

DnA IQ Acceleration Kick-Off

On Boarding Session for DnA IQ Development
May 2024



NAOJ Digital Services
Data & Analytics

ROME
wasn't
built in
a day



...Neither
was DnA
IQ

Classified - Confidential





DnA IQ Development Kick Off

Purpose: Overview of how we will develop DnA IQ to fuel the Future state of NAOU Analytic Products

Output: Understanding of NAOU analytics Strategy, deliverables and Ways of Working with DNA IQ

- Agenda
 - Future of analytics products (the business deliverables) Jessica V
 - Architecture 2.0 framework: Tarun M
 - Analytic Product Framework: Jessica V
 - DnA IQ Roadmap: Jay W
 - Scrum Routines: Scott H
 - Next Steps: Jessica V

Analytics Strategy to Execution



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Coca-Cola
COMPANY

ONE Analytics Network Team

Business Analytics & Insights



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NORTH AMERICA
OPERATING UNIT

LOVED BRANDS

DONE SUSTAINABLY

FOR A BETTER SHARED FUTURE

ADVANCING THE ANALYTICAL CURVE

TRUSTED NETWORK

DRIVE SCALE + CAPABILITY

Diagnostic + Descriptive Analytics

Predictive + Prescriptive Analytics

We will empower the NAOU with data and insights to shape strategy, inform decisions and identify growth opportunity in the marketplace

We will elevate analytics that will transform decision making and embed them continuously throughout the process, everywhere possible

BAGI NAOU AMBITION

Provide competitive advantage through analytics & insights empower NAOU to achieve Olympian Performance; Faster. Higher. Stronger. Together.

Single source of truth for operational performance insights

Size growth opportunities to realize in the marketplace

Owners of metrics and products to answer key business questions

Situation Assessment + opportunity gap analysis feed How to play, Where to play


Product developers and owners of BI Tools connected to actionable insights

Key Predictor analysis + Development and delivery of advanced analytics

Integrated (Strategy + Operation)

Trust + Transparency

Passion + Energy



DnA IQ (Data Ecosystem) Will Fuel The Future NAOU Analytic Needs

Smarter & Dynamic Scaled Analytic Products

Value Creation based on the OU needs

Enhance & Integrate DnA IQ

Creating Meaning and Use of Data for OU

Solidify Foundation Global SSDP (KO Self-Service Data Platform)

Ingesting Raw Source Data

How To Play

Where to Play

How To Win

Are We Winning

Cardinal Prioritization

MONEYBALL


GAP

PERFORMANCE 7C's

Connect & Enterprise Ass

Data quality source security


Automate Catalog E Data A



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Purpose: Make Analytics Easier Actionable Growth Focused

Ambition: Make Analytics the CA To drive Olympian Performance

NAOU ANALYTICS NORTH STAR OKRs

OBJECTIVES

KEY RESULTS

IMPACT

Transform the way NAOU makes data driven decisions by delivering exceptional product user experience (JF)

Launch NEW diagnostic performance management analytic product gaining 400 users (JF)

Pilot AI & natural language models for easier access to execution data for 200 users to unlock 64M case opportunity (LH)

Define the Path to sunset 11 existing solutions in 2025 (JF)

Create the most efficient & flexible platform for the next generation of analytics products and capabilities (JV)

Deploy models for the 3 most used data sources and Pilot Onboarding / access to 50 OU users (CD)

Reduce the time spent on maintenance Activities by 30% totaling reduction of 2K hours (TC)

Establish DnA IQ enterprise data model, framework/process by Q2 and OLA deployed in '25 (JV/TC/CD)

Appropriately staff the team (JV)

Relentless pursuit of engagement and greatness, inspiring an insights driven culture (LH)

Grow Analytics Product unique user base +10% from 770 to 850 (JF/LH)

Achieve 100% empowered to take action and Learning and growing in role (JV)


Double active member via engage from 4% to 8% , while maintain 27% community health (LH)

10% Increase in ONE Analytics Network Team Satisfaction Score from 4 to 4.5 (LH)

Achieve balanced growth NAOU ABP (Vol +1%, Rev +8%)

Cost Efficiency and Scale leveraging SSDP, Reduction manual hours non- value add data tasks

100% Positive Experience at Work



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7

4



[More Details: Link to DNA IQ Purpose Doc](#)

