



**Accenture Technology**

>

# **Accenture Workshop**

## **@BeCode**

**April 2024**

# Agenda

1

About Accenture

2

Data Visualization

3

Tableau: Intro

4

Business case: Dragonyte

5

Deadlines

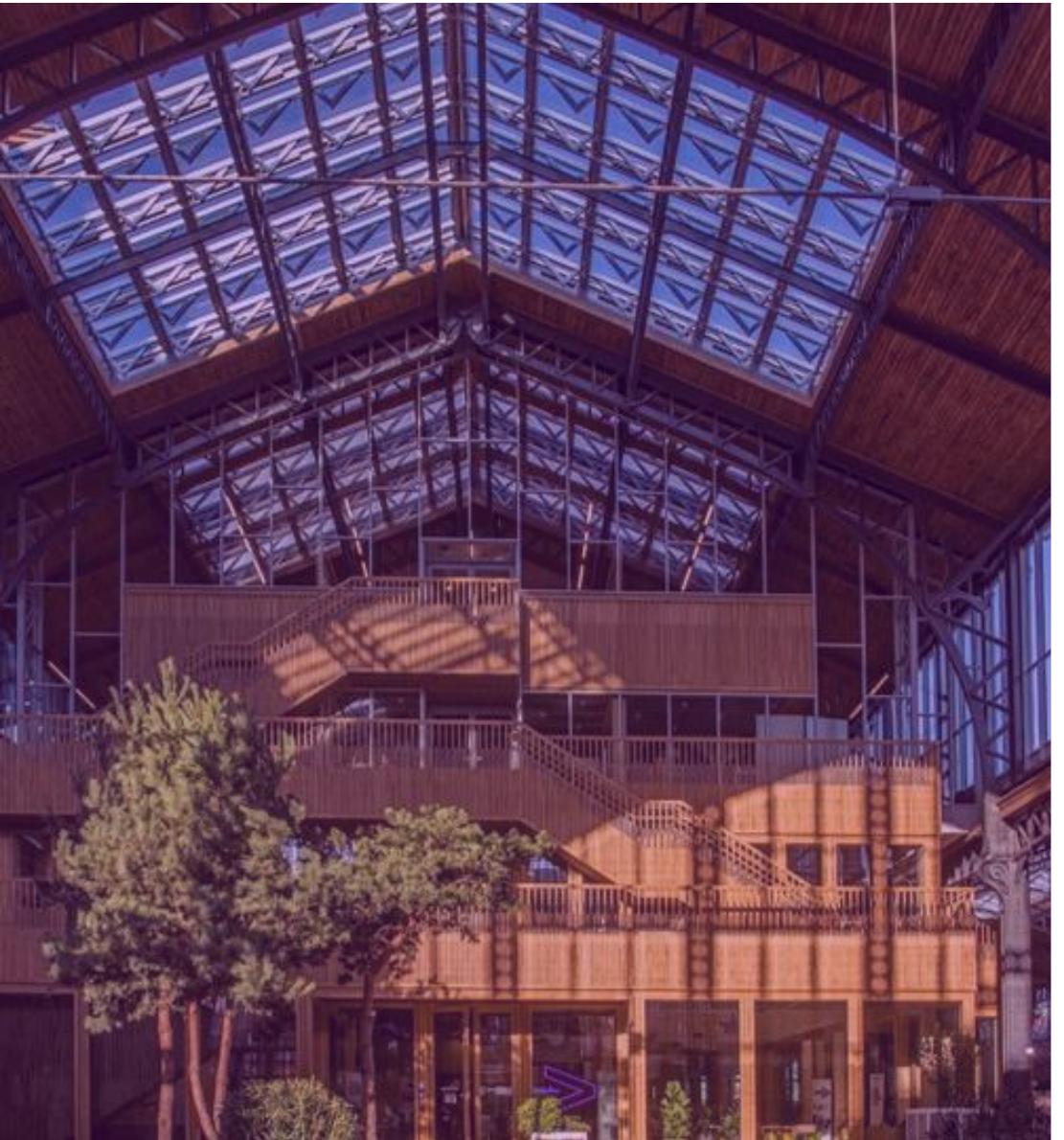
# Who am I?



**Omnya Khamis**

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*Data&AI BeCode Lead*  
[Omnya.khamis@accenture.com](mailto:Omnya.khamis@accenture.com)



