively to market dynamics and achieve long-term success.

Target

Myprotein's collaboration with Williams Racing advances analytical maturity by leveraging data to optimize nutrition solutions, enhance team performance, and gather consumer insights (The Hut Group, 2023). By analysing campaign outcomes, product feedback and refining product innovation, Myprotein aims to drive innovation, improve engagement and solidify its position as a leader in sports nutrition. Myprotein is dedicated in achieving Net Zero by 2040, emphasizing 100% recyclable or reusable packaging by 2025 through expert collaborations (Myprotein, 2025). Furthermore, the company enhances customer engagement through the implementation of Live Person's Conversational Cloud, which has enabled real-time, personalized communication since 2013, hence improving customer satisfaction and operational efficiency (Apps, 2025). Myprotein leverages analytics for market expansion, AI-driven e-commerce optimisation, and localized product development, tailoring offerings to global preferences, enhancing sales, and solidifying its leadership in sports nutrition (Thgingenuity.com, 2024; Coveo, 2024; Smarter-eCommerce, 2025). Myprotein utilised Performance Max (PMax) campaigns to enhance its e-commerce marketing by utilising AI-driven insights for automated advertisements optimisation and channel integration (Smarter-

eCommerce, 2025). Pmax analyzed customer data to effectively allocate budgets and target audiences across Google platforms. This methodology resulted in increased conversions, improved return on investment, and streamlined marketing efforts, ultimately leading to significant sales growth and the data-driven marketing strategies (Smarter-eCommerce, 2025).

Myprotein exemplifies **stage 3** in analytical maturity by concentrating on a select group of significant, data-driven objectives, unitising analytics to enhanced performance and effectively foster innovation.

Analyst

Monica Green, Content Manager at Myprotein, employs analytical methods to analyze survey data, uncovering significant trends such as 76% of women feeling uncomfortable exercising in public. She segments audiences based on demographics and behaviours to create personalised content. Additionally, she monitors campaign performance to ensure initiatives resonate with audiences and drive engagement (Green, 2022).

Neil Mistry, Chief Executive of THG Nutrition, applies advanced analytics to drive Myprotein's rebranding strategy. By leveraging market trend analysis and consumer behaviour insights, he identifies sales challenges and refines strategic initiatives. His data-driven approach has fostered partnerships with WHSmith and Holland & Barrett, enhancing Myprotein's market positioning and growth (Ritika Bhoora, 2024).

Oliver Cookson, Founder of Myprotein, utilized analytics to drive early growth by meticulously monitoring customer acquisition costs, conversion rates, and advertisement performance. His strategic use of data allowed Myprotein to optimise marketing spend and scale effectively, refining its strategy based on customer insights and market trends (Deep Dive with Ali Abdaal, 2021).

Ben Smith, Senior Data Analyst at Myprotein, contributes to data-driven decision-making by optimising business strategies through analytics. His role ensures that Myprotein integrates data insights into operations and marketing, aligning with long-term growth objectives (Smith, 2023).

Myprotein is at **stage 3** of analytical maturity, leveraging data to forecast trends, refine strategies and strengthen market positioning. Their use of consumer insights and market analysis enhances engagement, drives growth and supports strategic decision making.

The overall score of the company Myprotein is 3.2 which reflects **stage 3** in analytical maturity which is an **analytical aspiration.**

DELTA framework priority

DELTA framework components	Priority (1-5)
Data	1
Enterprise	4
Leadership	5
Target	3
Analyst	2

Table 1: Data framework priority

New Analytical Project

Personalised Diet and Fitness Plan Project

The personalised Diet and Fitness plan project aims to utilise machine learning and customer data to create customised nutrition and exercise regimens for individuals. The project aims to aggregate real-time health data from wearable devices, medical histories and user-specified preferences. Machine learning would analyze patterns in metabolism, physical activity levels, and dietary habits to create highly personalised fitness and nutrition plans. Unlike existing generic fitness applications, this initiative would incorporate predictive analytics to dynamically adjust recommendations based on individual progress and external factors like sleep quality and stress levels.

The Personalised Diet and Fitness Plan Project is closely aligned with the DELTA framework, emphasizing Data (Priority 1) and Analyst (Priority 2), as the effectiveness of machine learning models is contingent upon the availability of high-quality data and analytical proficiency to produce tailored recommendations. The project also contributes to target by ensuring goal-oriented outcomes.

