Case Study: *Best Practices for Presenting & Storytelling*

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- For this specific case, we want to look at the final parts of the data analytics process: **Interpreting & Communicating Results**. In particular, best practices for presenting and **storytelling**!

- The company is **Ferrero**, the largest privately held chocolate and confectionary company in the world

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- Let's learn more about the business **context**:
    - In 2018, Ferrero had recently acquired significant additional brands, including Nestle's US confectionary business and Kellogg's cookies and fruit snacks business

More info about AIAB's Analytics Accelerator and other real-world data analytics case studies:
https://aiab.wharton.upenn.edu/students/student-analytics-accelerators/

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- Let's learn more about the business **context**:
    - In 2018, Ferrero had recently acquired significant additional brands, including Nestle's US confectionary business and Kellogg's cookies and fruit snacks business
    - Given these acquisitions, there was a business need to better optimize the advertising spending across the brands

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- Ferrero wanted to solve the following business **objective**:
  - To build a **Marketing Mix Model** to understand if there are opportunities to test the re-allocation of advertising spend (specifically on TV advertising spend)
    - A Marketing Mix Model is a multivariate regression that uses marketing data to predict sales or volume outcomes

      -

Case Study: *Best Practices for Presenting & Storytelling*

- Ferrero wanted to solve the following business **objective**:
  - To build a **Marketing Mix Model** to understand if there are opportunities to test the re-allocation of advertising spend (specifically on TV advertising spend)
    - A Marketing Mix Model is a multivariate regression that uses marketing data to predict sales or volume outcomes
  - Ferrero was specifically interested in the existence of 'halo' interactions, or times in which one product's advertising benefitted another product
    - For example, if they saw a statistically significant increase in Tic Tac Mint sales when Tic Tac gum was advertised on TV

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- What follows are some highlights from their final presentation to demonstrate some *best practices for presenting and storytelling*

Case Study: *Best Practices for Presenting & Storytelling*

- After completing the analysis, the student analysts **interpreted and communicated their results** in a presentation to Ferrero stakeholders
- What follows are some highlights from their final presentation to demonstrate some *best practices for presenting and storytelling*
- Following these best practices can:
  - Lead to a more effective and impactful presentation of a data analytics project
  - Help to convey the information clearly and engagingly to the audience

Case Study: *Best Practices for Presenting & Storytelling*

- **A good agenda gives the audience a clear structure of your presentation and what's to be expected**

Agenda

FERRERO

Project Scope and Key Question

Competitive Landscape

Methodology

Results

Next Steps

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Case Study: *Best Practices for Presenting & Storytelling*

- **A brief background provides the audience with a contextual framework for better understanding the subject matter of your presentation**

FERRERO

Ferrero is the largest privately held chocolate and confectionary company in the world

Founded in 1946 and family owned since creation

Product portfolio has grown significantly throughout multiple decades

Currently owns 4 brands of confectionary, with recent acquisition of more

Headquartered in Switzerland, with dominant share in Italy and Germany

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Case Study: *Best Practices for Presenting & Storytelling*

- **A brief background provides the audience with a contextual framework for better understanding the subject matter of your presentation**

Recent acquisitions create need to optimize heavy advertising spend across brand portfolios

FERRERO

16-01-2018

FERRERO TO ACQUIRE NESTLÉ'S U.S. CONFECTIONARY BUSINESS

The Ferrero Group and its affiliated companies ("Ferrero"), a global confectionary group, today announced a definitive agreement pursuant to which it will acquire the U.S. confectionary business from Nestlé for $2.8 billion in cash. Nestlé's U.S. confectionary business generated sales of approximately $900 million in 2016.

