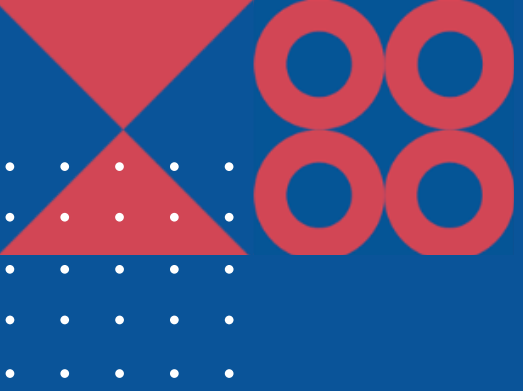


SWIRE COCA-COLA

DELIVERING GROWTH THROUGH DATA INSIGHTS

GROUP 8





MEET OUR TEAM

**WAYNE
PARK**



**ESTEFANY
ALVARADO**



**NICK
ACOSTA**



**JOCELYN
CHANG**



**ANAIIS
CORRAL**





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- 1 Business Problem
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BUSINESS PROBLEM

Optimizing logistics by **identifying high-potential customers** currently on *white truck (ARTM) delivery* → *red truck (direct delivery)* to support future growth while maintaining cost efficiency.

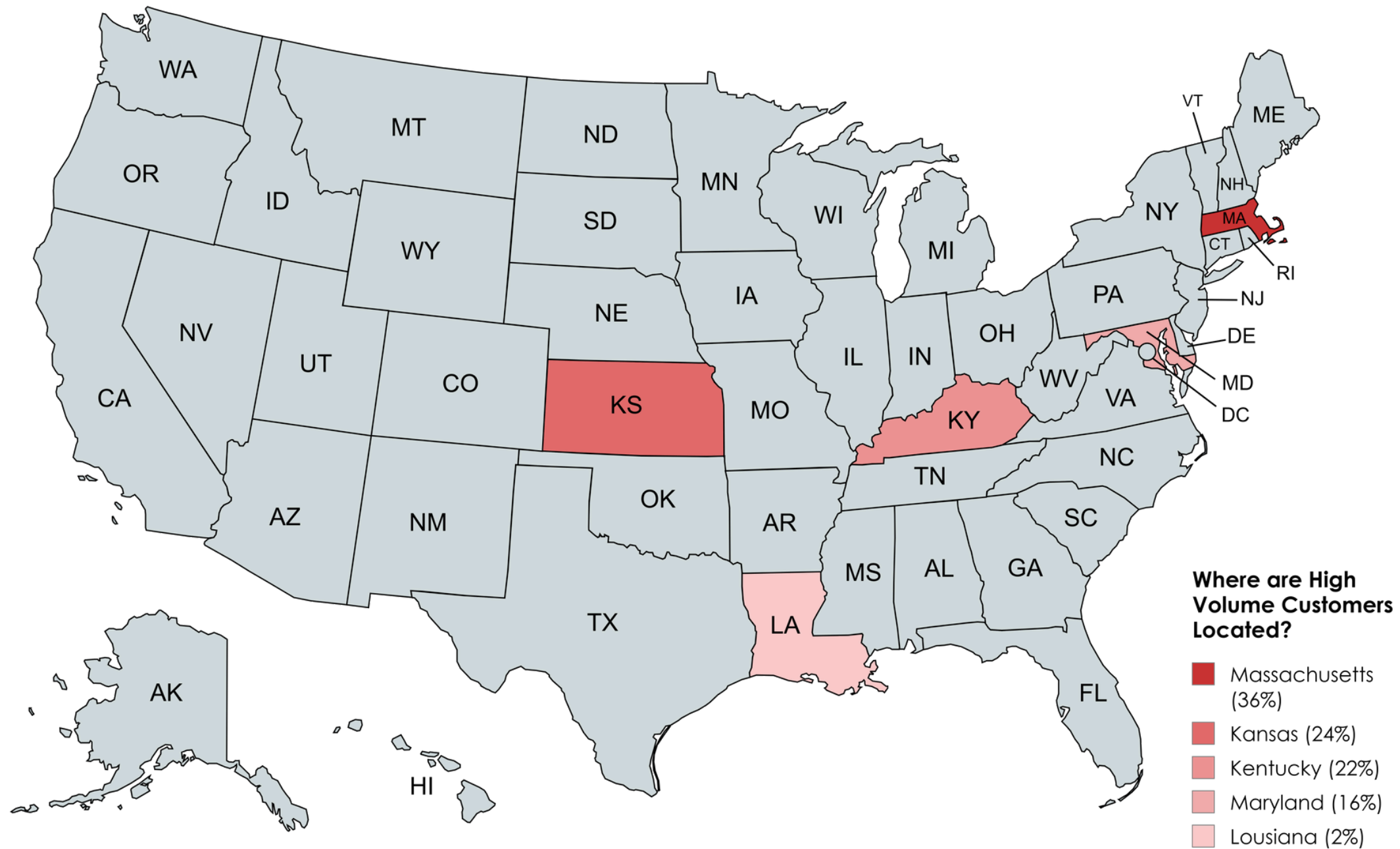


OUR APPROACH

- We used modeling approaches to predict high-growth customer accuracy.
- Evaluated high volume costumers by state and delivery costs to discover relationships between the two.
- Performed customer segmentation through XGBoost with Classification Trees as a cross-validation to determine the characteristics of high-growth customers.