DnA IQ (Data Ecosystem) Will Fuel The Future NAOU Analytic Needs

Smarter & Dynamic Scaled Analytic Products

Value Creation based on the OU needs

Enhance & Integrate

DnA IQ

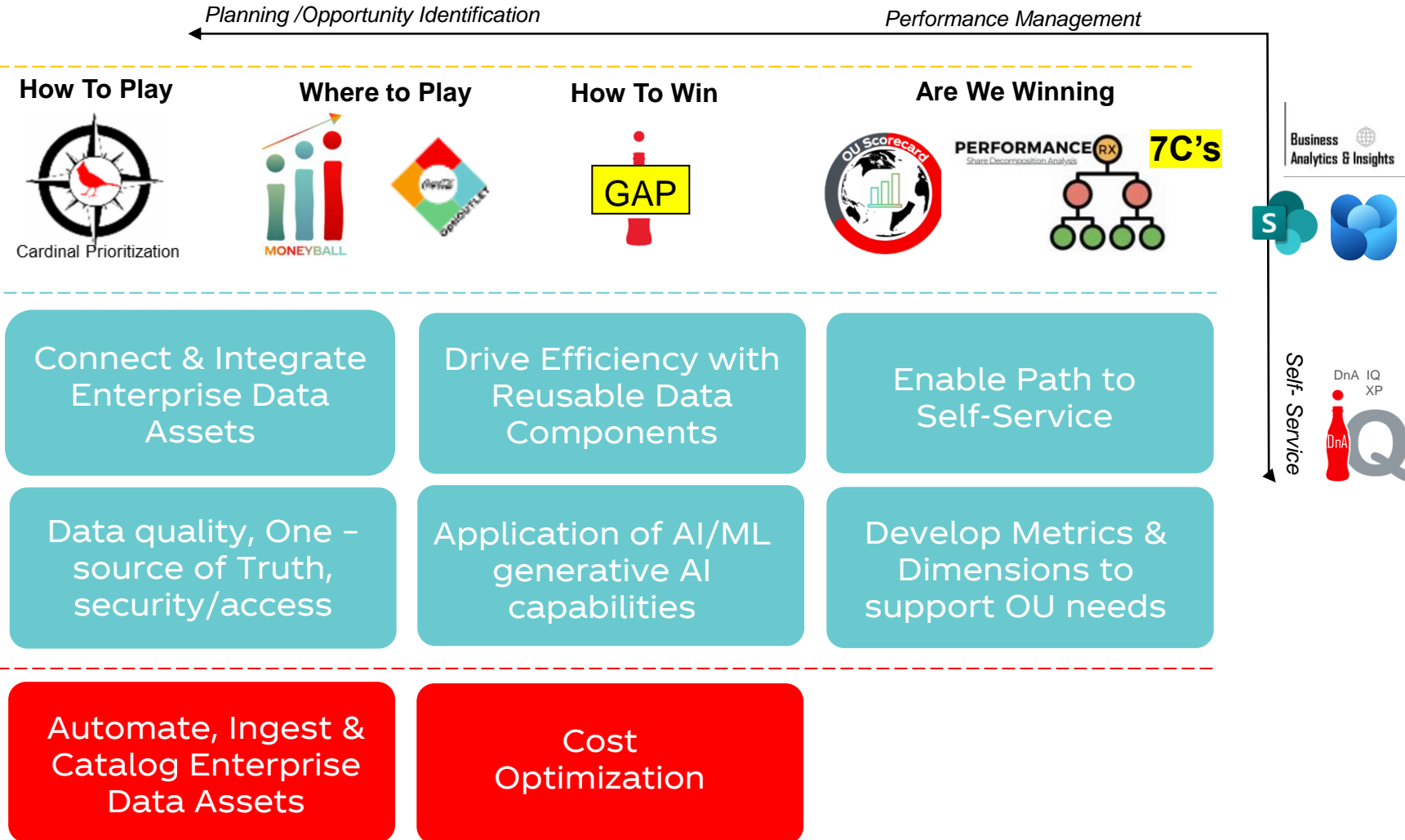
Creating Meaning and Use of Data for OU

Solidify Foundation

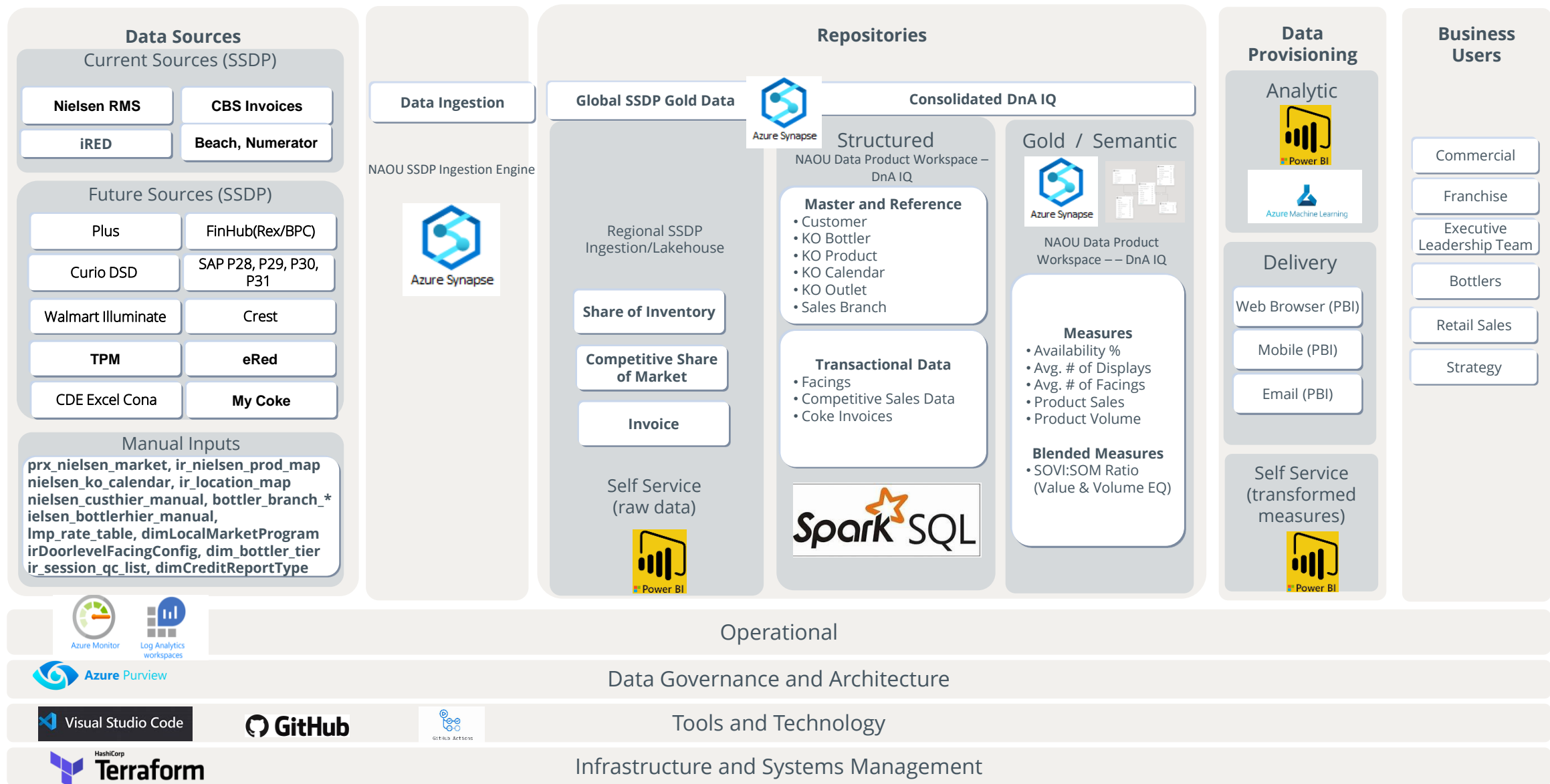
Global SSDP

(KO Self-Service Data Platform)

