



BUILDING A DATA CULTURE

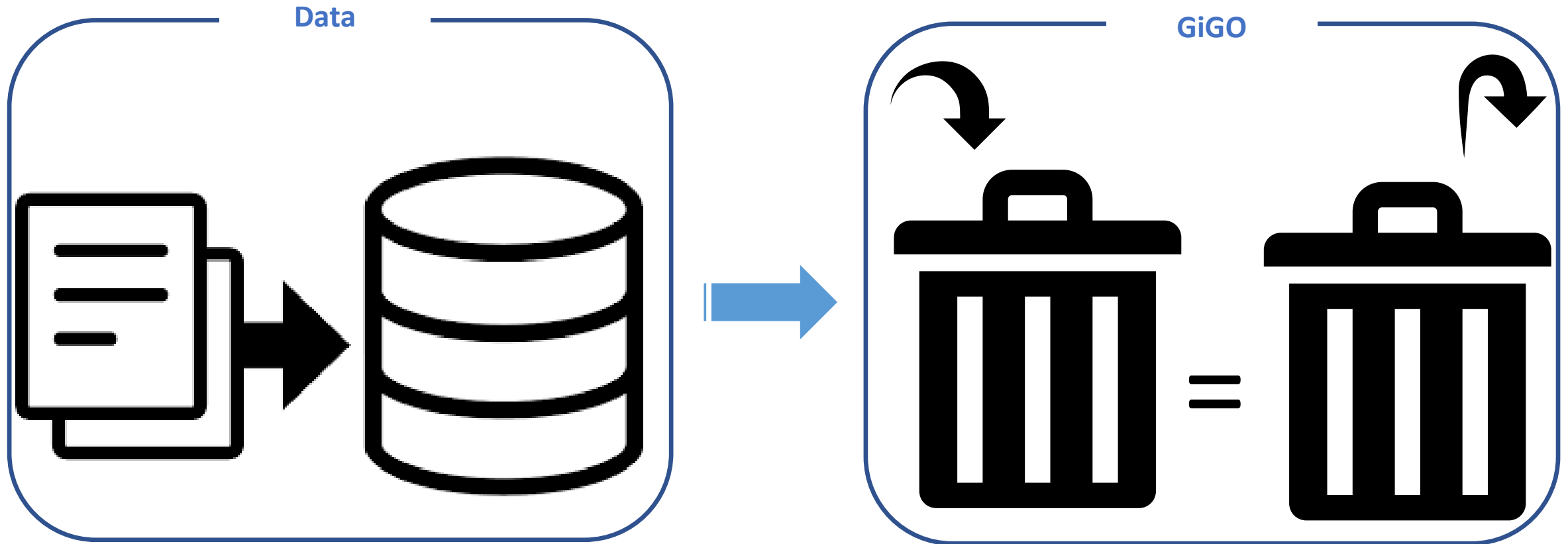
MMA MARTECH WEBINAR, APRIL 2021

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FINDING DATA VS USE OF DATA



Data is a garbage unless we know what we do with it

FROM VALUE TO VALUATION OF DATA

Data

Usership
Sampling
ROAS
Loyalty
Outlet Reach
Forecast
Assortment
Capacity
Utilisation
Average weight of Purchase

Awareness
Stock Cover
Trial Rate
Gross Margin
Distribution
Brand Equity
Out of Stock
Online Availability
Master Production Plan

Information

I am losing market share

Knowledge

Weaker brand equity leads to share erosion

Number of weeks on air has an impact on salience

Product quality impact loss of share

Insight

Mothers feel uncertain when children step out

But they want freedom for their children to grow and experience the world

They need assurance from a brand that it will take care of their kids when they are out of sight