1

# About Accenture

# Accenture Market Units (MU)



>

## North America

### United States

Northeast, South, Midwest,  
West

### Canada

## Europe

### ASG

Austria, Germany, Switzerland,  
Turkey

### Gallia

Belgium, France, Luxembourg,  
Mauritius, Morocco,  
Netherlands

### ICEG

Bulgaria, Czech Republic,  
Greece, Hungary, Italy, Poland,  
Romania, Slovakia

### Nordic

Denmark, Finland, Latvia,  
Norway, Sweden

### Iberia

Spain, Portugal, Israel

## UKI

United Kingdom, Ireland

## Growth Markets

### ASEAN

Indonesia, Malaysia,  
Philippines, Singapore,  
Thailand

### ANZ

Australia, New Zealand

## Greater China

### India

### Japan

## Latin America

Brazil, Argentina, Chile,  
Colombia, Costa Rica,  
Mexico, Peru

## Middle East

Qatar, Saudi Arabia,  
United Arab Emirates

## South Africa

# Our Next Generation Growth Model

Will help us achieve our vision

## Services

- Strategy & Consulting
- Accenture Song
- Technology
- Operations
- Industry X



➤

**Strategy & Consulting**  
We shape and transform...



**Technology**  
We power...



**aws** **Google** **Microsoft** **ORACLE** **SAP**

**Accenture Song**  
We see, solve, simplify...



**Industry X**  
We transform and create value...

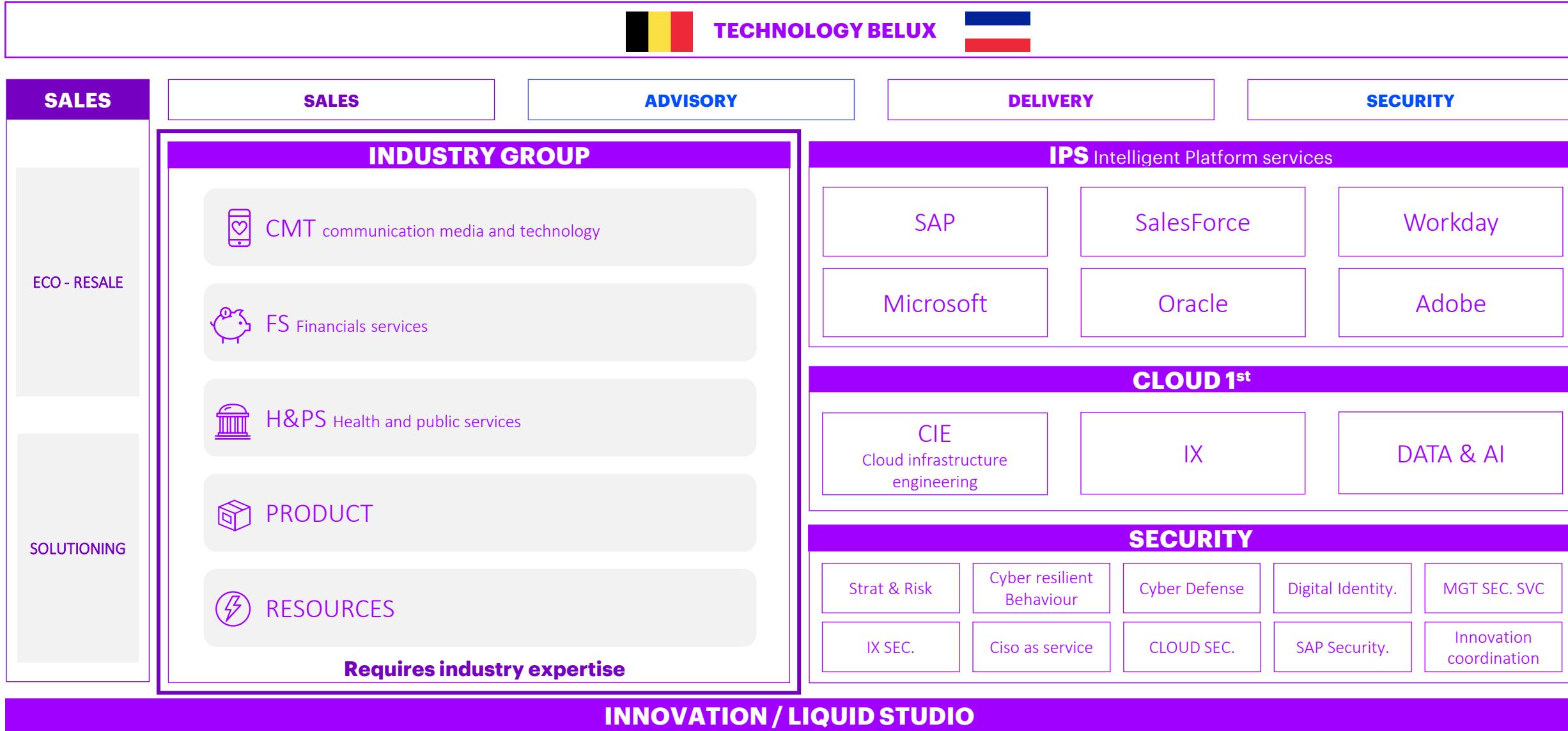


**Operations**  
We run...

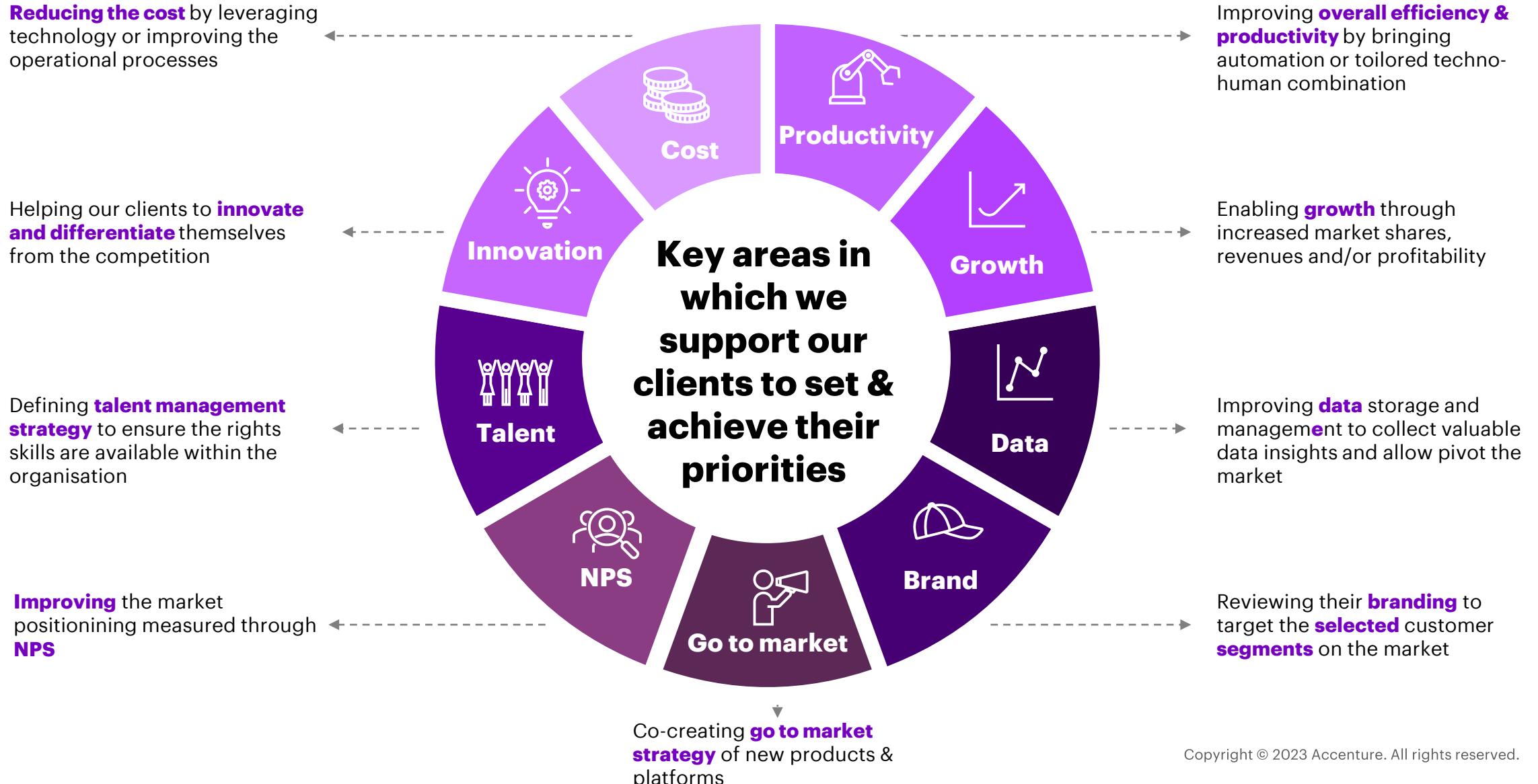


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# How are we organized?



# What type of work do we do?





# Why life as a consultant is great?

- Accelerated **growth** opportunities
- We help you define your **goals**
- You work on **various projects**
- You have access to infinite **learning**
- You are **coached** and supported
- You work with **dynamic colleagues**

& you have **fun**

# What is life as an intern at Accenture?

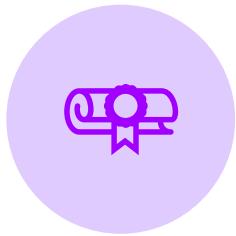
accenture >



# BeCodians at Accenture



# What's in it for you ?



**3 months internship with school agreement**



**Find a meaningful project based on your interests and your skills**



**Experience the true consulting experience by being active at our client's office or help us improve our business on internal projects**



**Join our fantastic internship community and meet the other interns**



**Live a first work experience where learning & innovation is encouraged**



**Step a first foot within Accenture to accesss our young graduate positions**

# 2

# Data Visualization

# Data Visualization



A composite image featuring two men. On the left, a young boy with light brown hair is shown from the chest up, wearing a white t-shirt. He is looking down at a dark-colored smartphone held in his hands. On the right, an elderly man with a full, grey beard and mustache is also looking down at the same smartphone. He wears tortoiseshell-framed glasses and a blue button-down shirt. The background is a plain, light-colored wall.

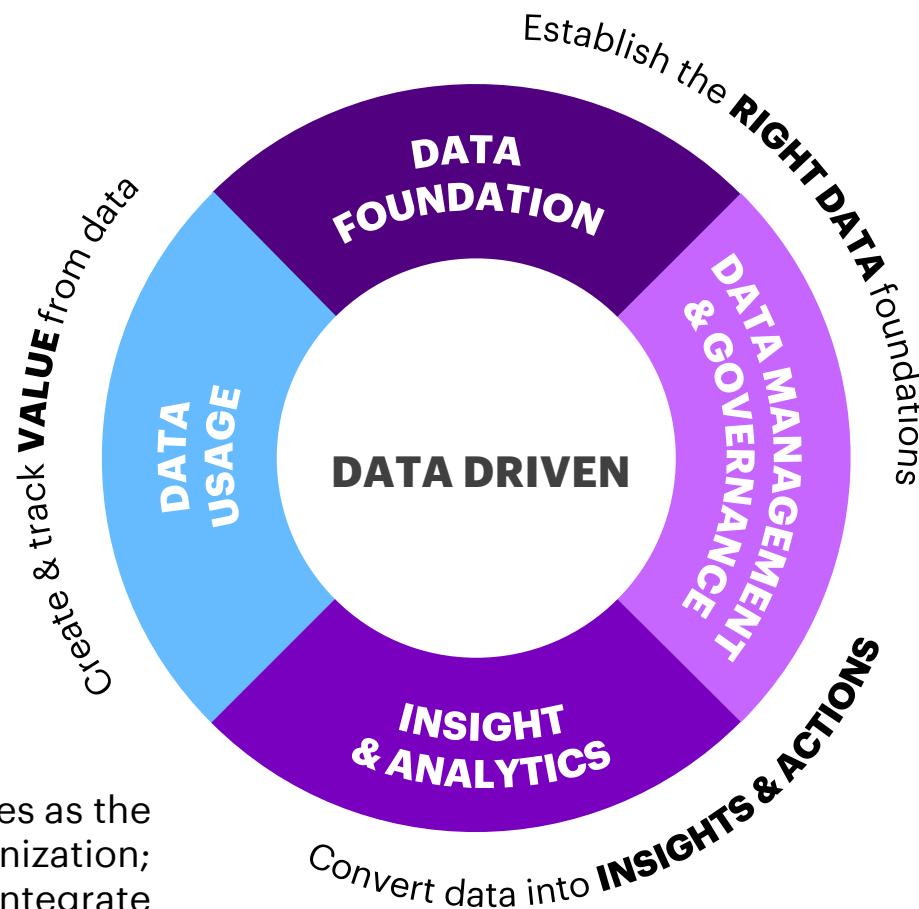
**“Without data  
you’re just  
another person  
with an opinion.”**

*William Edwards Deming*

# DATA DRIVEN ORGANIZATIONS SUCCEED IN FOUR KEY AREAS...

Effective **DATA USAGE** ensures implementation of an analytics strategy is generating benefits and driving sustainable returns for the organization and beneficiaries