Impact on DELTA framework

DELTA components	
Data	1. Strengthens the integration of data by merging structured datasets (medicals records) with unstructured information (user generated inputs) 2. Facilitates predictive analytics by utilizing both historical and real time data to provide recommendations tailored to individual needs
Enterprise	1. Incorporating analytical insights into business operations 2. Fosters collaboration across various departments
Leadership	1. Enhancing leadership engagement in fostering innovation through the promotion of AI-driven solutions that prioritize customer needs.
Target	1. Aligns analytic targets with business goals by focusing on customer retention and loyalty
Analyst	1. Recruitment or upskilling initiatives are implemented to enhance the capabilities of analyst in artificial intelligence and machine learning

Table 2: Impact of DELTA framework

Analytics Insights: Theme One & Two

Making sense of the problem

The personalised diet and fitness plan address the limitation of generic programs by integrating machine learning with real time data. Current solution lacks personalisation, and data integration leading to ineffective recommendations. Key issues include fragmented health data and rigid fitness plans. Using CATWOE analysis and rich picture, these challenged are visualised.

Perspective into nature of the problem

The personalised Diet and Fitness plan for Myprotein fits under “Problems” in Pidd (2009) framework (Appendix A3) because the formulation is agreed upon and the solution is arguable. The project has a defined goal – using artificial intelligence to customise fitness and nutrition plans based on individual user data. However, there are various solutions including diverse

machine learning algorithms and methods for data integration. Although there are challenges such as data privacy concerns, AI bias, issues related to user adoption, these obstacles can be addressed through systematic approach rather than being entirely ambiguous or chaotic.

Pidd's Idiot Questions

1. What is going on and what do people want?

- Consumers are seeking data-driven, personalised fitness and diet plan which align with their individual health goal. They expect convenience, scientific accuracy and continuous adaptation.

2. Why have we become involved in this project and why does the client wish for help?

- Myprotein wants to enhance customer experience, improve engagement and drive sales by offering personalised diet and fitness plan. As analysis, we are involved because you have got the skills to solve the problem.

3. When did all this start to happen and what is the history of it all?

- The rise of wearable tech, fitness tracking app and AI-driven health solution has increased over the past decade. Other companies like MyFitnessPal and Fitbit have shown the effectiveness of personalised health recommendations so Myprotein aims to capitalise this trend. Environment around is changing so these analytics are important now.

4. How did this start to emerge?

- The combination of technological advancements, changing customer expectations and competitive pressure has led Myprotein to start such an analytical project.

5. Where is all of this happening, and does it have to happen here?

- Myprotein will target the key markets where it has a strong presence like UK, EU and US. However, the model can be scaled globally based on demand.

6. Who are the people involved and what do we know about them?

- Customers, senior management, Nutrition and fitness experts, Marketing teams, Regulatory and compliance team, IT team, Data analyst team, future customers

CATWOE Analysis

CATWOE Analysis: The Customer Perspective

Customer	Individuals who use the personalised diet and fitness plans to improve their health through AI-driven recommendations (end users)
Actors	Data analytics team, IT team, fitness and nutritionist expert
Transformation	Transforming customer health data into personalised diet and fitness plan
Worldview	Customers want effective, science-backed, and easy-to-follow health solutions that fit their unique needs
Owner	Senior Management
Environment	Data privacy, user friendly interface, accuracy of recommendation

Table 3: CATWEO analysis: The customer perspective

CATWOE Analysis: The Senior Management Perspective

Customers	Individuals who use the plan to improve their health through AI-driven recommendations (end users), investors
Actors	Data analytics team, IT team, fitness and nutritionist expert
Transformation	Converts business investments, data and AI research into personalised health and fitness platform
Worldview	Personalised health solutions are a competitive edge in the fitness and nutrition industry
Owner	Senior Management
Environment	Data privacy, cost effective solution/budget limitation

Table 4: CATWEO analysis: Senior Management perspective

CATWOE Analysis: The Data Analyst Team Perspective

Customers	Individuals who use the plans to improve their health through AI-driven recommendations (end users), AI engineer
Actors	Data analytics team, IT team, fitness and nutritionist expert
Transformation	Converts raw health from users into meaningful insights for recommendation and system improvements
Worldview	Real-time data analytics and predictive modelling are crucial to make AI-based health recommendation reliable and ethical
Owner	Senior Management