Ferrero will acquire more than 20 American brands with a rich heritage and strong awareness, including iconic chocolate brands such as Butterfinger®, BabyRuth®, 100Grand®, Raisinets®, Wonka® and the exclusive right to the Crunch® brand for confectionary and certain categories in the U.S., as well as sugar brands such as SweeTarts®, LaffyTaffy®, and Nerds®.
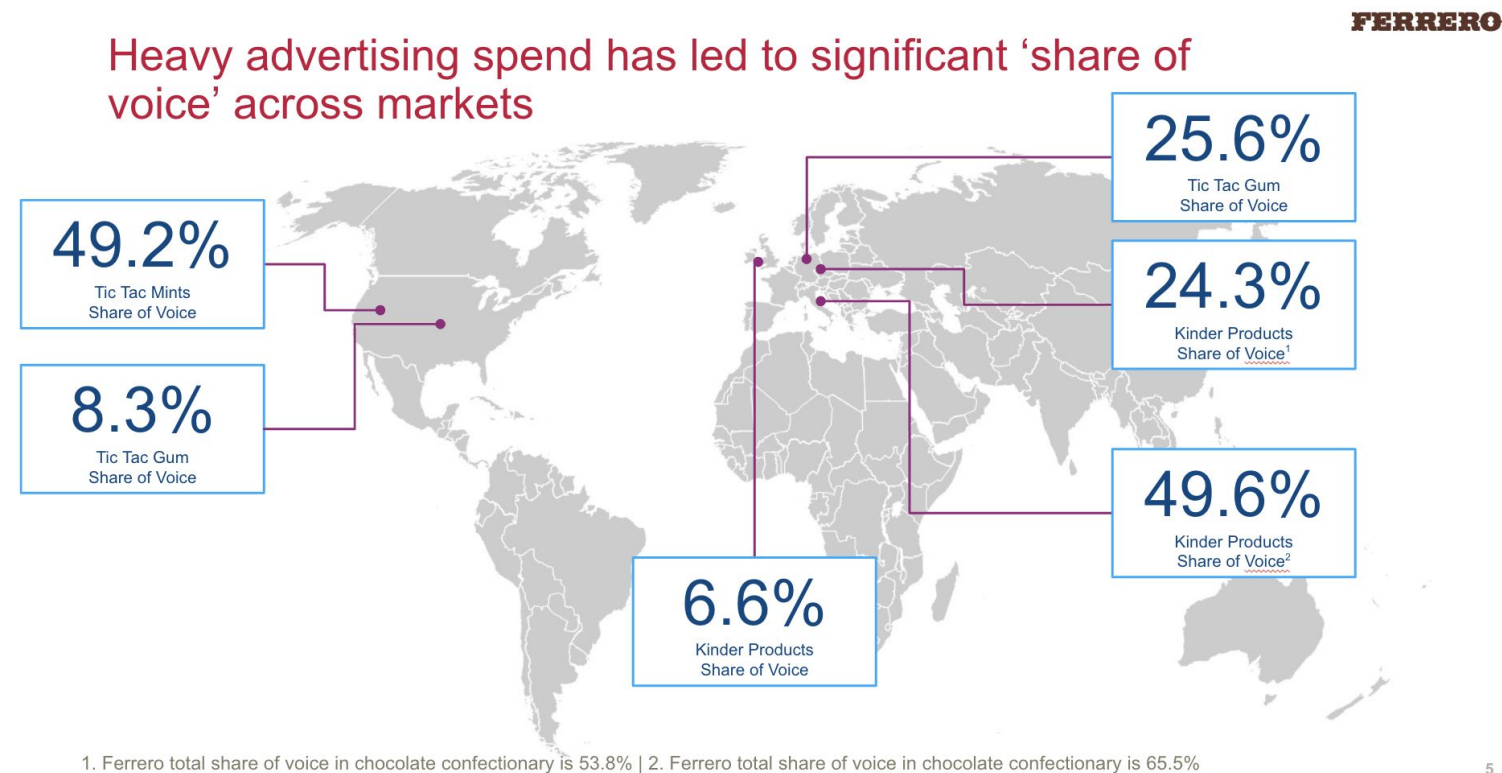
With this transaction, Ferrero will become the third-largest confectionary company in the U.S. market where it is best known

01-04-2019

FERRERO TO ACQUIRE KELLOGG COMPANY'S COOKIES AND FRUIT SNACKS BUSINESSES

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- **Using maps as a visualization tool helps to effectively illustrate the geographical distribution**

Heavy advertising spend has led to significant 'share of voice' across markets

FERRERO

49.2%
Tic Tac Mints
Share of Voice

8.3%
Tic Tac Gum
Share of Voice

25.6%
Tic Tac Gum
Share of Voice

24.3%
Kinder Products
Share of Voice[1]

49.6%
Kinder Products
Share of Voice[2]

6.6%
Kinder Products
Share of Voice

1. Ferrero total share of voice in chocolate confectionary is 53.8% | 2. Ferrero total share of voice in chocolate confectionary is 65.5%