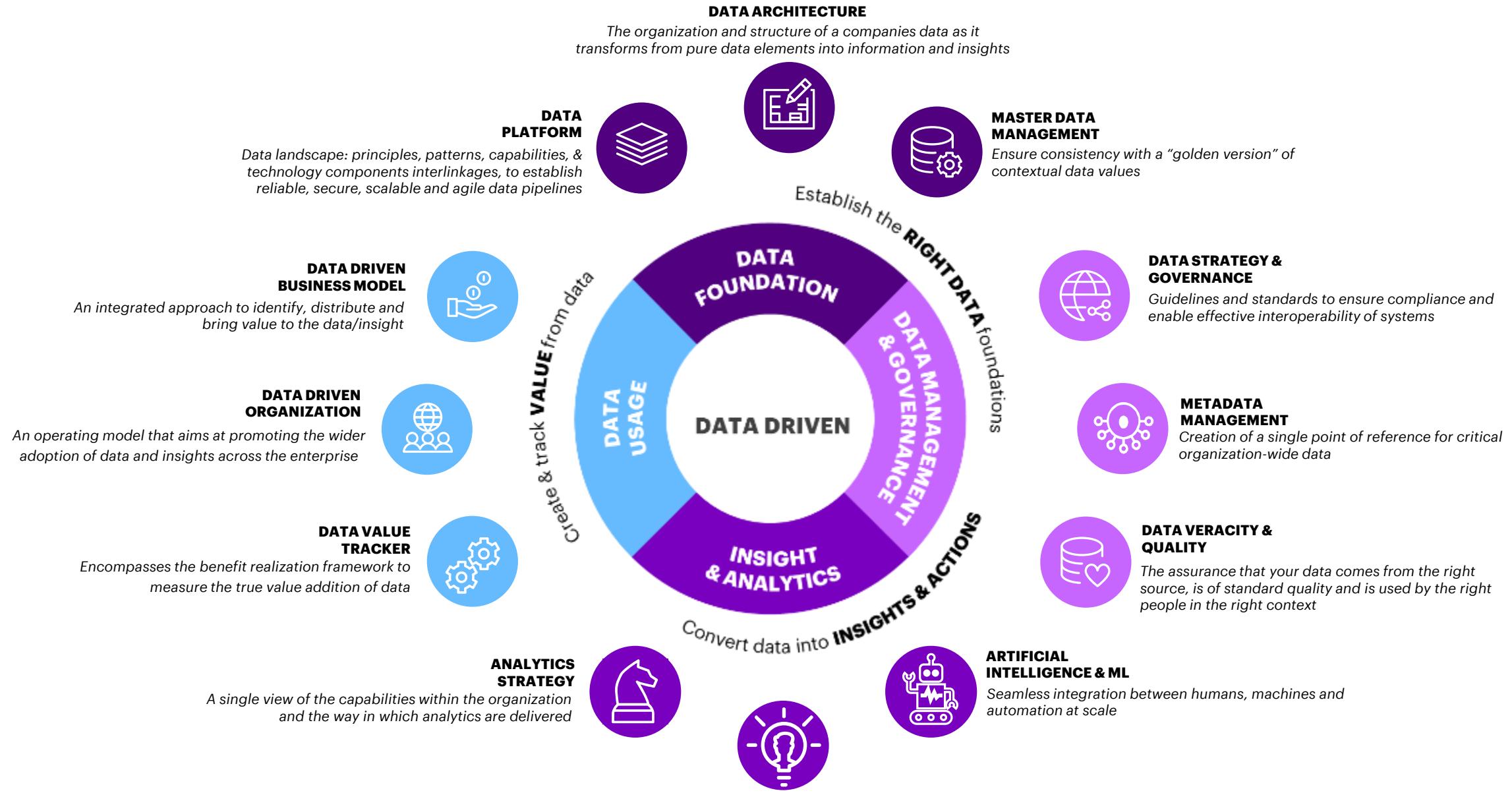
**INSIGHTS & ANALYTICS** serves as the gateway to a data driven organization; provides the tools & strategy to integrate data-driven decisions across the organization



**DATA FOUNDATION** integrates data across the organization in a structured way to provide faster access to trustworthy data, in an efficient way

**DATA MANAGEMENT AND GOVERNANCE** focuses on controlling and managing data assets so that they can be used easily, consistently, transparently, legally and ethically across the organization

# ...WHICH ARE EXECUTED THROUGH 12 CRITICAL DATA CAPABILITIES



# Data driven consulting

Data Driven Consulting (DDC) is a way of working that uses data and analytics to provide insights that power consulting engagements to implement actions and deliver measurable value to clients at every stage.

Objective



Data



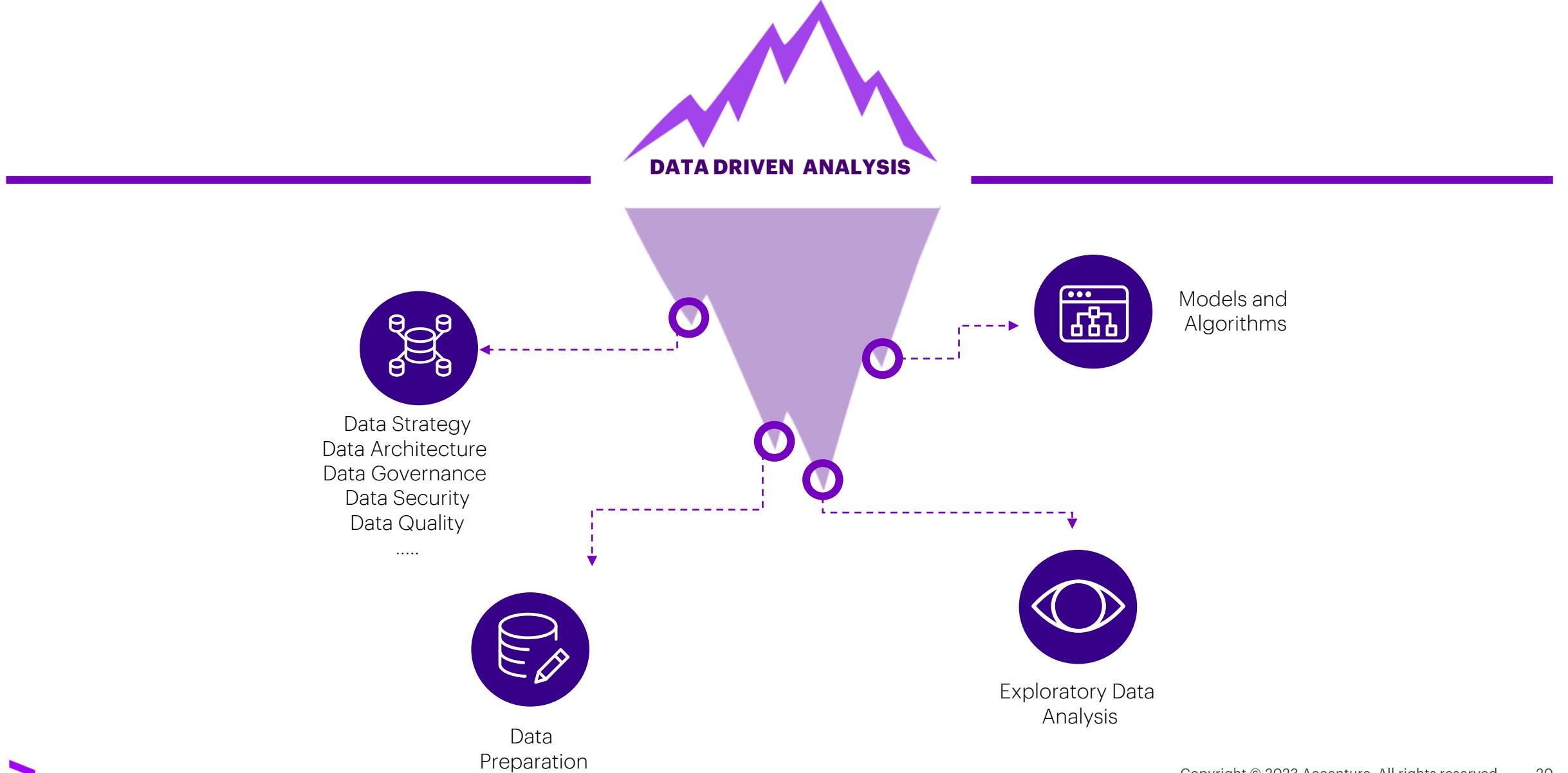
Insights



Actions & outcomes



**DATA DRIVEN ANALYSIS**



# Data Visualization

The art of representing data visually and the ability to turn raw data into meaning and meaning into understanding.

# Why is data visualization important?

By combining data from sources and enabling analyses from angles, **visualizations craft a narrative that help businesses find insights**. Visualizations enable quick and effective decisions as it is much easier for people to comprehend information through visuals rather than raw reports.

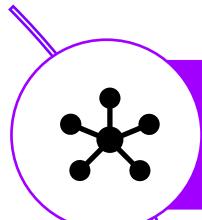
Derive more value from large amounts of data

Identify relationships, patterns or emerging trends

Optimize decision making

Enhanced communication

# What is data visualization and why is it so important?



Tells the client a **compelling** story that's supported by data



Simplifies analyzing complex data

Visualization helps our clients think through business problems more easily



Facilitates defining relationship between multiple data points across sources



Empowers end users to make better, faster decisions

Visualization quickly highlights insights and areas of opportunity



# 60000x

Is how much faster humans process images  
compared to text.