Ingesting Raw Source Data



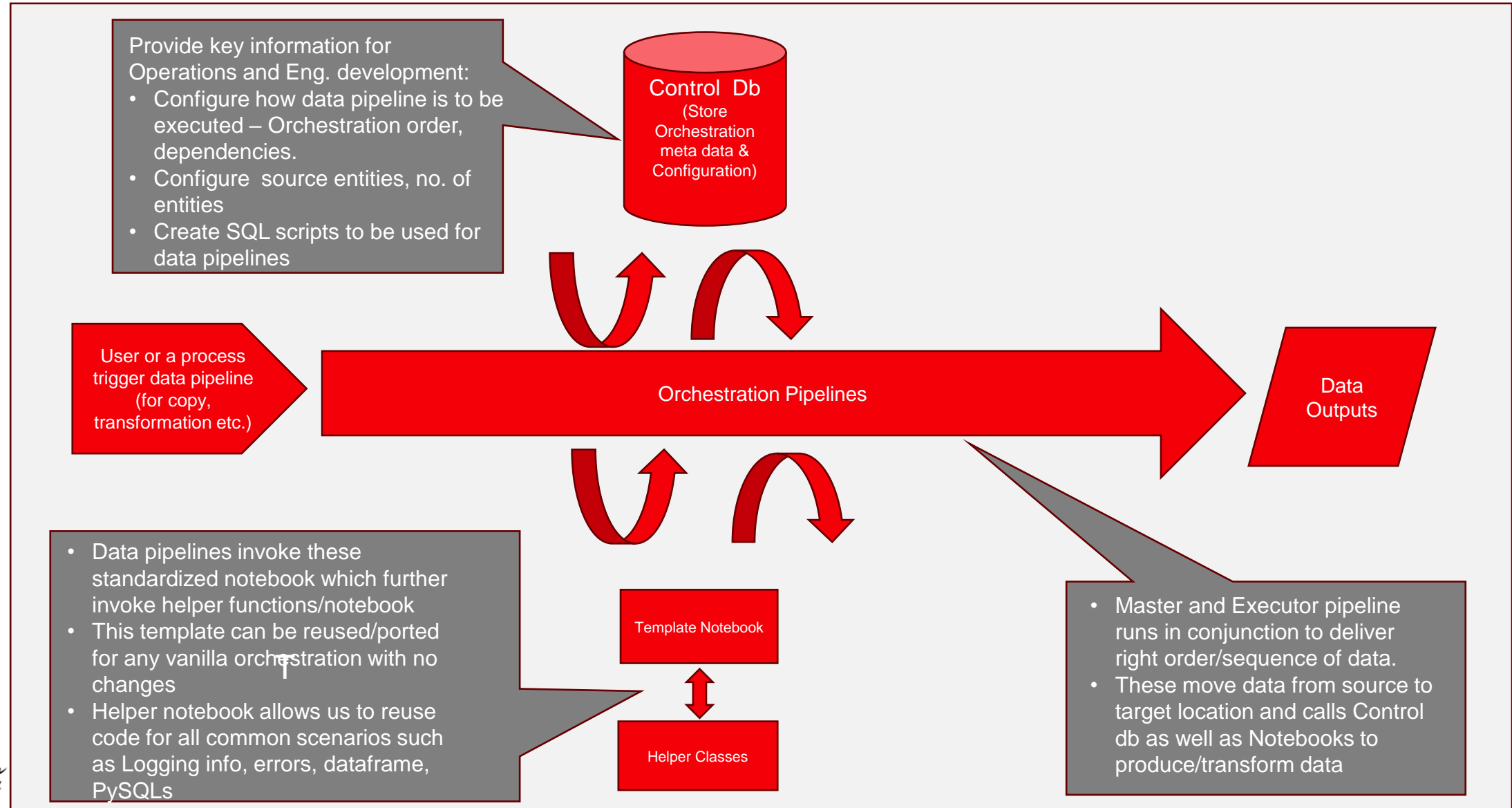
Future State Architecture Leveraging 2.0 Framework



Data Architecture Framework Objectives for Eng. & Analytics Work

- Keep code modular and reusable, reducing overall lines of code
- Improve code maintenance and error handling
- Enhance and standardize operations of the data value chain across all data products
- Increase team velocity (allows project to go faster)
- Ensure architecture is aligned with long term KO technology roadmap and upgrades, while optimizing cloud costs

Data Framework 2.0 High Level Architecture...