Data not as a fuel is enough we need to turn them into gasoline



4 PILLARS OF BUILDING A DATA CULTURE



Data at the heart of organisation strategy

Data as an enterprise asset

Data representation at leadership

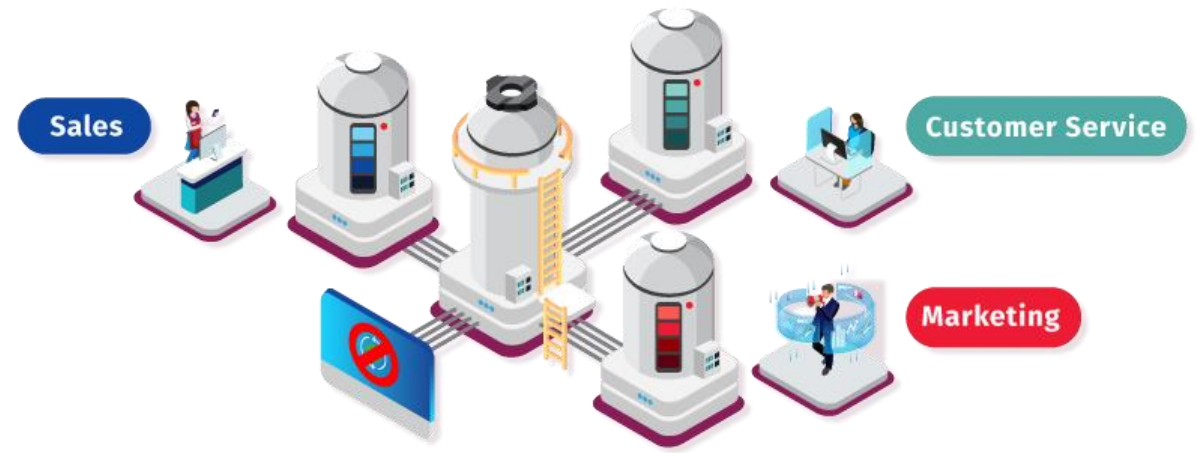
Thought leadership on data integrity & ethics