HIGH VOLUME CUSTOMERS BY STATE

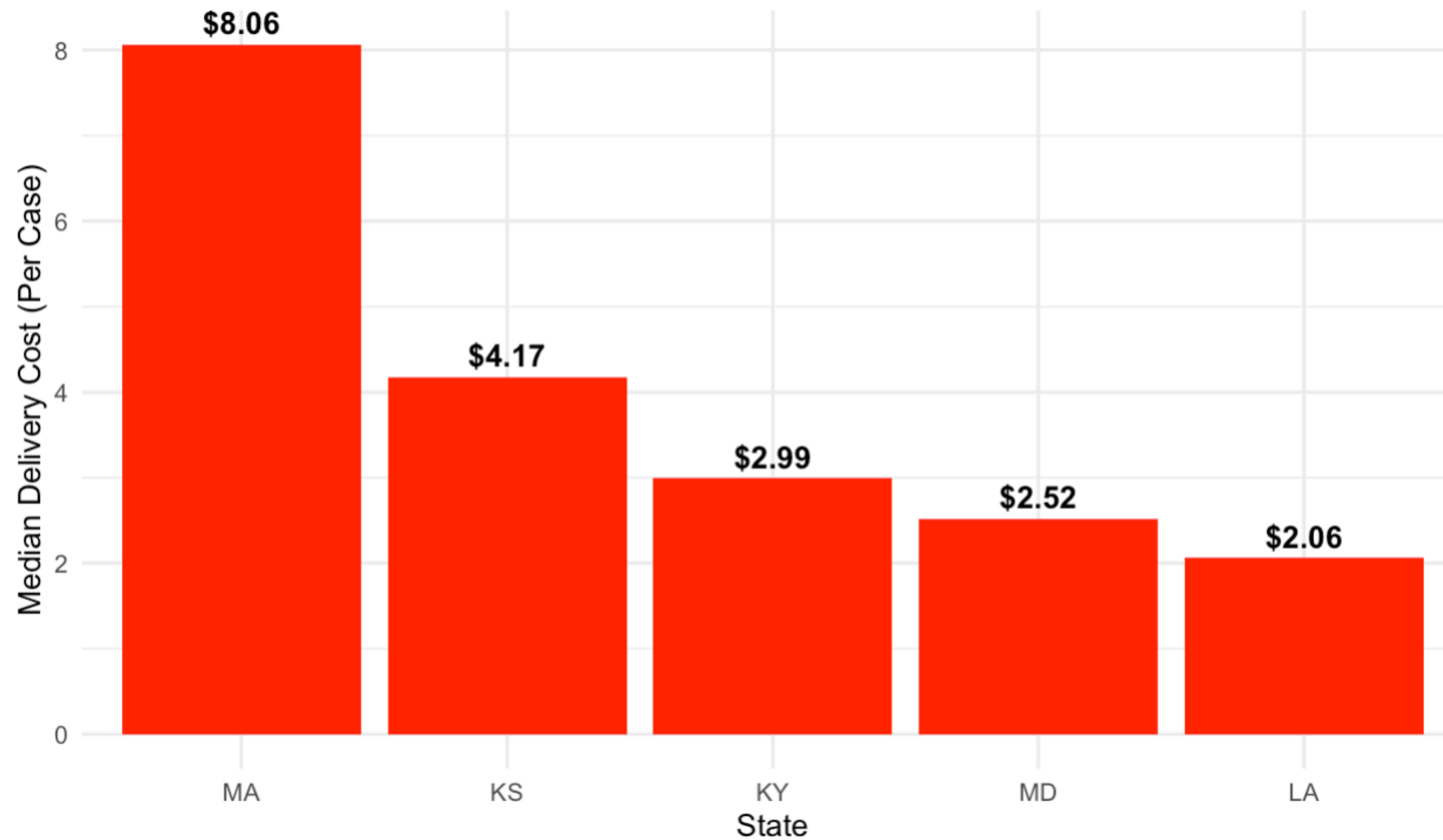
*Cases & Gallons



STATE BY DELIVERY COST

*Cases & Gallons

Median Delivery Cost by State





WHY STATE-LEVEL DELIVERY COST ANALYSIS MATTERS?

- Geographic Disparities in Distribution Costs
- Direct Impact on Profit Margins
- Data-Driven Resource Optimization



SEGMENTATION

XGBOOST MODEL → PREDICT CUSTOMER GROWTH RATES

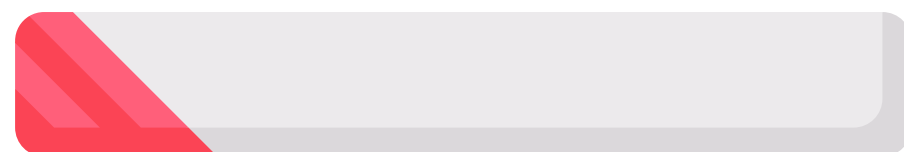
- HISTORICAL INCREASES IN DELIVERED CASES

AFTER SEGMENTATION → BETTER PERFORMANCE





SEGMENTATION



LOW GROWTH



MEDIUM GROWTH



HIGH GROWTH



HIGH GROWTH CUSTOMERS

TOP CHANNEL: DINING

TOP TRADE CHANNEL: FAST CASUAL DINING

TOP FREQUENT ORDER TYPE: SALES REP

TOP STATE: MASSACHUSETTS

AVG. DELIVERY COST: \$2.88

RECOMMENDATIONS & NEXT STEPS

1 Transition High-Growth Customers to Red Truck Delivery

- Target “High Growth” customers identified by XGBoost.
- Prioritize ZIPs 67647 (KS), 42033 (KY) & 2298 (MA).
- Focus on fast-casual & comprehensive dining segments (hotels, fast food chains, etc).
- Strong fit: Customers using Sales Rep channel with rising volume.

RECOMMENDATIONS & NEXT STEPS

2

Optimize Number of Orders to Reduce Delivery Costs

- Current avg. cost: **\$2.88** per delivery.
- Avg. Orders per Customer per Year: **232.08**
- Frequent but small orders → Bundle orders

IMPLEMENTATION STRATEGY

Offer bulk order discounts to improve delivery efficiency.

Ex) Reduce to 100 Orders/Year

-  % Reduction: ~**56.6%** (Saving)

RECOMMENDATIONS & NEXT STEPS

3 Strengthen Sales Rep Channel Engagement

- Sales Reps are the primary order channel for growing customers
- Empower reps with tools for account growth & personalized offers
- Drive loyalty and conversion to direct delivery

IMPLEMENTATION STRATEGY

Performance-based incentives, offering rewards (bonuses and discounts) for meeting sales and customer engagement targets.

RECOMMENDATIONS & NEXT STEPS

3

Estimated Strategy Impact:

- Nearly **20,000 customers** currently order through Sales Reps
 - **5% of customers** → 996
- Average order value: \$250
- Average orders per year: 527.5
- Profit margin: 30%

If incentivized Sales Reps convert just 5% of their customers, they can generate:

→ **+\$130 M in new revenue**

→ **\$39 M in profit *annually***

**THANK
YOU!**



Q&A