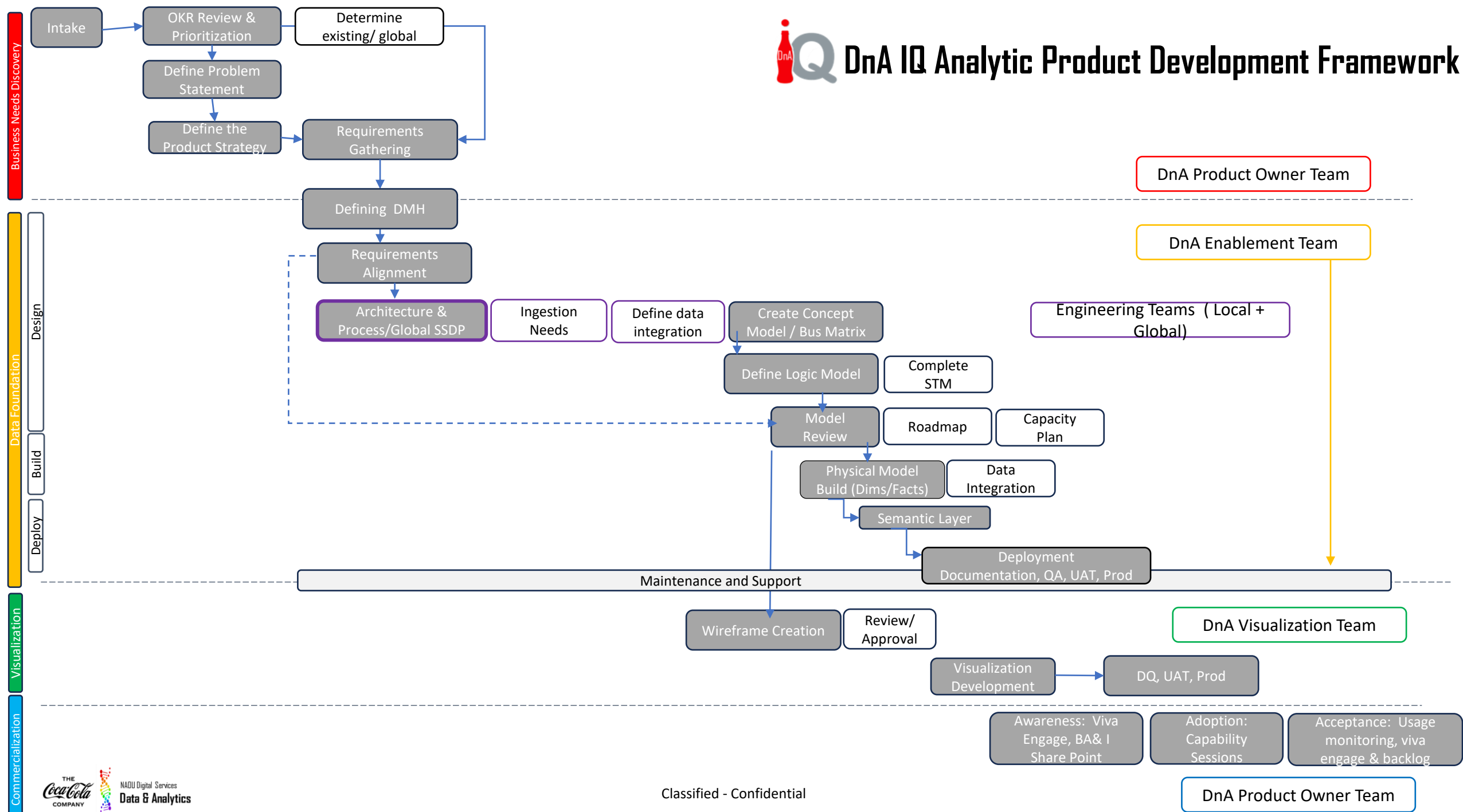


E2E: Strategy, Priorities, Execution to Value Delivery





DnA IQ Analytic Product Development Framework



Work Stream	Purpose	Owner	Dependencies	Notes/ Guidance
Problem Statement	Define and align on the business need	DNA Product Sr. director	OU	Mural /DT Templates
Product Strategy	Set Vision, Personas, OKR	DNA Product Sr. Director	OU	Mural/ DT Templates
Requirements Gathering	Document user functionality, KBQs, actions, metrics	DNA Product Director		Mural / DT templates
DMH	Defines specific Dimension, Metrics, Hierarchies	DNA Product director	Support Enablement modeling	Excel
Requirements Alignment	Alignment on requirements– Identifying arch, ingestion and Data Science Needs	DNA Enablement Modeling Lead	PO, DNA Maintenance, Data Science, Architecture, Eng. Dev Ops	Live session: Meeting Charter/Agenda Needed
Architecture	Framework for data products creation, how data is ingested and is consumed by end users	Architecture Engineering Delivery	Engineering Dev Ops	
Ingestion	Extracting, Transforming, and Loading data from source system to the Synapse Ingestion Workspace	Engineering Dev Ops	Enablement Modeling	
Concept Model/Bus Matrix	Conceptual design for quality, transformation, process for analytics, Bus Matrix fact/Dim tables	DNA Enablement Modeling Lead	Architecture Engineering Delivery, Engineering Dev Ops	
Logical Model	Detailed design of how the data will be implemented/ Blueprint model build	DNA Enablement Modeling Lead /Sr.Manger		
STM	Source to target Mapping, data transformation instructions convert data in source to DNA IQ	DNA Enablement Manager		Excel File
Model Review	Final Alignment review model build, roadmap and capacity assessment	DNA Enablement Modeling Lead	PO, Viz, DNA Maintenance, Data Science, Architecture, Eng. Dev Ops	Live Session: Meeting Charter/Agenda Needed
Model Build	Build Physical Model, Structure, Gold, Dims/Facts and Semantic Layer Development	DNA Enablement Modeling	Staff Augmentation (Structure , Gold)	
Maintenance	Ongoing support activities for overall health quality of DNA IQ (including dependencies)	DNA Enablement Maintenance Lead		OLAs, Processes, Procedures documented
Visualization	Wireframe, Draft visual of functionality/layout of analytic product	DNA Visualization Manager		Define steps and output
Commercialization	Plan for driving awareness, adoption and acceptance	DNA Product Owners		Simplify action plan PO.2.O, usage analysis, insights content, updates/awareness

		Q2			Q3			Q4/Q1 2025				
	Initiative	Sprint 54 (4/22-5/10)	Sprint 55 (5/13-5/31)	Sprint 56 (6/3-6/21)	Sprint 57 (6/24-7/12)	Sprint 58 (7/15-8/2)	Sprint 59 (8/5-8/23)	Sprint 60 (8/26-9/13)	Sprint 61 (9/16-10/04)	Sprint 62 (10/07-10/25)	Sprint 63 (10/28-11/15)	Sprint 64,65,66, & 67 (11/18-2/7)
FRAMEWORK	Implement Data Product Framework	Framework			ACV, TDP, UPC Master Alignment							
INGESTION	Priority 1 Sources	Pre-Work		Dev	QA Testing;		Renaissance Alignment					
	Priority 2 Sources	Pre-Work			Dev	QA Testing;						
	Priority 3 Sources		Pre-Work		Dev	QA Testing;		SAP Alignment				
	Priority 4 & 5 Sources			Pre-Work		Dev	QA Testing;					
ANALYTICS	NAOU Scorecard (iRED, RMS, Invoice)	Physical Model and Update STM		Build Structure	Build Gold							
	Category Profit (Invoice*), Customer (iRED), Competition (RMS)	Physical Model and Update STM		Build Structure	Build Gold							
	Category Profit (Invoice: Curio, Renaissance, CBS), Channel Footprint (Numerator), Consumer Future (BEACH), Coverage/Capability (CONA & MY Coke)				Physical Model and Update STM		Build Structure	Build Gold				
	NAOU Scorecard (Others)				Physical Model and Update STM		Build Structure	Build Gold				
SEMANTIC MODELS	NAOU Scorecard (Semantic & Report)				Build v1			Build v2				
	PRX Scorecard (Semantic & Report)				Build v1			Build v2				
	IRED/RMS/Cust. Invoice (Semantic & Report)				Build v2			Build v3				
TESTING	Initial Load, Incremental Load, SIT, & UAT Support	Manual Pre-Gold/Old Framework				7 Weeks			8 Weeks			
	UAT							UAT			UAT	
MILESTONES		Competition V1 IRed Explorer Customer Execution V1				Classified - Confidential			NAOU Scorecard V1, Customer Invoice V2, Customer Execution (iRed) V2, Competition (RMS) V2		NAOU Feb 1 Go-Live: Scorecard V2, Customer, Competition, Category Profit, Channel Footprint, Consumer Future, Self –Service V1	

Development Team Structure



Project Sponsor	Jessica Vite
Project Oversight	Jessica/Tarun
	NAOU/PRX/DnA IQ Exp
Architecture	Nitin Sharma/Tarun Mehra
Architectural Implementation	Promod Manickam/Nitin Sharma
Data Model Design	Terry Coggin
Project Management	Anne Trapp
Technical Data Analysis/Data Modeling	Siva Balaji Tadiparthi, Amber Wan, Tanesha Neal
Data Product Eng.	N/A
Ingestion/Data Engineering	Promod, Miren Patel, Erik Hemingway, Ava Lowe, Kevin Zhou
PBI Semantic Layer /DAX	TBD
	NAOU Scorecard Fred Gao
Analytic Product Owner	PRX Tony Cano



Carey Stewart
Scott Hakim
NAOU/PRX/DnA IQ Exp
Jay Watkins
Eric Coleman
Polina Fakhretdinova
Vincent Lin
Shetal Gandhi, Ray Ladipo, Hannah Packard, Andrea Riberi
Mohammad Aleem, Utpal Nayak
Ali Mohammad, Johnson Dsouza, Nikhil Sood
Tommy Kazenstein,TBD

Working PODS



Structure	NAOU/PRX/DnA IQ Exp	NAOU/PRX/DnA IQ Exp	Outputs	Dependencies
POD 1 - Data Analysis & Model Building	Terry Coggin, Siva Balaji Tadiparthi, Amber Wan, Tanesha Neal	Polina Fakhretdinova (lead), Shetal Gandhi, Ray Ladipo, Hannah Packard, Andrea Riberi	<ul style="list-style-type: none"> List of data sources and detailed requirements Product SQL dev Future state source to target mapping Future state data model diagram 	<ul style="list-style-type: none"> Confirmed business requirements Access to key systems
POD 2 - Data Ingestion	Miren Patel, Ava Lowe, Kevin Zhou, Erik Hemingway	Ali Mohammad, Nikhil Sood (lead), Eric Coleman (co-lead/architect)	<ul style="list-style-type: none"> New data source connection / file structure - data architect Ingestion SQL dev - data engineer Data engineering - data engineer 	
POD 3 - Data Product	None - to be KT to POD 2 by end of project	Johnson Dsouza, Mohammad Aleem, Utpal Nayak (lead), Eric Coleman (co-lead/architect)	<ul style="list-style-type: none"> Framework changes - data architect Data engineering - data engineer Product release cycle - all 	
POD 4 - Visualization + Data science	Tanesha Neal + TBD	Tommy K. + TBD	<ul style="list-style-type: none"> Power BI semantic models Power BI reports 	<ul style="list-style-type: none"> iRED, Nielsen RMS, Customer Invoice, Category Profit and Channel Footprint data sources exposed in preprod as SQL pool objects
Project Management	Anne Trapp	Vincent Lin	<ul style="list-style-type: none"> Workflow tracking / oversight ADO work item creation Status reports 	<ul style="list-style-type: none"> ADO updates by pod team members