Environment	Data privacy, data availability, inconsistence with the information provided by users

Table 5: CATWEO analysis: The Data analyst perspective

Rich picture

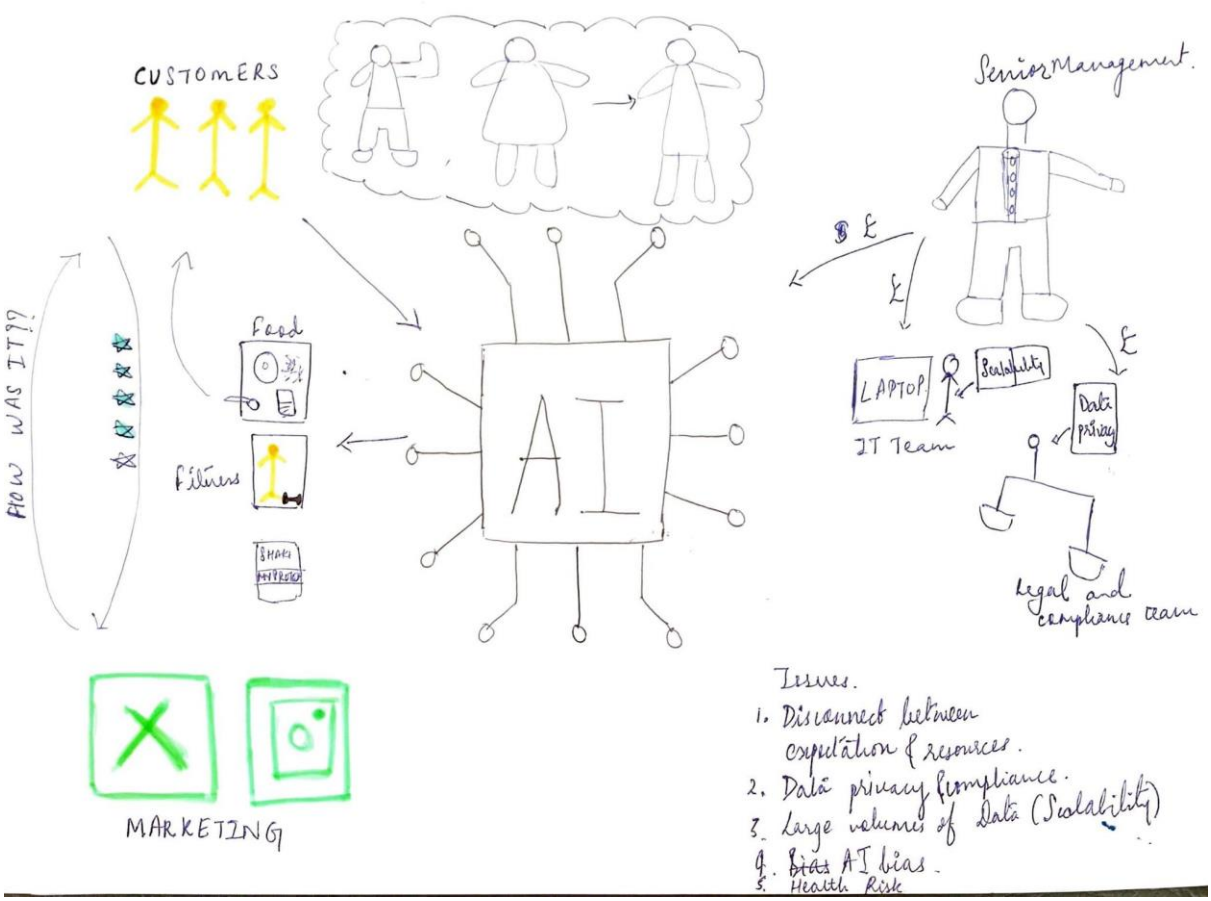

Image 1: Rich Picture of the project

Key findings and Recommendation

The implementation of a Personalised Diet and Fitness Plan encounters challenges related to data integration, AI bias, and user engagement, as outlined by Pidd's framework and CATWOE analysis. Stakeholders must prioritise data privacy, scientific integrity, and business sustainability. A systematic AI-driven methodology can address these issues, enhancing the scalability and efficacy of personalised health solutions.

