Unilever Data Science POC Use Case

Problem Definition: One of our brands is going through some major changes in business execution plans and will like to know.

i. What are the major drivers for sales(EQ)?
ii. Knowing the drivers, how accurately we can predict future sales for next 6 periods?

Problem Solving:

i. One Bayesian method
ii. One general ML/ forecasting approach

Evaluation:

i. Presentation
ii. Accuracy/MAPE of results – In Model & hold out
iii. Explanation of logic used to get results
iv. Toolsets used
v. Technical judgement – Coding style

Data Dictionary:

KPI	Definition
SHOPPER.MARKETING.CP	consumer promotion
SOS_pct	share of spends percentage
TV_SOV_Pct	Share of voice percentage
CCFOT	customer quantity filled on time
Median.Temp	Temperature
Trip.Conversion	avg trip converted for an item
Total.Units.PerItemTrip	total items per converted trips
Plan.Invest	Trade promotion
Avg.EQ.Price	Price associated to target (EQ)
EQ	Target volume – Dependent variable
Est.ACV.Selling	estimated volume of the market
pct.ACV	% all commodity volume
Avg.of.Items	distribution metric (# o fitems on shelf)
pct.promo.Market.Dollars	% of dollar on promotion in a category
Mag.Impressions_pct	Magazine impression
competitor1-RPI	Competitor regular price
EQ_master Category	total cat volume
EQ_subcategory	total subcategory volume
pct_PromoMarketDollars_subcat	% of dollar on promotion in a subcategory