Activity	Owner	Frequency	Involvement
Standup	Vincent Lin	Daily, 15-30 mins	All Pod members, Independently
Scrum of Scrums	Anne Trapp	1x a Week (Led by Anne)	Pod leads, OKR owners
Architecture Alignment	Eric Coleman	1x a Week	Architects
Sprint Planning / Retro	Anne Trapp & Vincent Lin	1x every 3 weeks per pod	All Pod members and Architects
Backlog Refinement	Architects / Vincent Lin	1x a Week	Pod leads and Architects



DnA IQ North Star Objective:

Create the most efficient & flexible platform for the next generation of analytics products and capabilities

A modern Data Ecosystem. The NAOU infrastructure for a dynamic data model needed to power analytic product offerings, advance system competitive edge, simplify the process to access data and quickly address key business questions. DnA IQ will transform planning, performance management and is a (fail proof) way to self-serve at scale.

- What --

The Data Foundation
- Why --

Enable Insights Driven Culture
- How --

Scaling One Source of Truth

Priorities Objectives and Key Results

	Objective	Key Result	Key Result	Key Result	Key Result
Q2	Enhance iRED Explorer with SOVI metric and Q&A capability for deeper insights to improve execution (LH)	KR1: Complete Data Model Build UAT by April 10th (TC) [C]	KR2:Enable PowerBI Q&A feature UAT by April 19th (TC) [C]		
Q2	Launch Performance Rx with the first C, are we winning share vs competition (1 share point = 185M EQ cases annually) and obtain 100 users(JF)	KR1:Data model for RMS complete by April 19th (TC) [C]			
Q2	Create the enterprise data model which integrates data sources to enable OU Scorecard, and PRx (JV)	KR1:Complete data model design for OU Scorecard + PRX Execution and Profitability Cs By April 19th (TC) [C]	KR2:Build OU scorecard automation for iRed, Invoice, Nielsen by end of Quarter (TC) [S]	KR3:Begin model build for PRX Customer execution by April 23th complete build end of qtr (TC) [S]	KR 5: Implement Data Pipeline Monitoring and align on OLA with engineering delivering teams (CD) [C]
Draft Q3	O: Establish the foundation of DNA IQ with 19 Priority data sources, 5 PBI models, creating consistency and automation of data (JV)	KR 1: Complete SSDP Ingestion for 17 Priority Data Sources by August 23 (TC) [C]	KR2: Build NAOU scorecard Model (Invoice, RMS, ired) thru semantic layer ready for UAT by 9.13	KR3: Complete NAOU scorecard Model (a/o data) design by 8.23 and build structure by 9.13	KR4: Complete Category Profit, Channel Footprint, Consumer Future, Coverage/Capability model design by 8.23 and build structure by 9.13
Draft Q3	O: Deploy Customer Execution C for PRX (JF)	KR1: Deploy DnA IQ customer execution model enhancement by 7.21 (TC) [C]			

The Journey Has already began... Heres How We Will Achieve



FOUNDATIONAL

Establishing Data Ecosystem that will power Analytic Products and Enable Path to end user self-service (Onboarding Pilot Q2)

Ongoing



AUTOMATING

Automate the existing NAOU scorecard, reduction of 1K manuall hours, 320 users

Q4 /Q1 2025



ENHANCING CAPABILITIES

Pilot NLQ + AI capabilities for scaled access to **iRED** execution data and Insights using PBI Q&A + paginated reports, pilot success will inform path to broader data access across DnA IQ (DnA IQ XP)

Q2



TRANSFORMING ANALYTICS

Create **Performance RX** transforming performance management understanding “the why” behind 30 Core 7Cs metrics

Q1 2025

*allows path to sunset existing solutions



ENHANCING CAPABILITIES

Scaled Launch of DnA IQ XP – end user path to self-service (ex: iRed explorer becomes part of DnA IQ explorer) additional data source path to self-service are released

2025

*allows path to sunset existing solutions



TRANSITIONING

Convert legacy products that were built in legacy data environments that will remain and grow as future suite of analytic Products (Moneyball, Cardinal, Coke Leads)

2025

*allows path to exit legacy AWS environments

What to Expect Next

- Q2 WBS “Work Breakdown Structure” Refinement based on the DNA IQ Roadmap: Underway
- Scrum PODs Implementation
 - Planning and US to be complete 5/17
 - Next scheduled planning 5/30
 - POD implementation to start 5/20
- Requirements Alignment Session against Q3 Objectives: 5/17
- Model Review Session and Sign-Off: 5/31
 - NAOU Scorecard (iRED, RMS, Invoice)
 - Category Profit (Invoice*), Customer (iRED), Competition (RMS)

Appendix

Meeting Charter: DnA Analytic Product Framework: Requirements Alignment Session

Purpose

Objective: Review Requirements needed to enhance DNA IQ data product

Timing

- Post DNA Feature Approval
- 2 hours

Pre-Work

- DMH Complete (PO/Terry)
- Bus Matrix (Terry)

Agenda

- Review business requirements
- Conceptual model discussion
- Bus Matrix/DMH review
- Discussion with product owner, architecture, engineering, DS, governance, operations and maintenance

Desired Outputs

- Clarify Business requirements from the DNA Product Team
- Alignment on action items for architecture alignment and ingestion needs and process
- Confirm Action items to complete DMH and STM files
- Start ADO Epics and Features

Meeting Owner

Terry Coggin

Anne Trapp
(Invite Owner)

Attendees

- Jessica Vite
- Craig Deoreo
- Scott Yee
- Taurn Mehra
- Nitin Sharma
- Promod Manickam
- Jeff Fechalos
- Lyndsey Hibser

Potential Dependencies:

- GDE
- Data Governance
- Data Science

Ways of Working

TBD

Out of Scope

- Agreement or final alignment on how model will be built
- Prioritization
- Capacity Assessments