# 65%

Of the remembered information is  
presented visually

# **Keep it simple**

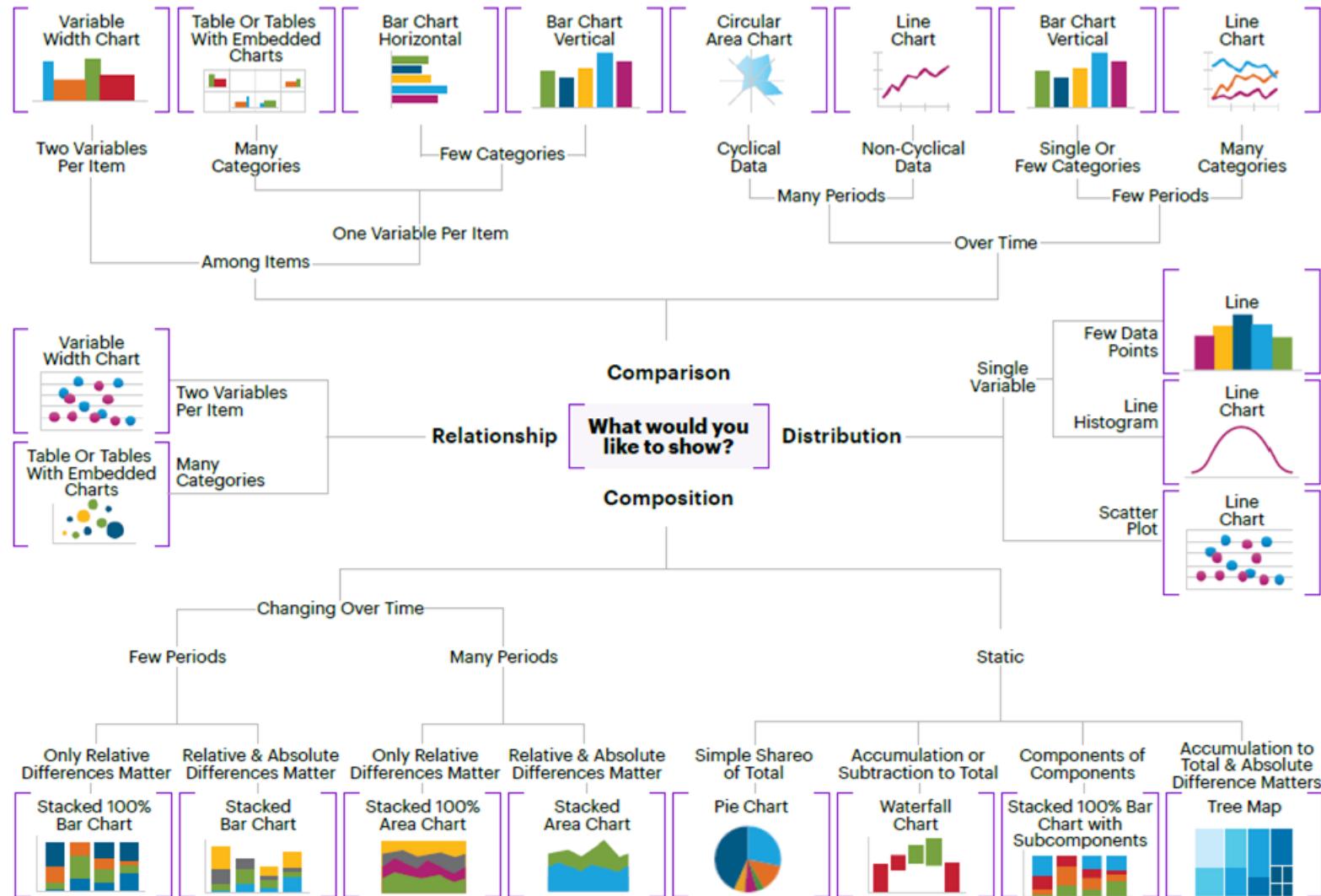
Always choose the simplest way to convey your information

# **Have a specific message**

Focus on what you want to communicate

# Select the right chart

And know its strengths and limits

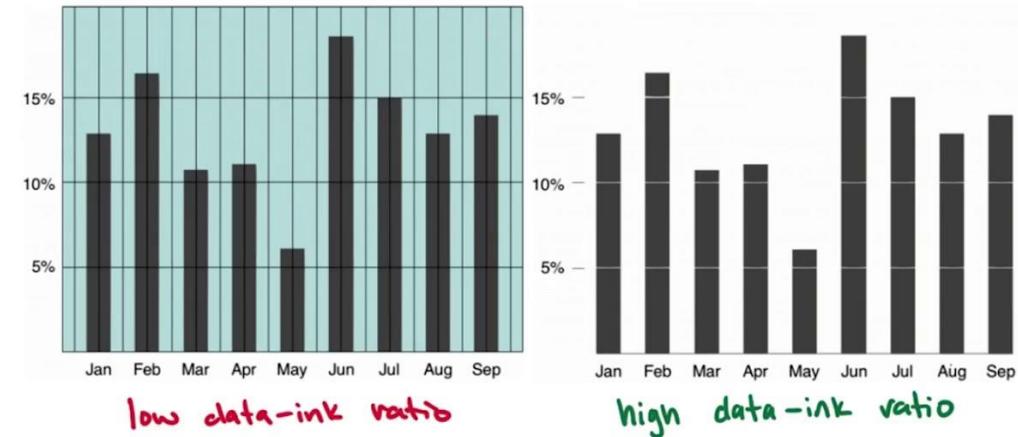


# Use **compelling headlines** to describe the message of the visualization

To orient the viewer and communicate the main focus.

# Remove chart junk & maximize the data-ink ratio

Show the data above everything else.



# Avoid using special effects, such as 3D graphics

Show the data above everything else.



# Add **hierarchy** to your data

Data should have an order of importance

**Use Colour, Size &  
Position to help the  
reader see what is  
important**

Data should have an order of importance

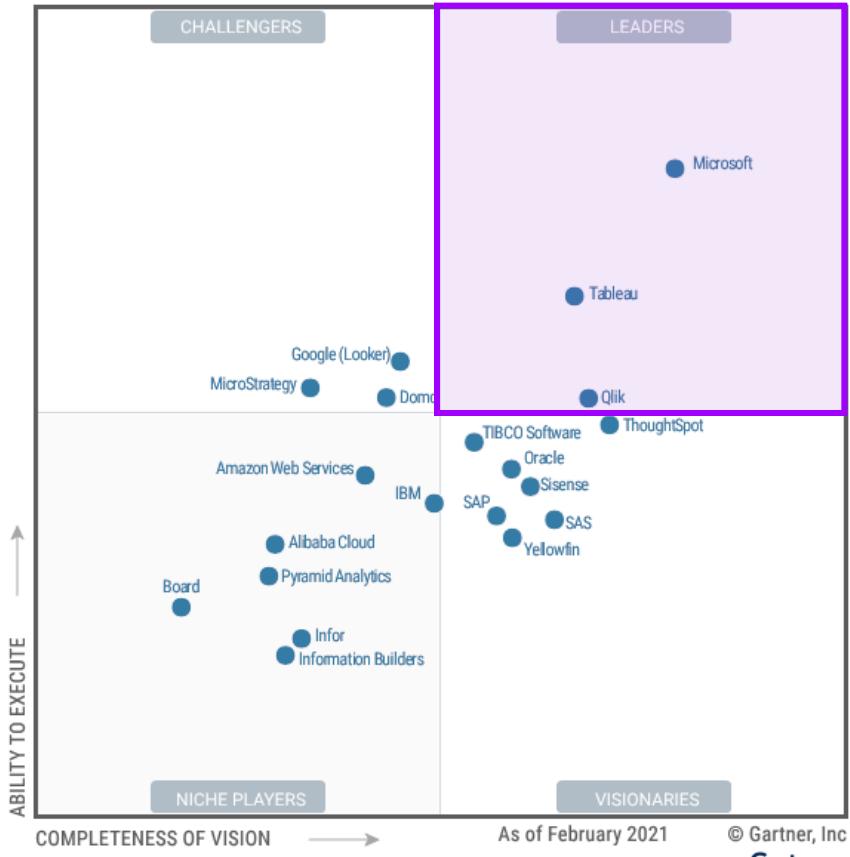
# 3

# Tableau: Intro

# Tableau



- Tableau is a front-runner in the business intelligence and data visualization software industry
- It offers a highly interactive and intuitive visual-based exploration experience for business users to:
- **Easily access, prepare and analyze** their data without the need for coding through three primary products:
  - Tableau Desktop,
  - Tableau Server and
  - Tableau Online (Tableau's cloud offering)



# Data modelling

Modelling is the process of creating **relationships between your data sets**, in order to link the data together – and make one Report/Dashboard from all of them.

# Relationship tables

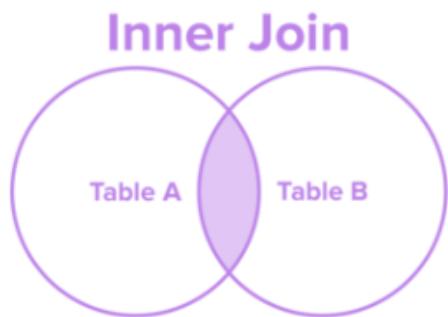
Relationships are a dynamic, flexible way to combine data from multiple tables for analysis. A relationship describes how two tables relate to each other, based on common fields, but does not merge the tables together. When a relationship is created between tables, the tables remain separate, maintaining their individual level of detail and domains.

Source: Tableau

# Joins vs. Relationships

**REMINDER:** “Joins” in Tableau are done based on a unique key that can be found in both tables and which is automatically detected (but can also be specified). This is similar to doing a “VLOOKUP” in Excel, but in a much easier and efficient way.