Risk analysis and management

Significant risks encompass data privacy violations, AI bias, and inadequate user engagement, necessitating a structured approach to risk management. Enhancing CATWOE with risk analysis allows for the evaluation of uncertainties, impacts, and mitigation strategies. Proposed solutions include developing unbiased AI models, implementing stringent data protection policies, and employing flexible user engagement techniques. The integration of risk management fosters sustainable, scalable, and scientifically validated health solutions while translating CATWOE insights into actionable strategies.

Risk identification

Pre-development risk – Regulatory compliance issues, data integration, market demand uncertainty (cluelessness), and resource allocation delays

Development risk – accuracy issue, technical infrastructure issue, team coordination challenges (developers, data scientist) and algorithm errors

Post-development risk – legal and ethical issues, delayed feedback from users, system failure, and customer adoption uncertainty

Risk analysis

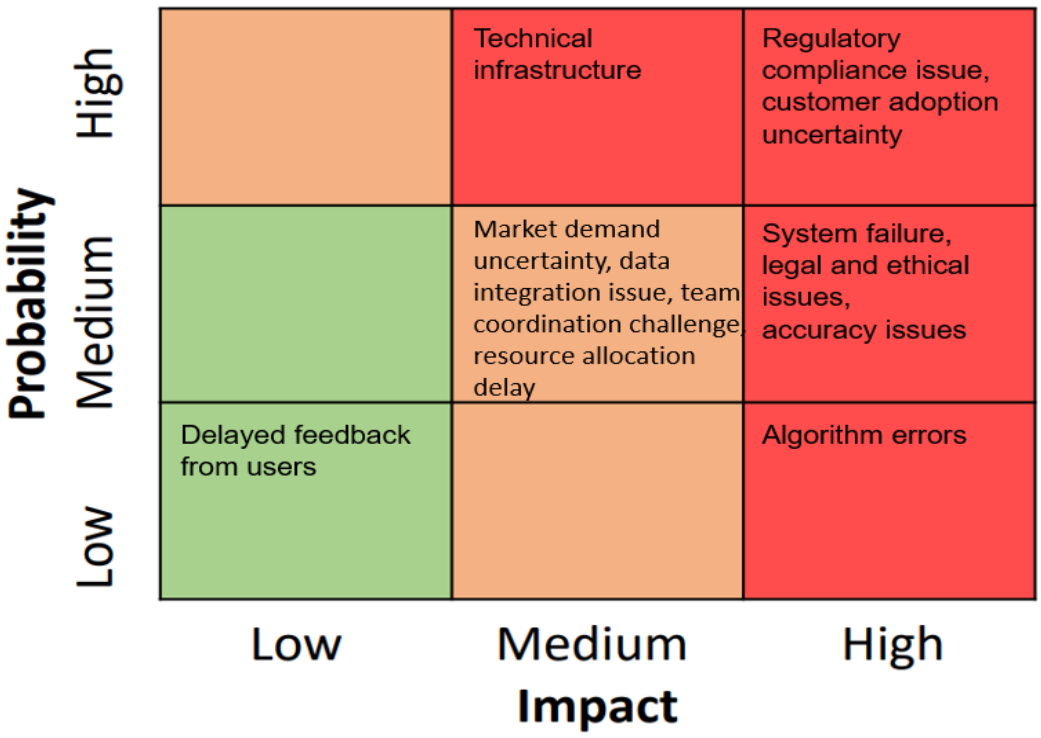

Image 2: Probability Impact chart

Risk management

Risk register

Risk	Urgency	Reason	Person responsible	Action
Regulatory Compliance issue	R	Non-compliance with GDPR, HIPAA, or other regulations	Legal and compliance team	Obtain legal approvals before deployment, regular compliance audits, and ensure data privacy policies are met.
Data integration	A	Challenges in integrating structured and non-structed data together	API integration team	Conduct rigorous testing, use standardised APIs
Market demand uncertainty	A	Unclear if users will find this useful or not	Market research team	Conduct surveys and pilot testing before full scale deployment
Resource allocation delays	A	Delays in hiring, budget approvals or access to technology	Project Manager	Manage a detailed project timeline
Accuracy issue	R	Inaccurate diet and fitness recommendation due to poor data quality, algorithm biasness	Data Science Lead and AI engineers	Continue test and validate the models and refinements with feedbacks
Technical infrastructure	R	System downtime, slow performance	IT team	Regular system updates, implement robust monitoring
Team coordination challenges	A	Lack of communication	Project Manager and Team Leads	Regular meetings and cross functional teamwork
Algorithm errors	R	Faculty model	AI engineers	Conduct testing, peer reviews
Legal and ethical issues	R	Violations of data privacy and misleading health claims	Legal and Compliance team	Strict adherence to GDPR and other regulations