Meeting Charter: DnA Analytic Product Framework: Model Review Session

Purpose		Objective: Approval and Sign-off model design for build			
Timing		Agenda		Desired Outputs	
<ul style="list-style-type: none">• Model Design ready for review before build• 2 hours		<ul style="list-style-type: none">• Review how model will be built• Review roadmap timing and capacity needed• Discussion with product owner, viz, architecture, engineering, DS, governance, operations and maintenance		<ul style="list-style-type: none">• Signoff of model design• Capacity Assessment• Roadmap• Alignment on action items for documentation, operations and visualization wireframe• Start epics and Features	
Pre-Work					
<ul style="list-style-type: none">• STM Complete (Terry)					
Meeting Owner	Attendees			Ways of Working	Out of Scope
<div>Terry Coggin</div> <div>Anne Trapp (Invite Owner)</div>	<div><ul style="list-style-type: none">• Jessica Vite• Craig DeOreo• Scott Yee• Taurن Mehra• Nitin Sharma• Promod Manickam• Jeff Fechalos• Lyndsey Hibser• Visualization Lead</div> <div>Potential Dependencies:<ul style="list-style-type: none">• GDE• Data Governance• Data Science</div>			TBD	<ul style="list-style-type: none">• Agreement or final alignment on how model will be built• Prioritization• Capacity Assessments

DnA IQ Opportunity: Enhancing the Data Ecosystem for NAOU

PROBLEM STATEMENT:

NAOU associates are spending non-value added time on accessing, cleaning data and leveraging multi-single point solutions to tell a story. NAOU Data is decentralized, disorganized, static, siloed and expensive. There is no structure to how associates accesses or utilize data creating inefficiencies, manual work, weekend work and duplicative efforts. The current state leaves for high margin of data quality errors, lacks flexibility to get to individual needs and confusion of one source of the truth.

OBJECTIVE:

Modern data ecosystem enabling trusted data, in common simple terms that powers analytic products and provides a scalable self-service model transforming data and digital capabilities for NAOU

OUTPUT:

- Deliver Modern Data Ecosystem (DnA IQ) and continuously enhance
- Automation of the NAOU scorecard, Launch of PRX
- Scaled simple path to self-service (for the “non-coder”)
- Curate consolidated suite of performance mgmt and planning products
- Sunset existing single point solutions
- Enable advanced technology, generative AI capabilities
- Empower insights driven culture, build data fluency and upskill capability across all associates

MEASURE OF SUCCESS: Deliver the Analytics OKRs



Future of Performance Management

	OU Scorecard – The “WHAT”	Performance Rx – The “WHY”	DnA IQ XP – Path to Self-Serve
Target Audience:	ELT & Directs (L1/L2)	Commercial, Franchise & Sales	Any
Role:	Descriptive Dashboard ELT appointed metrics	Diagnostic Dashboard with core 7Cs metrics identifying causals of performance	Access to clean Data and curated Metrics
Provides:	High-Level Standard Views	Detailed views of Performance Casuals	Simplified data extraction. Ability to create custom views or reports using curated set of data
Data Sources	Multiple	Multiple	
Cadence:	Monthly Refresh	Monthly	
Lowest Time Period:	MTD	Latest Week	
Lowest Market View:	Top 10 Bottlers & X Customers	All Customer Trade Areas & Bottler/Distributor MU	
Lowest Product View:	Select SSD Key Packages & Still TM's	ALL KO & Competitive Key TM + Key Package Combinations	
Primary Use Cases / Routines:	MBR	MBR, Business Performance Conversations/Sessions	Any
Value:	Total NAOU Growth Plan +6% Net Rev +13% OI	Achieve Balanced Growth \$30.1B +8.3% Growth	Efficiency and Scale: 30% of time is spent on non-value-add tasks due to poor data quality and availability

← Sunset 10 Existing Solutions →

Future of Planning

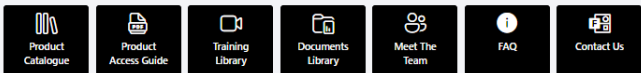
“How to Play”		“Where to Play”		“How to Win”
	Cardinal	Moneyball	Opti Outlet	
Target Audience:	Strategy and Franchise Teams	Strategy, Commercial, Franchise & Sales	Any	
Role:	Identify portfolio prioritization opportunities at bottler/subcategory level	Demographically driven HH segmentation	Access to clean Data and curated Metrics	
Provides:	High-Level Standard Views of categories plotted against Attractiveness and Ability to Win	Shopping behavior (purch dynamics, channels, occasions, trips) by segment	Ability to create custom views or reports using curated set of data	
Data Sources	Nielsen, Numerator	Numerator, BEACH, iSHOP, US Census, Euromonitor	Shipment, Nielsen, Spectra, Dashmote	
Cadence:	Semi-annual	Annual	Weekly/Monthly	
Lowest Time Period:	Past 52 weeks	Past 52 weeks	All	
Lowest Market View:	Bottler Region (MU added in v3.0)	Bottler & Customer	Outlet Level	
Lowest Product View:	Sub-category	Sub-category	All	
Primary Use Cases / Routines:	Annual Planning	Annual Planning	Any	
Value:	Guidance on category priorities based on a global framework	Identification of the must win shoppers for each category and channel	Custom on-demand segmentation to highlight the optimal outlets for execution based on outlet characteristics	

Sharepoint: The Products and Documentation



A place for North America to discover Analytic Products and Insights that enable data-driven decision making for Planning and Performance Management, unlocking Olympian Performance.






My Tools & Actions



Access Performance Products

- CR Performance Tracker
- Curio BDB Analytics
- FSOP Weekly Performance
- myCoke Performance
- Nielsen Share Tool
- Omnichannel/ Ecomm
- NAOU Scorecard

Access Execution Products

-  SOVI (Share of Visual Inventory)
-  Innovation Tracker
-  FSOP Execution - Brand Availability
-  Coke Leads (Prospecting)
-  FSOP Execution - Net Outlets

Access Strategy & Planning Products

- Cardinal Category Prioritization
- Moneyball Household Segmentation
- Outlet Query Tool



Business Analyt...

 Update cover photo

Members • 1,104



Business Analytics & Insights
Community
Edit description

Info

Welcome to the Business Analytics & Insights Community-- a place for NAOU Strategy, Operations, Retail and FSOP to find the latest Analytics News to support top OU Priority metrics to **empower data driven decisions** that drive **continual growth** in the marketplace.

Please visit the [Business Analytics & Insights SharePoint](#) for detailed Analytic Product information.

We encourage you to like, comment, post, and share content you view here with your network!