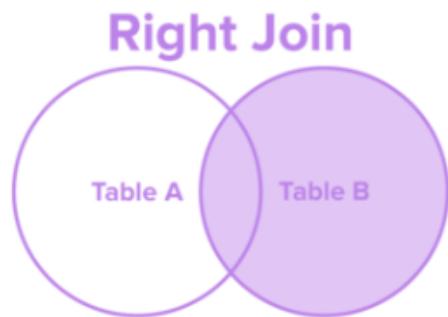
Different types of “joins” exist: Left, Right, Inner and Full



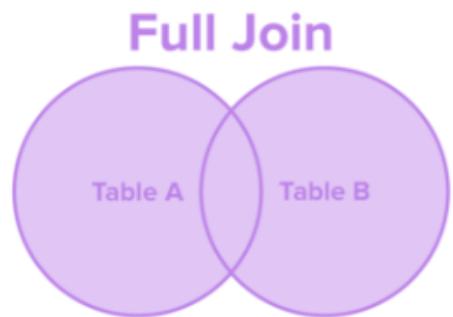
Select all records from Table A and Table B, where the join condition is met.



Select all records from Table A, along with records from Table B for which the join condition is met (if at all).



Select all records from Table B, along with records from Table A for which the join condition is met (if at all).



Select all records from Table A and Table B, regardless of whether the join condition is met or not.

# Dimensions

- Independent variables
- Typically, qualitative values
- For example: names, dates, geographical data...
- Used to categorize, segment, and reveal the details in your data.
- Dimensions affect the level of detail in the view.

# Measures

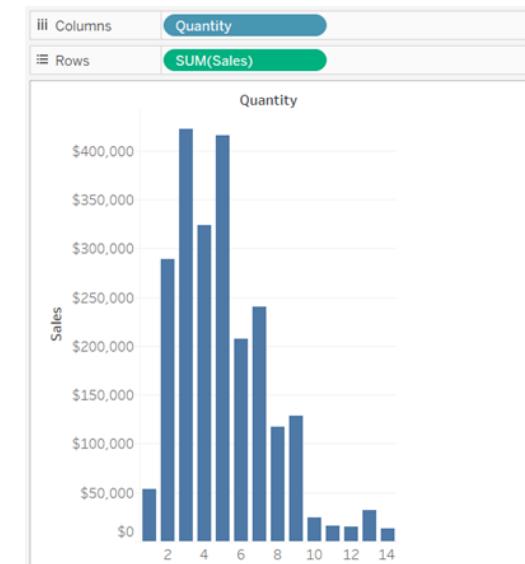
- Dependent variables
- Typically, quantitative values
- Numeric values that you can measure.
- Measures can be aggregated.

# Dimensions and measures

Tableau represents data differently in the view, fields (measures and dimensions) are either:

- **Discrete:** *individually separate and distinct*
  - Treated as finite
  - Generally, add headers to the view
- **Continuous:** *forming an unbroken whole, without interruption*
  - Treated as an infinite range
  - Generally, add axes to the view

	Discrete	Continuous
Dimension	Product Name	YEAR(Order Date)
Measure	SUM(Profit)	SUM(Profit)



# 4

# Business Case Presentation



# DRAGONYTE BREWERY BACKGROUND

# Company Overview



## PRODUCT OFFERING BY CATEGORY

### Domestic Premium

Dragonyte	Gold Lager
Lilith	Pilsner

### Imported/International

Tiamat	India Pale Ale
Halo	Imperial Red Ale

### Flavored Malt Beverages/Cider

Minerva	Lambic
Nightshade	Hard Soda
Weiss	Hard Cider

### Craft

Lady Beth	Porter
Sir Carver	Irish Cream Stout

### Economy

Ember	Pale Lager
Silvernyte	Pale Lager

## HISTORY

Dragonyte Brewery began as a family hobby in Kingston, Ontario. Bethany Hawke loved to develop interesting beers and brewed seasonal flavors for friends and family. After several years, her brother Carver suggested that they market her beers to the public.

In 1888, the Hawke siblings moved to Burlington, Vermont, and opened their first brewery named Hawke BC. Carver managed the business, while Bethany continued her passion as chief brewer.

Bethany named her most popular beer "Dragonyte" for its deep golden color and explosive flavor. The overwhelming success of Dragonyte prompted the Hawke sibling to rename the brewery Dragonyte Brewery in 1893. Bethany and Carver worked tirelessly to share their passion for beer, eventually developing their flagship lager Ember, a light, bronze-colored brew with a crisp flavor profile.

Dragonyte Brewery went public in 1898 and expanded their brand presence across Canada and the United States. Faced with the threat of Prohibition, Bethany and Carver opened Hawke Creamery, making ice cream and root beer to weather the alcohol ban. When Prohibition was lifted in 1933, Dragonyte Brewery resumed operation. Hawke Creamery is still in operation today.

Today, Dragonyte Brewery is considered a major powerhouse in the beer industry, with brand presence in the United States, Canada, Europe, and several international market segments. They have grown largely through perfecting recipes in popular beer styles and strategic business acquisitions to extend their product offerings.

Through six generations, Dragonyte Brewery remains a family-owned business with Bethany and Carver's families retaining majority ownership of the business. Bethany's descendant, Meredith Vael, is Dragonyte's chief brewer and chairwoman, and Sebastian Hawke (Carver's descendant) is the current CEO.

Dragonyte Brewery has product offerings in four major categories, as well as two craft brews that commemorate Dragonyte's founders. As one of the last family-owned major breweries, Dragonyte Brewery's vision is to:

**"Be that beer that everyone enjoys and savors. Inspire moments of friendship and connection through our brands and actions."**

# Product Offerings

Strong presence in Premium Light and Economy segments in the US which are structurally challenging

Dragonyte Brands

Current Trend

V

## Premium



- Domestic premium beer in the US has been one of the weakest performing sub-segments over the past few years
- Premium Light make up ~80% of the domestic premium segment in the US

## Imported / International



- Imports are seeing strong growth as younger consumers prefer imported beer
- Dollar share for imported beer has increased from 15% in 2017 to 19% in 2021

## FMB / Cider



- In addition to craft, one of the key sub-segments that has exploded over the past couple of years has been the emergence of Flavored Malt Beverages
- Dragonyte Brewery has captured significant share of this category

## Craft



- Craft has shown explosive growth over the past few years
- Craft beer segment has been facing slowdown recently as the craft beer industry gradually matures

## Economy



- Aside from the domestic premium segment, the below premium category is the weakest performing sub-segment in beer over the past few years

# Growth strategy

A commitment to sustainable, long-term shareholder value and becoming a top global brewer

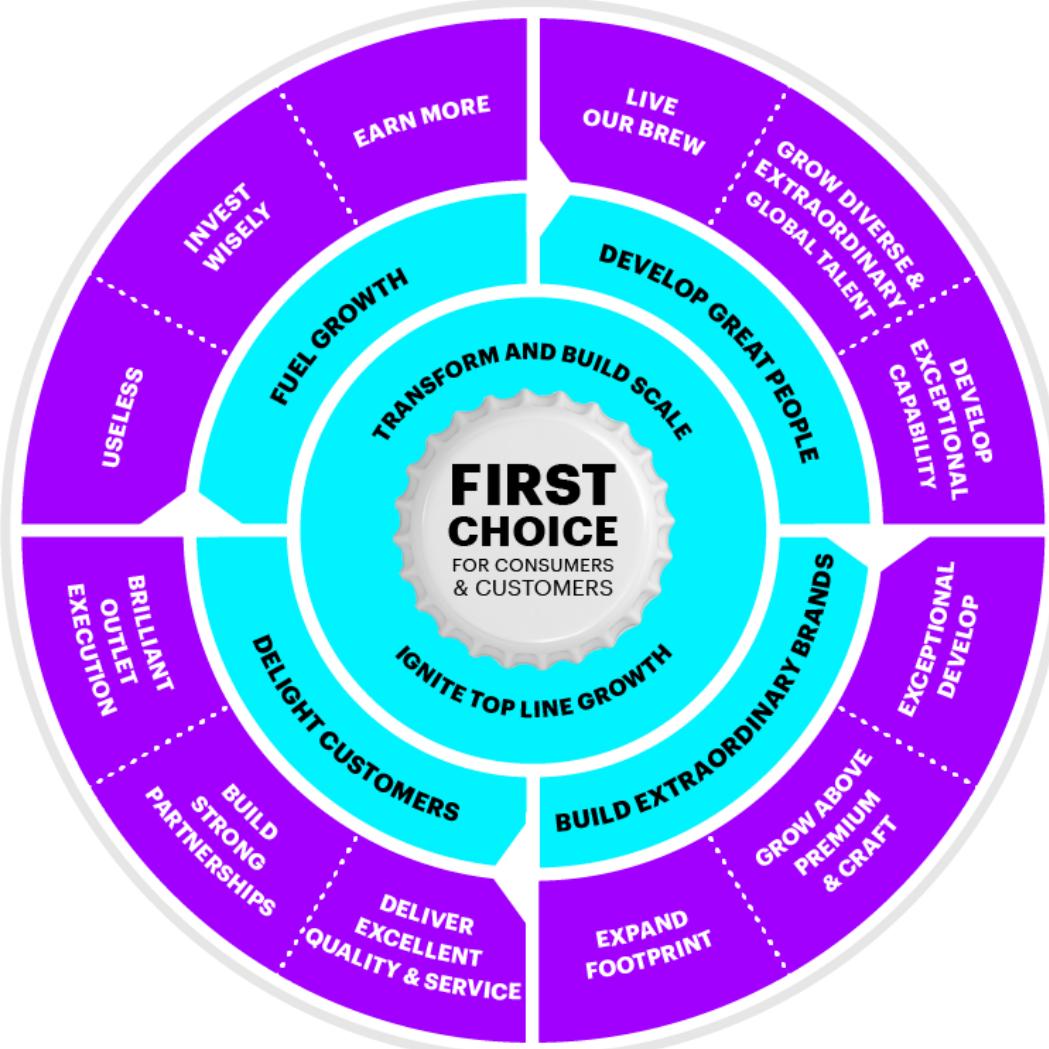


Dragonyte Brewery's growth strategy rests on three pillars:

- **DRIVE TOP-LINE GROWTH** throughout US, Canada, Europe, and international markets
- **FUEL GROWTH** through innovation, focus on the consumer experience and cost management
- **DRIVE COMMERCIAL EXCELLENCE** that provide solid growth platforms for our business and brand

# 1. Drive Top line growth

A framework for growth and shareholder value creation, customer and brand strategies



## US

- Flat volume by 2023, volume growth by 2024 & beyond

## Canada

- Reigniting growth

## Europe

- Portfolio premiumization & building off a strong base

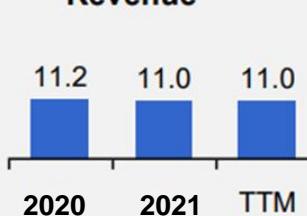
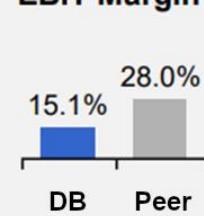
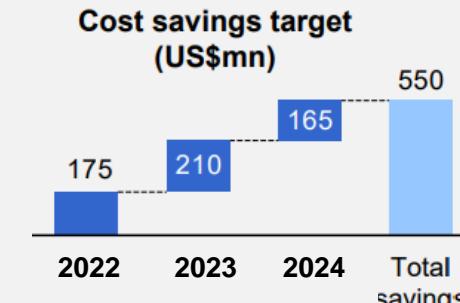
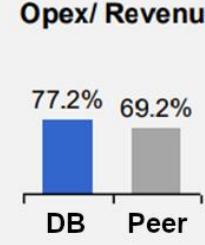
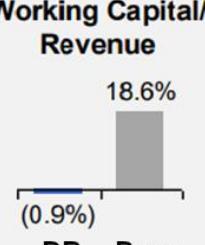
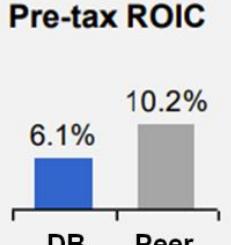
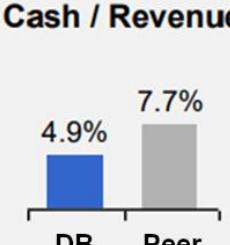
## International

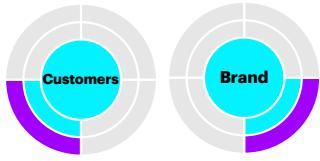
- Above premium portfolio focus in high growth markets

## 2. Fuel Growth - Profit after capital charge

A solid cost savings target of \$550M by 2024, with growth targets subdued in the US



Strategic Objectives		Goals	Financial Performance (TTM 06/2022)	
BRAND-LED PROFIT GROWTH	<ul style="list-style-type: none"> <li>Investing behind core brands</li> <li>Driving share in above premium</li> <li>Delivering value-added innovation</li> <li>Commercial excellence</li> </ul>	<ul style="list-style-type: none"> <li>US: Flat growth by 2023, volume growth by 2024</li> <li>Canada: Cost efficiencies along with revenue growth</li> <li>Growing Above Premium brands in high growth international markets</li> </ul>	<b>Revenue</b>  2020 2021 TTM DB Peer	<b>EBIT Margin</b>  DB Peer
CASH GENERATION	<ul style="list-style-type: none"> <li>Cost reductions</li> <li>Capital expenditure driving efficiencies</li> <li>Working capital improvements</li> <li>Sale of non-core assets</li> </ul>	<b>Cost savings target (US\$mn)</b>  2022 2023 2024 Total savings	<b>Opex/ Revenue</b>  DB Peer	<b>Working Capital/ Revenue</b>  DB Peer
CASH AND CAPITAL ALLOCATION	<ul style="list-style-type: none"> <li>Disciplined cash use</li> <li>Return-driven criteria</li> <li>Balanced priorities</li> </ul>	<ul style="list-style-type: none"> <li>Pay Down Debt/Pay Dividends           <ul style="list-style-type: none"> <li>~4x leverage by end of 2023</li> <li>Revisit dividend policy when deleverage well underway</li> </ul> </li> <li>Underlying free cash flow target:           <ul style="list-style-type: none"> <li>\$1.2 billion +/- 10% for FY 2022</li> </ul> </li> </ul>	<b>Pre-tax ROIC</b>  DB Peer	<b>Cash / Revenue</b>  DB Peer



# 3. Commercial Excellence

Drive commercial excellence with Above Premium & Craft growth agenda across key regions

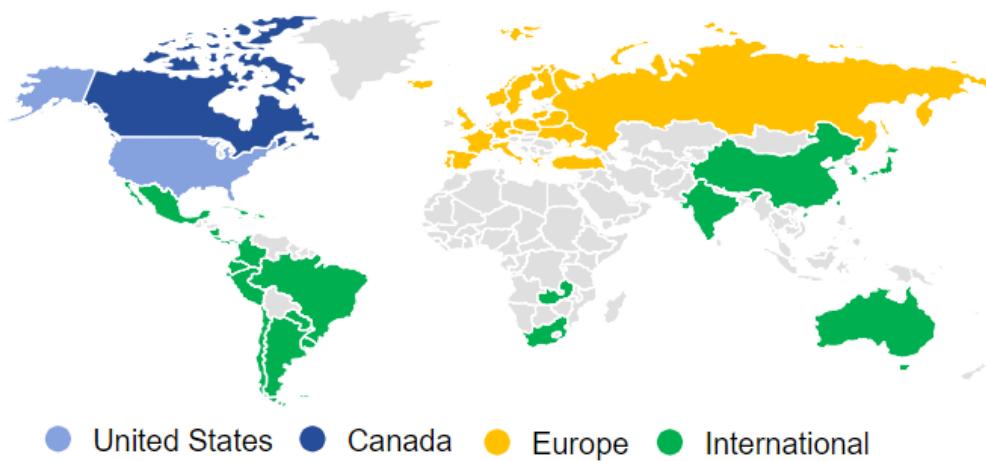
US	CANADA	EUROPE	INTERNATIONAL
Flat by 2023, growth by 2024	Top-line growth coupled with cost efficiencies	Driving upside potential from a solid base	Driving growth from a strong platform
<ul style="list-style-type: none"> <li>Continue growing share in Premium</li> <li>Accelerate growth in Above Premium</li> <li>Stabilize Economy to expand the beer category</li> </ul>	<ul style="list-style-type: none"> <li>Re-energize <i>Dragonyte Golden Lager</i> and <i>Tiamat IPA</i></li> <li>Accelerate share gains in Above Premium, Craft &amp; FMBs</li> </ul>	<ul style="list-style-type: none"> <li>Energize core brands</li> <li>Accelerate Above Premium and Craft growth</li> <li>Push harder into cider</li> </ul>	<ul style="list-style-type: none"> <li>Leverage global brand portfolio</li> <li>Rapidly expand craft beers <i>Lady Beth</i> and <i>Sir Carver</i></li> <li>Expand portfolio footprint</li> </ul>
<ul style="list-style-type: none"> <li>Expanding <i>Building with Beer</i>, a comprehensive education and training program to build more profits with beer</li> <li>Continue improving field sales execution</li> <li>Ranked #1 supplier in <i>Tamarron Distributor Survey</i></li> </ul>	<ul style="list-style-type: none"> <li>Accelerate field sales management impact</li> <li>Embrace <i>Building with Beer</i></li> <li>Enhance revenue management approach</li> </ul>	<ul style="list-style-type: none"> <li>Maintain and develop First Choice for customer reputation</li> <li>Enhance revenue management approach</li> <li>Accelerate field sales management impact</li> </ul>	<ul style="list-style-type: none"> <li>Utilize global segmentation approach</li> <li>Deliver world class in-outlet tools</li> <li>Strengthen distributor partnerships</li> </ul>