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- **Simplify complex concepts for the audience**
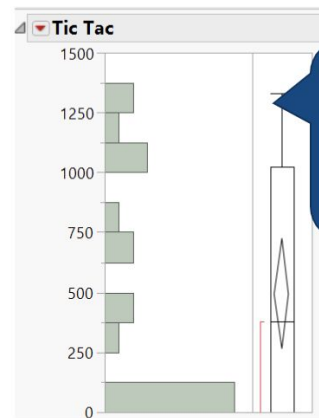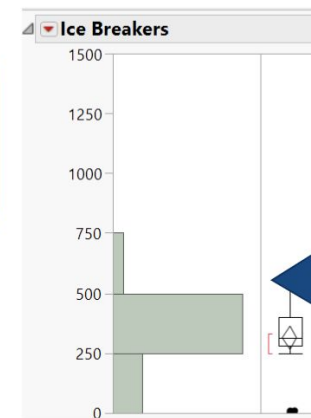
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- **Highlight key insights**
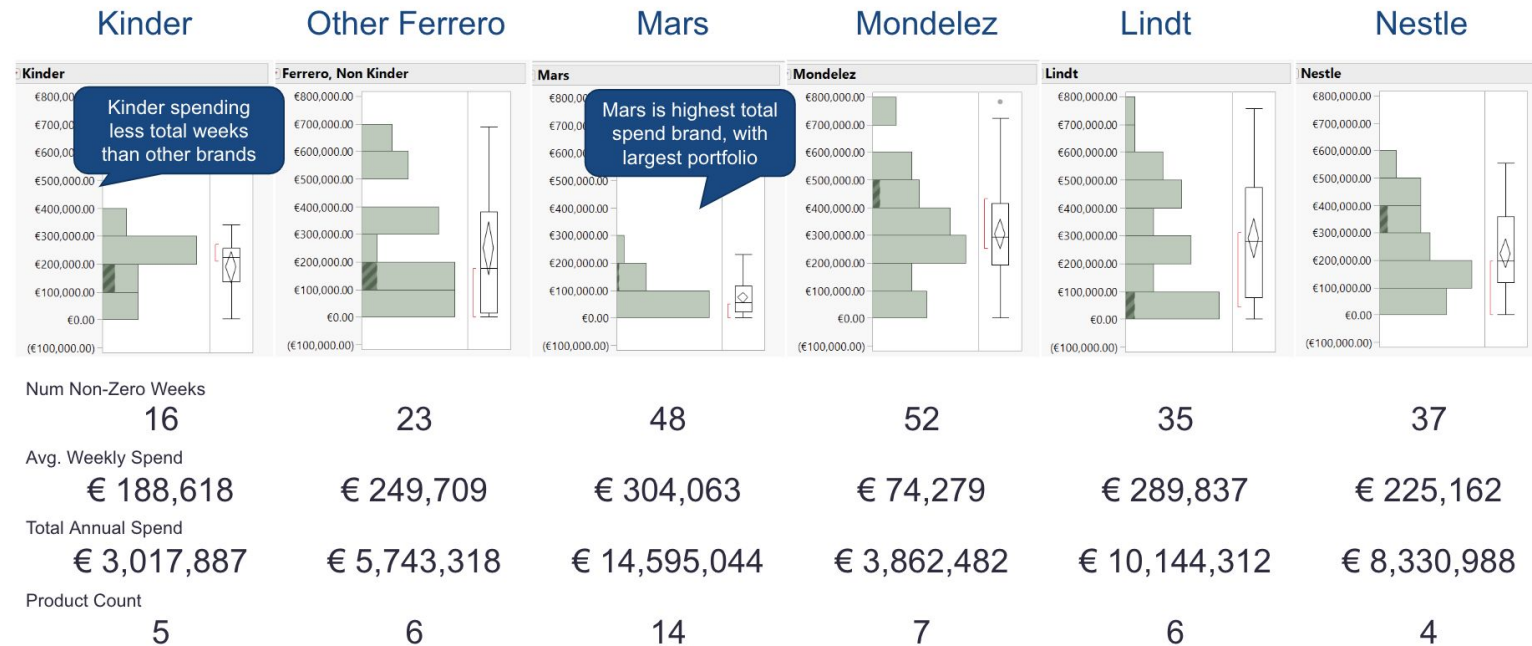
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- **Identify patterns and trends**

Case Study: *Best Practices for Presenting & Storytelling*

- **Provide insights and recommendations**

Other potential additions to the study

FERRERO

Study advertising interactions to determine significance

- We recommend analysing the interaction of different variables to identify the impact

- The interaction effect is the multiplicative effect of two variables together at the same moment

- For example, having advertisement and promotions for the same product at the same time, might have a greater impact on sales than each one independently may have

- The same can apply to other variables not analysed yet, such as: The effectiveness of the advertisement campaign

Increase number of data points

- As we only studied over a ~2 year horizon at a weekly level, our number of observations are limited

- This number is further reduced when considering the proportion of weeks when advertising is "turned on" (sometimes as low as 10 weeks / year)

- Hence the regression models might not capture the true effects of advertisement in sales

- Additionally, the limited amount of data does not allow for true identification of seasonality or autocorrelation, which may play a larger role than found in our study

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