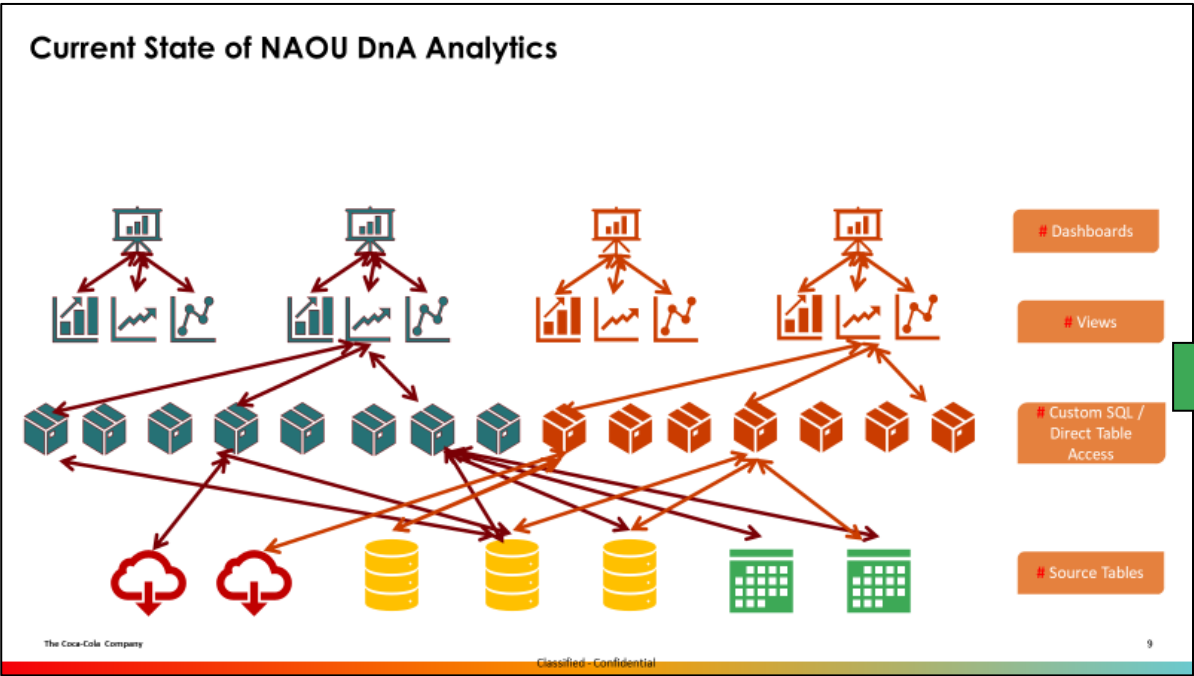
Please note: *This group is not monitored ...*
More

Example: DnA IQ will be the foundation for the new Performance Management Product – Performance Rx 7Cs Causals

7Cs – Answering the Why	Are We Winning vs <u>Competition</u>	Are we expanding <u>category</u> profitability	Are we creating value for <u>customers, big and small</u>	Are we expanding our <u>channel</u> footprint	Are we building the <u>consumer</u> base of the future	Are we effective in market grip <u>coverage</u>	Are we expanding our core <u>capability</u>
Metric	\$ Share Vol Share Ecomm share Advantage Score	NSR/UC NSR BTLR GP	SOVI SOVI: SOM RATIO SOSVI: SHELF SODVI: DISPLAY SOCVI: COLD In Stocks Voids	BDB Vol LMP Vol Pack ACV	BTL Transactions Units SSD IC Mix HHP Weekly + Basket Inc	Outlet Coverage Outlets CDE CDE 10K KOZS Dist	MYCOKE Tot PEN MYCOKE New Outlets TPO Compliance
Scope/Dimension	Category, Brand,Channel,C ustomer, Bottler, MU,Competition	RTM, Category, Brand,Channel,Custo mer, Bottler, MU	Category, Brand, package, Channel,Customer, Bottler, MU,Competition				
Data Source	Nielsen	Invoice Anaplan /Plus /TPM	iRED Customer in stock reporting	Nielsen Invoice	Invoice BEACH Numerator	Invoice CONA FF	ered TPO
Decommission + enable path to self-servie	NEST	Curio/ FSOP Performance (5) , CR	SOVI	Innovation + FSOP Availability		FSOP Outlets	MyCoke
Capabilities Unlocked	<ol style="list-style-type: none"> 1. New Performance Management Diagnostic Analytic Product (PowerBi Dashboard) – Performance Rx to support implementation of 7Cs 2. Published data models for self-service one version of the truth via PBI Desktop 3. Harmonized Data Models (enabled within PRX) with curated narrative visuals so the data sources talk to each other 4. AI technology generated performance management insights built directly within the product 						

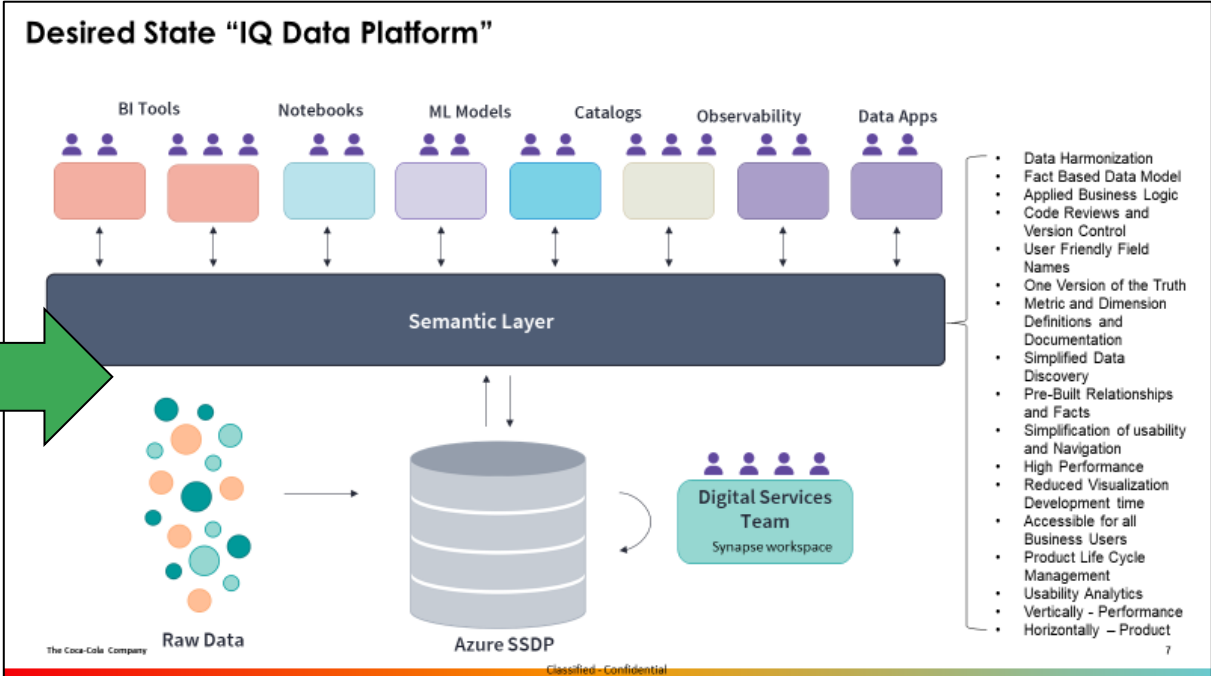
Assessing our Data Landscape Current State vs Future Opportunity