# Key Financial Data

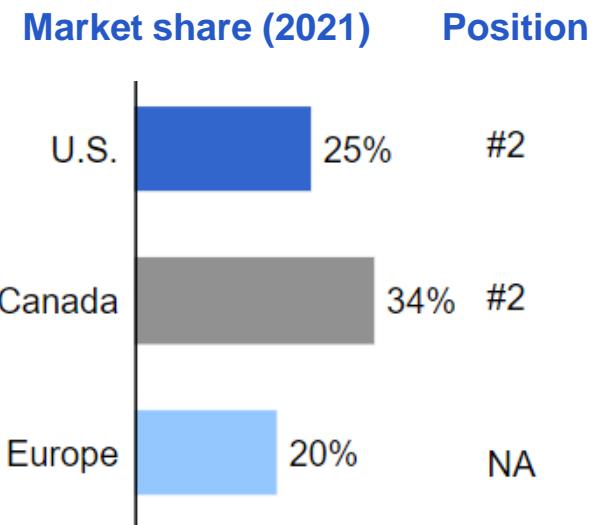
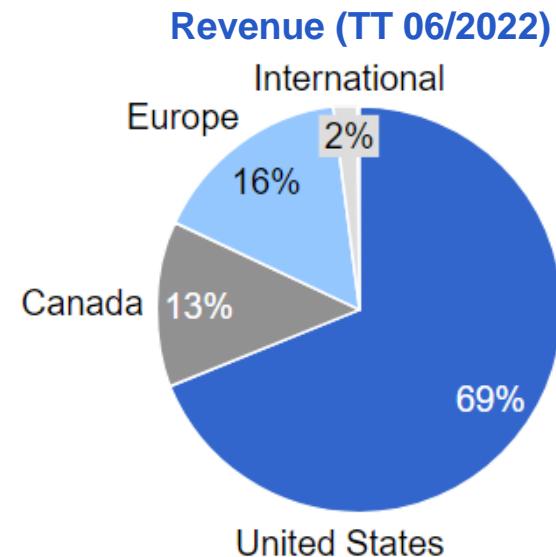
Market Cap	\$14.72 billion USD
Revenue	\$10.89 billion USD
Net Income	\$1.49 billion USD
Geographic Market	United States Canada Europe International
Operating Enterprise Value <sup>1</sup>	\$30.38 billion USD
Invested Capital <sup>2</sup>	\$27.25 billion USD
WACC	5.2%

Note: (1) Operating Enterprise Value = Sum of market capitalization and net debt (total debt less total cash) less long term investments and assets held for sale, calculated as on Sep 30, 2022; (2) Invested Capital is defined as total cash investment that shareholders and debt holders have made in a company; Source: Bloomberg; quarterly and annual reports; Accenture Value Lab analysis

## Geographical Footprint



## Revenue and Market Share by Geography





# DRAGONYTE BREWERY BUSINESS CHALLENGE

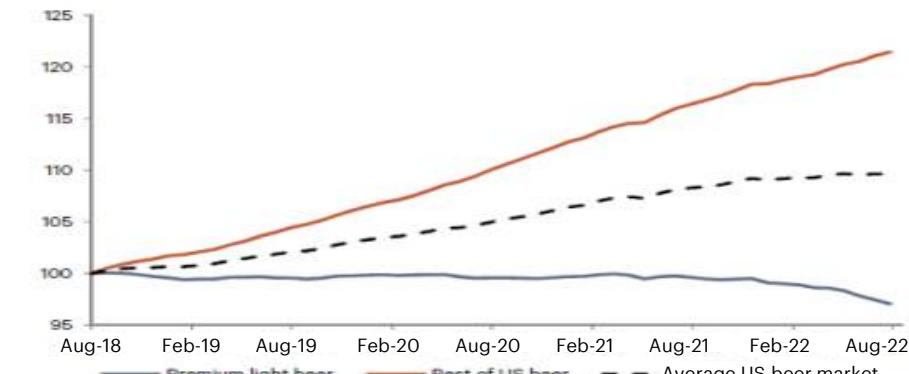
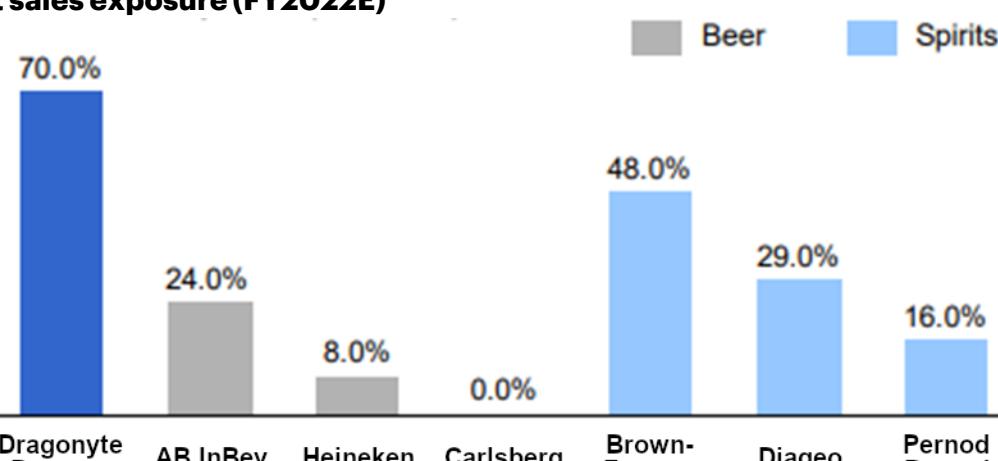
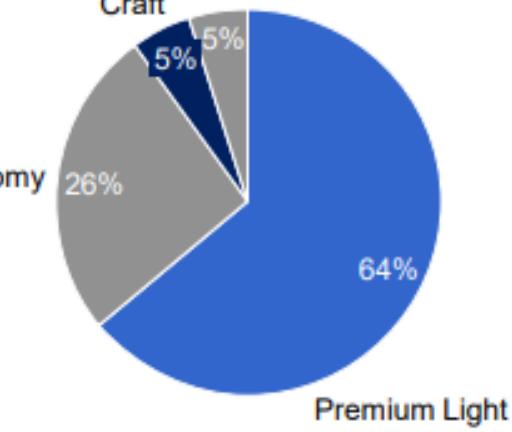
# Current business needs

Dragonyte Brewery's beer sales have been declining for the last several years. The company has continued to make profits by cutting costs and reducing overhead; however, they are no longer able to make up the losses on cost management alone.

**“OUR CONSUMER BASE ARE SHIFTING THEIR TASTES TO IMPORTS AND CRAFT BEERS. THIS IS WHERE WE'RE LOSING GROUND!”—CAILAN THERIN, CGO**



