1. Category Models  
   All Category x State models have been delivered.   
   Refer to:  
   * 1. Raw Data – Raw Data Folder in CCI KT>Category Modes>Raw Data
     2. Outputs – CCI KT>Category Models>Outputs
        1. Sparkling - Power BI Consolidated Sparkling (Sep-Mar Data Update Run) 05192020
        2. Juices - Power BI Consolidated Juices (Sep-Mar Data Update Run) 05192020
        3. Hydration - Hydration\_Data\_Update\_till\_March(7\_iterations) \_Power\_BI\_Consolidated
   1. Reporting for Data Till March 2020
      1. Only two columns to be reported: Actual Growth and Forecasted Growth from the Power BI report generated after update
         1. Using 3 MMT Actualized Column
            1. Actual Growth: Current Year/Previous Year
            2. Forecasted Growth: Report the forecasted growth for the month forecasted in T-1 run

Refer to file: All Categories - March 2020 Actual vs Forecasted Growth (Sep to March Runs) for the Calculations

Refer to file: Power BI Upload - New Dashboard - All Categories06052020 for the latest data in the dashboard

* 1. Monthly Updates
     1. Update the following monthly
        1. State Domestic Product – MOSPI (Restate)  
           Link: <http://mospi.nic.in/sites/default/files/press_releases_statements/State_series_as_on_15032020.xls>  
           - In case of missing values, use the same value as last year
        2. Unemployment: CMIE (restate) <https://unemploymentinindia.cmie.com/kommon/bin/sr.php?kall=wsttimeseries&index_code=050050000000&dtype=total>
        3. Weather – Temperature and Precipitation – File Provided by CCI  
           Restate historical data
        4. Category Volumes
        5. CCI to provide State Wise Volume every month
     2. Validation File: Sample File Power BI Calculations
     3. Power BI Update File: Sample File Power BI Upload - New Dashboard - All Categories06052020
        1. For April Update: Forecasted 3 MMT growth of April in March Update and Actual Growth to be added for each state and national
  2. Publish latest dashboard and inform client

1. State X Brand Model (POC: UP Sprite)
   1. Execution, Pricing and Marketing  
      Built a single model with Execution, Pricing and Marketing Measures as follows:
      1. Execution: (refer to file MVA Docket March 2020)
         1. Own
            1. IPS
            2. ND
            3. SOCF, SOWF
            4. OOS, SOTS
            5. Price By SKU
         2. Competition
            1. Volume Sales (log)
            2. Price by SKU
      2. Marketing: (refer to Copy of MVA Data - Sprite UP - 2015--2019 (002))
         1. Short Term TV by Campaign: Saturation 0.52, Decay:0.54
         2. Long Term TV by Year: Saturation 0.42, Decay 0.972
         3. Short Term Digital by Platform and By Year: Saturation 0.52, Decay 0.54
         4. Long Term Digital Total by year (add all impressions): Saturation: 0.52, Decay 0.921
         5. Short Term Other Media by year and by media tactic: Saturation:0.52, Decay 0.54
         6. Long Term Other Media Total (add all spends) by year: Saturation: 0.52, Decay:0.951
   2. Brand Momentum Model
      1. Like Category Forecast Models, impact of weather and economy drivers is derived
   3. All the outputs and raw data files have been uploaded into the drive
      1. Final Model:
         1. Environment: TCCCMVA
         2. Project: **CCI\_UP\_Sprite\_MVA**
         3. Model: 0518\_v3

Total Growth: Weather + Economy (from Brand Momentum Model) + Execution + Pricing + Marketing (from step a.) + Competition and Others

**All Due Tos are calculated on predicted sales**

Deck: Refer to CCI Analytics Solution 4.1. Slides 13 onwards are the reporting slides for the Brand X State Models

1. Growth Simulator
   1. This is a simulator which is based on the Sprite X UP models covering: Macro, Execution, Pricing and Marketing
   2. To update the data in the simulator, use the Engine tab
      1. Engine tab contains a replica of the model in TCCC MVA
   3. Skeleton of the simulator has been laid out with the connections and formulas, Sekar will need to complete the UI of the excel simulator.