Disorganized duplications of data flow and long distance between server



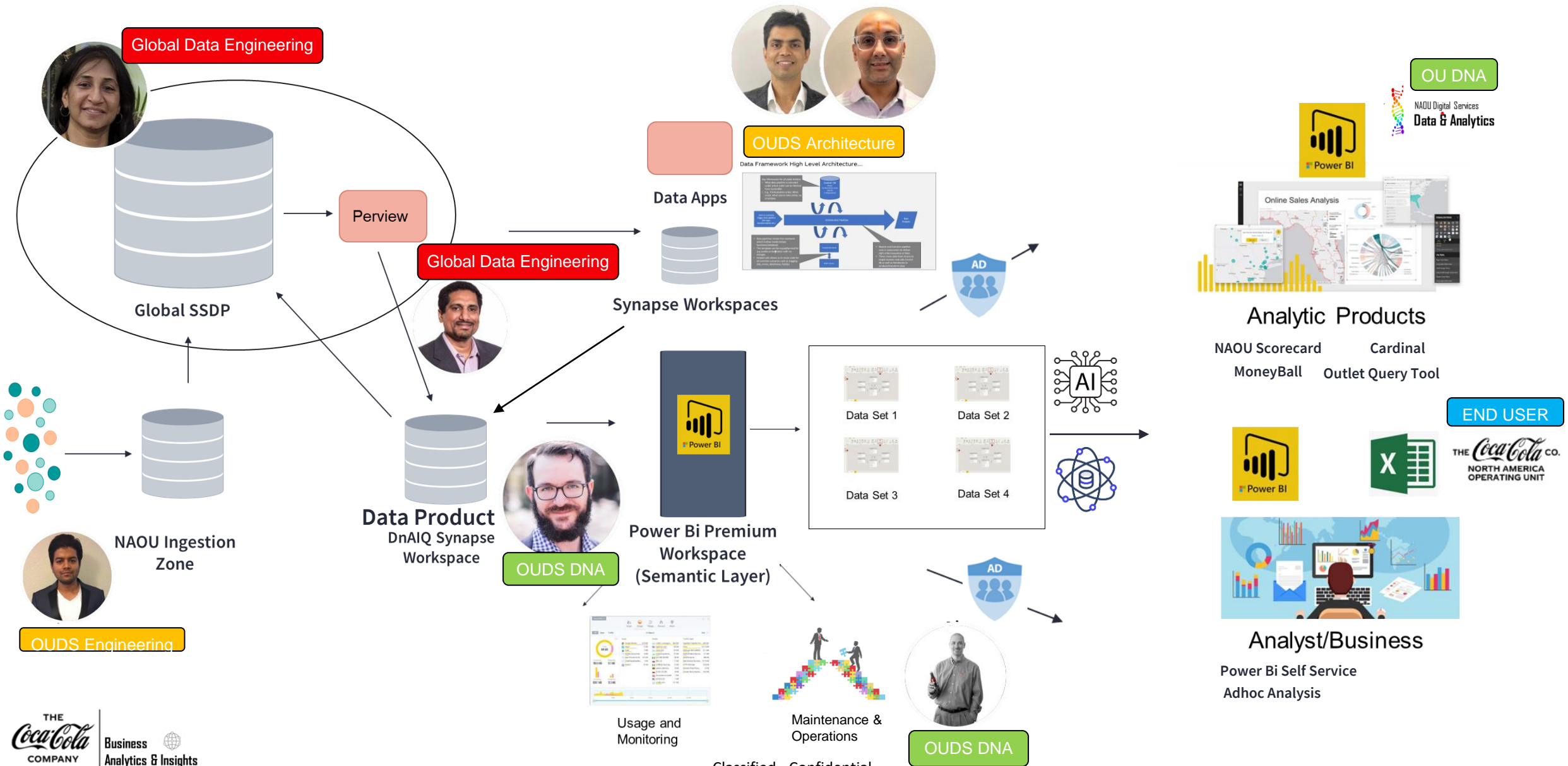
Siloed Not Agile Expensive Not Scalable

DnA team will be focused on answering the business needs, creating meaning and value from Data



Trusted Data Common Terms Self-Service Scalable

How Global and Local Teams Work together to Build Data & Analytic Products



NAQU ANALYTICS Q2 OKRs

Purpose: Make Analytics Easier Actionable Growth Focused
Ambition: Make Analytics the CA To drive Olympian Performance

O: Enhance iRED Explorer with SOVI metric and Q&A capability for deeper insights to improve execution (LH)

KR 1: Complete Data Model Build UAT by April 10th (TC) [C]

KR 2: Enable PowerBI Q&A feature UAT by April 19th (TC) [C]

KR 3: Build 14 templated views by June 10th (LH) [C]

KR 4: Train 30 power users by June 24th (LH) [C]

KR 5: Develop strategic plan by June 21st to transition users from SOVI to iRED Explorer and sunset existing SOVI dashboard (LH) [L]

[C] Committed

[S] Stretch

[L] Learning

O: Launch Performance Rx with the first C, are we winning share vs competition (1 share point = 185M EQ cases annually) and obtain 100 users(JF)

KR 1: Data model for RMS complete by April 19th (TC) [C]

KR 2: Design user interface UAT by May 31st (JF) [C]

KR 3: Run a capability session for 250 users by the end of Q2 (JF) [S]

KR 4: Develop a scalable blueprint for future sunsetting legacy products using NeST as a model by the end of Q2(JF) [L]

O: Create the enterprise data model which integrates data sources to enable OU Scorecard, and PRx (JV)

KR 1: Complete data model design for OU Scorecard + PRX Execution and Profitability Cs By April 19th (TC) [C]

KR 2: Build OU scorecard automation for iRed, Invoice, Nielsen by end of Quarter (TC) [S]

KR 3: Onboard contract team by April 1 to increase speed of delivery for planned enhancements (JV/TC) [C]

KR 4: Begin model build for PRX C by April 23th (TC) [S]

KR 5: Implement Data Pipeline Monitoring and align on OLA with engineering delivering teams (CD) [C]

O: Foster an Insights Driven Culture through product awareness, adoption and acceptance (LH)

KR 1: Host 9 trainings on existing products by end of May and reach 10% increase in avg users across all products (JF) [C]

KR 2: Launch DnA IQ onboarding pilot, completed by 25 Data Services associates and 10 OU by May 31st (CD) [C]

KR 3: 3 weekly via engage post to drive member engagement by 1pt from 4% to 5% (LH) [S]

KR 4: PO team complete Story Telling with data self-paced training (LH/JF) [C]

KR 5: Increase ONE ANT client score by 6% from 4 to 4.3 (LH) [S]

O: Drive Engagement –Focus on Clarity and empowerment 100% (JV)

KR 1: Development Plans in WD by May 1 (JV) [S]

KR 2: 50% utilization Community service days (JV) [S]

KR 3: Upward Feedback: "Are you clear on priorities" 100% (JV) [S]

KR 4: Pilot improved quarterly cycle OKR +agile process and complete 8/8 beats (KR) [L]