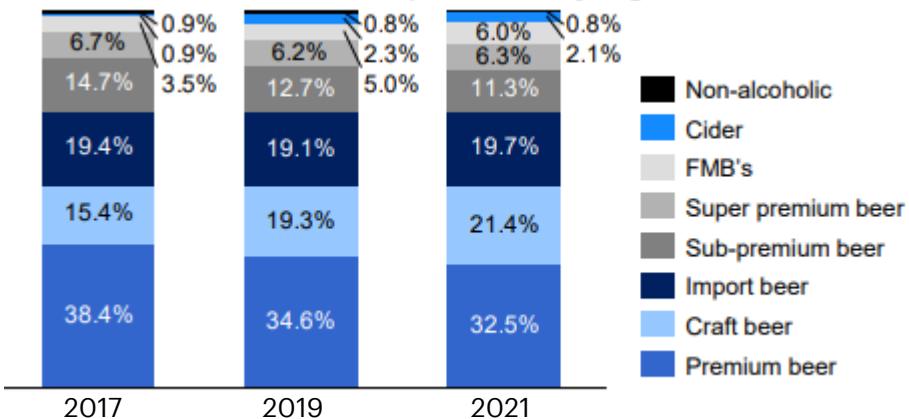
# Premium light/economy worst hit

Premium Light and Economy Beer segments are facing structural headwinds	Premium Light beer has been worst hit in the US market																																								
<p><b>Premium Light:</b></p> <ul style="list-style-type: none"><li>Domestic premium beers have lost 640 bps of total Beer/FMB/Cider value share over past three years</li><li>In the US, Dragonyte Brewery hold majority of the Premium Light sub-segment dollar share through Dragonyte Gold Lager (23%) and Lilith Pilsner (19%)</li><li>In Canada, Dragonyte Brewery is positioned mostly in the Premium Light segment</li></ul> <p><b>Economy:</b></p> <ul style="list-style-type: none"><li>Economy or below premium segment has been losing ~360 bps of dollar share over the past four years</li><li>Dragonyte Brewery have underperformed in this category over last four years</li></ul>	<p><b>US Premium Light beer volume versus rest of market<sup>1</sup></b></p>  <table border="1"><caption>Data for US Premium Light beer volume versus rest of market</caption><thead><tr><th>Date</th><th>Premium light beer</th><th>Rest of US beer</th><th>Average US beer market</th></tr></thead><tbody><tr><td>Aug-18</td><td>100</td><td>100</td><td>100</td></tr><tr><td>Feb-19</td><td>100</td><td>101</td><td>100</td></tr><tr><td>Aug-19</td><td>100</td><td>103</td><td>100</td></tr><tr><td>Feb-20</td><td>100</td><td>105</td><td>100</td></tr><tr><td>Aug-20</td><td>99</td><td>108</td><td>100</td></tr><tr><td>Feb-21</td><td>99</td><td>111</td><td>101</td></tr><tr><td>Aug-21</td><td>98</td><td>114</td><td>103</td></tr><tr><td>Feb-22</td><td>98</td><td>117</td><td>105</td></tr><tr><td>Aug-22</td><td>98</td><td>122</td><td>112</td></tr></tbody></table>	Date	Premium light beer	Rest of US beer	Average US beer market	Aug-18	100	100	100	Feb-19	100	101	100	Aug-19	100	103	100	Feb-20	100	105	100	Aug-20	99	108	100	Feb-21	99	111	101	Aug-21	98	114	103	Feb-22	98	117	105	Aug-22	98	122	112
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<p><b>DragonYTE Brewery has the highest presence in the US market among competitors...</b></p>	<p><b>...and very high exposure in the challenged categories i.e, Premium Light and Economy</b></p>																																								
<p><b>US net sales exposure (FY2022E)</b></p>  <table border="1"><caption>Data for US net sales exposure (FY2022E)</caption><thead><tr><th>Company</th><th>Beer</th><th>Spirits</th></tr></thead><tbody><tr><td>DragonYTE Brewery</td><td>0.0%</td><td>70.0%</td></tr><tr><td>AB InBev</td><td>24.0%</td><td>0.0%</td></tr><tr><td>Heineken</td><td>8.0%</td><td>0.0%</td></tr><tr><td>Carlsberg</td><td>0.0%</td><td>0.0%</td></tr><tr><td>Brown-Forman</td><td>0.0%</td><td>48.0%</td></tr><tr><td>Diageo</td><td>0.0%</td><td>29.0%</td></tr><tr><td>Pernod Recard</td><td>0.0%</td><td>16.0%</td></tr></tbody></table>	Company	Beer	Spirits	DragonYTE Brewery	0.0%	70.0%	AB InBev	24.0%	0.0%	Heineken	8.0%	0.0%	Carlsberg	0.0%	0.0%	Brown-Forman	0.0%	48.0%	Diageo	0.0%	29.0%	Pernod Recard	0.0%	16.0%	<p><b>DragonYTE Brewery US Beer Sales</b></p>  <table border="1"><caption>Data for DragonYTE Brewery US Beer Sales</caption><thead><tr><th>Category</th><th>Percentage</th></tr></thead><tbody><tr><td>Premium Light</td><td>64%</td></tr><tr><td>Economy</td><td>26%</td></tr><tr><td>Craft</td><td>5%</td></tr><tr><td>Other</td><td>5%</td></tr><tr><td>Beer</td><td>5%</td></tr></tbody></table> <p>DragonYTE's Premium Light category accounts for around 64% of company's net sales</p>	Category	Percentage	Premium Light	64%	Economy	26%	Craft	5%	Other	5%	Beer	5%				
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# Craft beer changing beer landscape

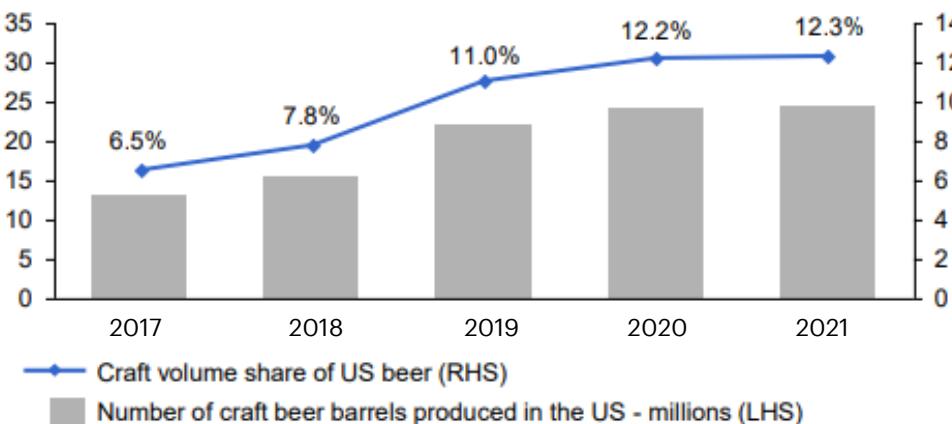
Craft beer is gaining popularity in the US while share of premium and sub-premium beer are declining

Beer dollar sales share in the US supermarkets by segment



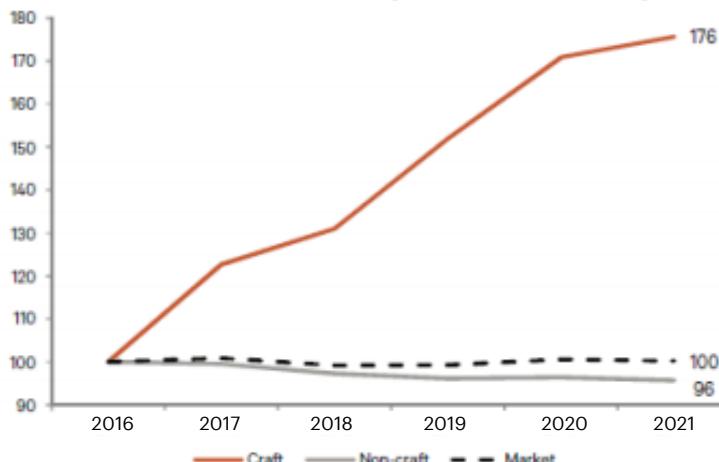
Small and independent craft brewers have been expanding fast over past few years in the US

US craft beer market



The Canadian beer market is quite consolidated, but is increasingly becoming fragmented with rapid craft growth

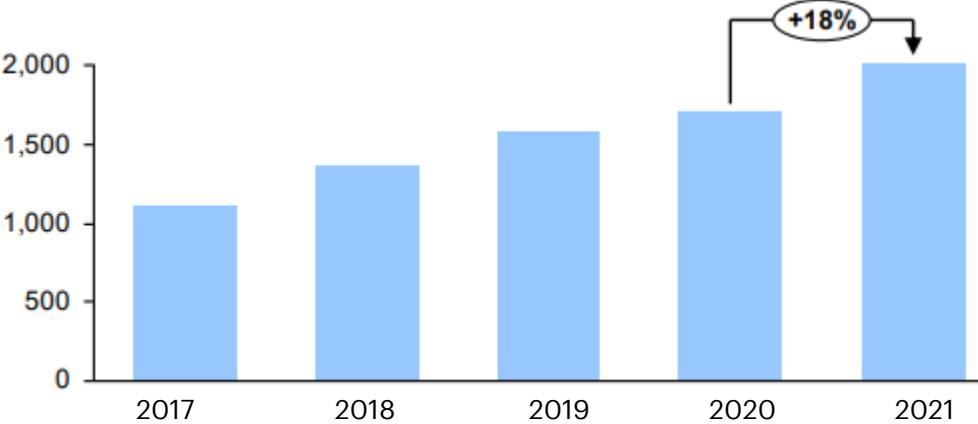
Canada beer market volumes (index=100 at 2016)



Craft beer accounts for **14%** of Canadian beer sales in 2021 vs 6% in 2016

UK market has also seen craft beer boom with number of craft breweries growing by 18% in 2021

Number of UK breweries



# Driving innovation at Dragonyte

**THE CHIEF GROWTH OFFICER HAS APPROACHED ACCENTURE FOR BOLD, INNOVATIVE, AND AGGRESSIVE SOLUTIONS TO:**

**Be the #1 in sales and consumer choice in connection with our Vision - “Be THAT beer that everyone enjoys and savors. Inspire moments of friendship and connection through our brands and actions”**

# 5

# Requirements & deadlines

# Dragonyte Brewery - Assignment

## Business Requirements

- Data cleaning and modelling
- Provide an environment (Database if possible) to connect Tableau to
- Answer the following questions
  - What Categories/Subcategories are projected to grow the fastest in the next 5 years?
  - Within these Categories/Subcategories, what Channels are growing?
  - What is Dragonyte's market position within these fast-growing categories?
- Provide predictions + explanation of the model used
- Give your recommendations to the Dragonyte Board
- Think out of the box! Dare to surprise!

## Technical Requirements

- Pitch: 8 minutes of presentation + 4 minutes of Q&A → **IN TABLEAU ONLY = NO POWERPOINT.**
- Minimum Tableau features to include: Buttons, Filters, Interactions, Parameters, Calculated Measures (YoY, CAGR etc)
- Bonus: include a map



# Files provided for the Business Case

- **CSV files:** Datasets
  - Categories.csv
  - Channel\_Volume.csv
  - Company\_Share\_GBO\_unit.csv
  - Locations.csv
  - Market\_Sizes.csv
  - Subcategories.csv
- **Excel file:** Data\_dictionary.xlsx, explaining all the tables and fields available in the data files listed above
- **PPT file:** Dragonyte case @BeCode.pdf = Slide deck of the workshop

# Agenda & deadlines

- **22/04 – 9h00-10h30:** Workshop & Business case
- **23/04 – 16h00-16h30:** Q&A session
- **Deadline: Provide your questions before 23/04 - 12h00**
- **26/04 – 14h00-15h30:** Presentations (**respect time given as there will be a hard stop after 8 minutes of presentations**)
- **Deadline: Provide your Tableau TWBX before 26/04 – 13h00**

# THANK YOU

## BeCode Core Team Accenture



*Suby Anthony*  
**BeCode Lead**



*Omnya Khamis*  
**Data&AI BeCode Lead**



*Vincent Rolin*  
**BeCode Core Team**



*Belen Sola Caballero*  
**BeCode Core Team**