Delayed Feedback from users	G	Users may not provide timely feedback	Customer Support team and marketing team	Implement automated feedback collection
System failure	R	Unexpected crashes, downtime or data loss	IT team	Use real-time monitoring tools and conduct regular maintenance
Customer adoption uncertainty	R	Competition or lack of engagement	Marketing team	Run targeted marketing campaigns, improve onboarding experience

Table 6: Risk Register

Key findings and Recommendation

For the guarantee the effectiveness of a Personalised Diet and Fitness Plan, it is vital to implement comprehensive risk identification, analysis, and management strategies. Proactive measures such as thorough testing, compliance audits, and user engagement can address issues related to data quality, AI bias, and scalability, thereby enhancing reliability and fostering adoption.

Conclusion

The personalised diet and fitness plan leverages Myprotein's capabilities to enhance customer engagement through AI-driven personalisation. From the DELTA framework, the company demonstrates strong data utilisation but must improve integration and scalability. Making sense of the problem gives the visual representation of the project, while risk management highlights key challenges such as AI bias and data privacy. To ensure success, Myprotein should conduct a small-scale pilot deployment, gather user feedback, and refine the model before full-scale implementation. Integrating insights from this project into future AI-driven initiatives will enhance personalisation, drive innovation, and strengthen Myprotein's leadership in the health and fitness industry.

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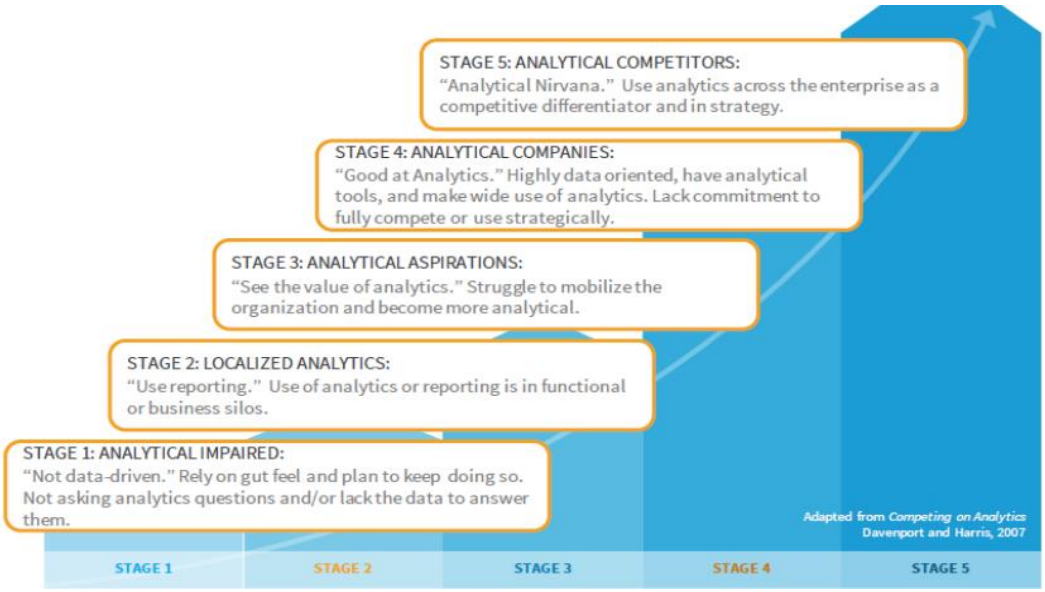
Appendix

D	DATA	BREADTH, INTEGRATION, QUALITY
E	ENTERPRISE	APPROACH TO MANAGING ANALYTICS
L	LEADERSHIP	PASSION AND COMMITMENT
T	TARGETS	FIRST DEEP THEN BROAD
A	ANALYSTS	PROFESSIONALS AND AMATEURS

A1: DELTA framework (Davenport and Harris, 2010)



A2: DELTA stages (Davenport and Harris, 2007).

	Puzzles	Problems	Messes
Formulation	Agreed	Agreed	Arguable
Solution	Agreed	Arguable	Arguable

A3: Perspective on the nature of the problems