

# Leveraging granular PoS data and advanced analytics techniques can increase sales significantly for consumer goods players

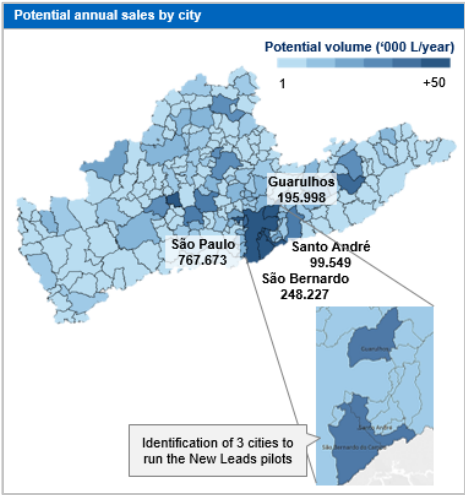
## Client context

- **New approach to Go to Market Strategy**, leveraging **McKinsey Advanced Analytics team** as well as the **client’s extensive database** (combining public and proprietary sources) to:
  - **Identify over 100k new customer leads** for the ~30 distributors to pursue, with PoS phone numbers and addresses to facilitate 1st contact
  - **Predict PoS churn** and recover sales of inactive customers before it was too late
  - **Cluster PoSs** and suggest a **targeted approach** according to each segments’ needs and profitability

Client name: X  
Team set-up: X  
Fees Structure: X

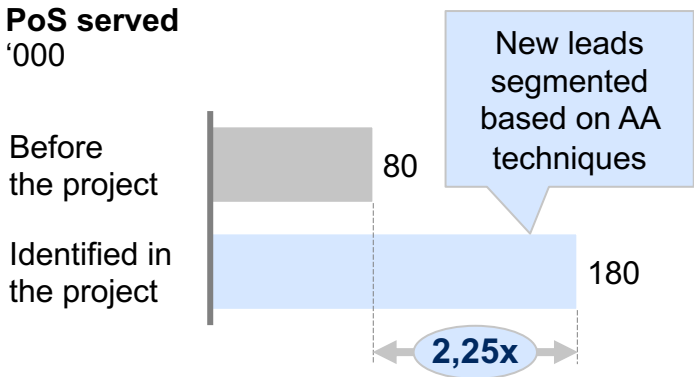
## Approach

- **Structured pilots in three cities** with the highest potential for **converting new leads**
- Developed a **list of PoS** with the **highest churn probability** and expected profit loss to hand out to the distributors
- Prepared a **“segment book”** with tailored approaches and **suggested combos** to maximize cross sell



What was unique: X

## Impact



### Where is impact opportunity ...

Public and proprietary **databases are usually poorly explored** by consumer goods players, leading to **sub-optimal channel strategies**

Without analytical support, **dealers develop more extensively areas that are closer to its headquarters**, leading to several **white spaces**

PoSs are often inactivated (churned) simply because **the dealers cannot effectively plan and execute visits**