1.0 DATA ACROSS THE ORGANISATION

Data as Silo

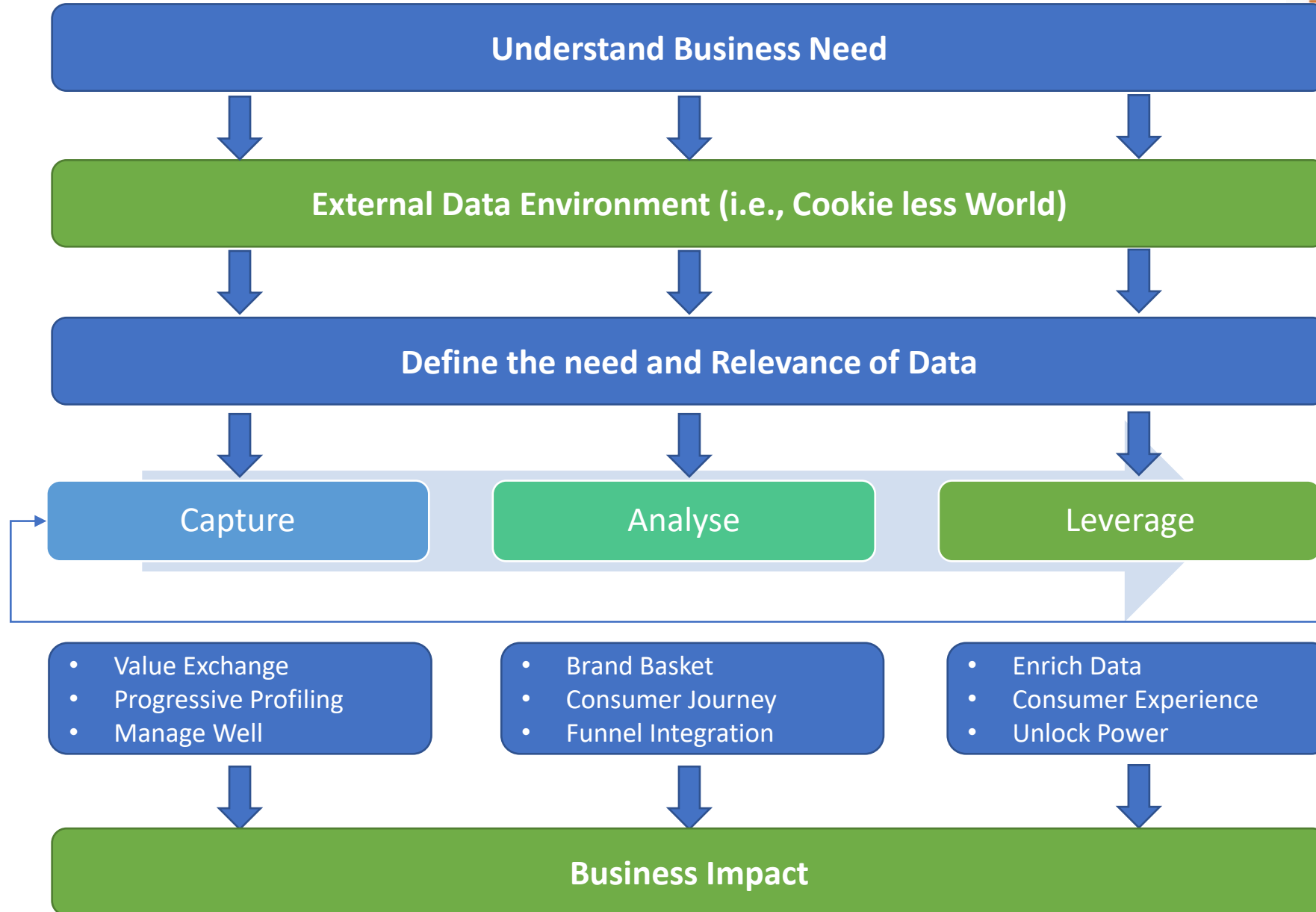


Breaking the Silo

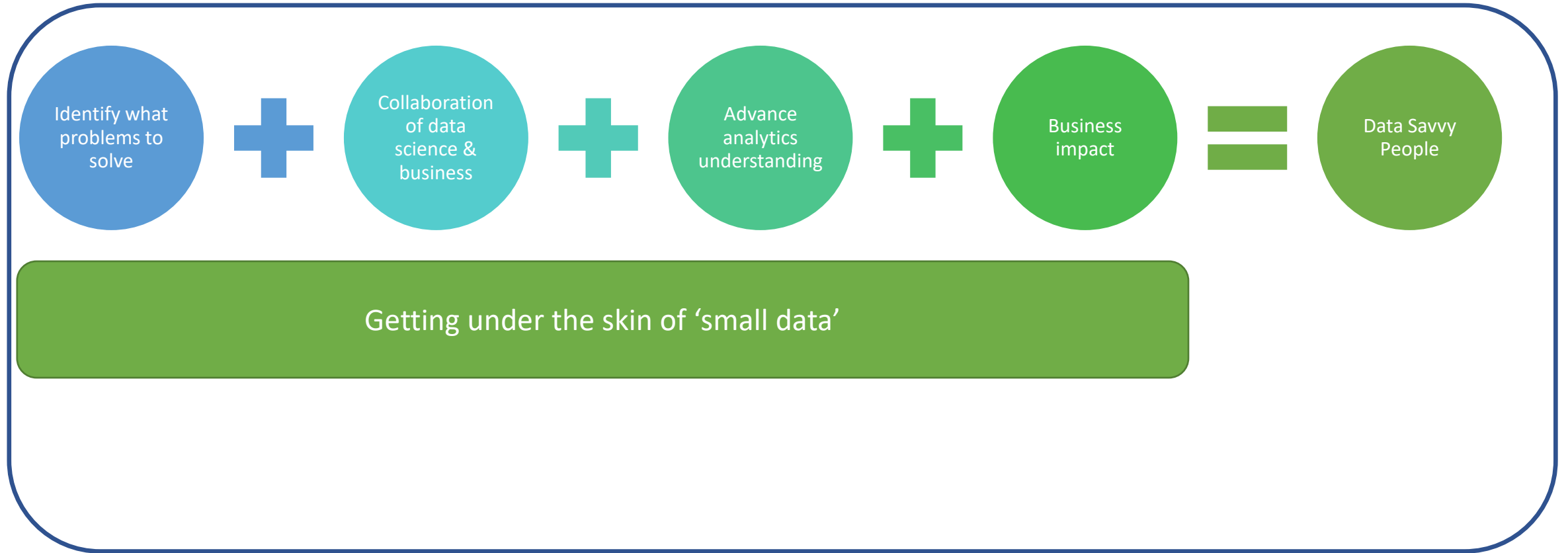


Data as an Ecosystem and Platform

2.0 DATA FOR BUSINESS IMPACT



3.0 PEOPLE FOR DATA: THE SCIENCE AND ART OF IT

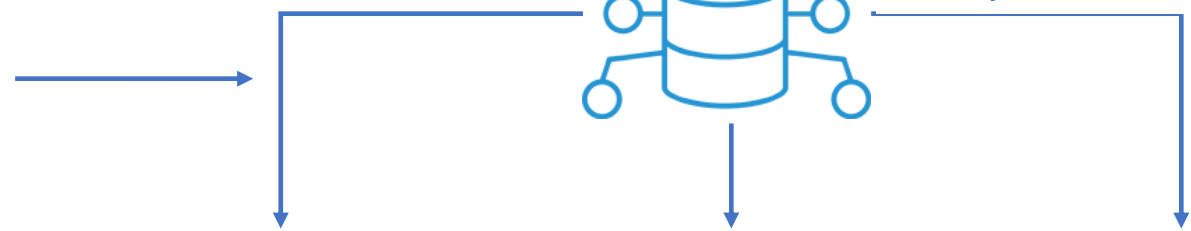


Getting under the skin of 'small data'

4.0 TECH INFRASTRUCTRE FOR DATA

External Data Ecosystem

Traffic Data
Government Spending
Weather Data
Mobility Data
Geography Profiles



Consumer Data Lake

LIVE WIRE

Deaveraged Data based on WiMI



ML Based Decision Support System



Search Based Deaveraged Data

Customer Development Data Lake



POS Based Retail Measures

Predictive analytics for CCBTs



Going direct for uncovered/perennially underserved markets



Task Customization basis size of prize

Supply Chain Data Lake



Digital Simulations



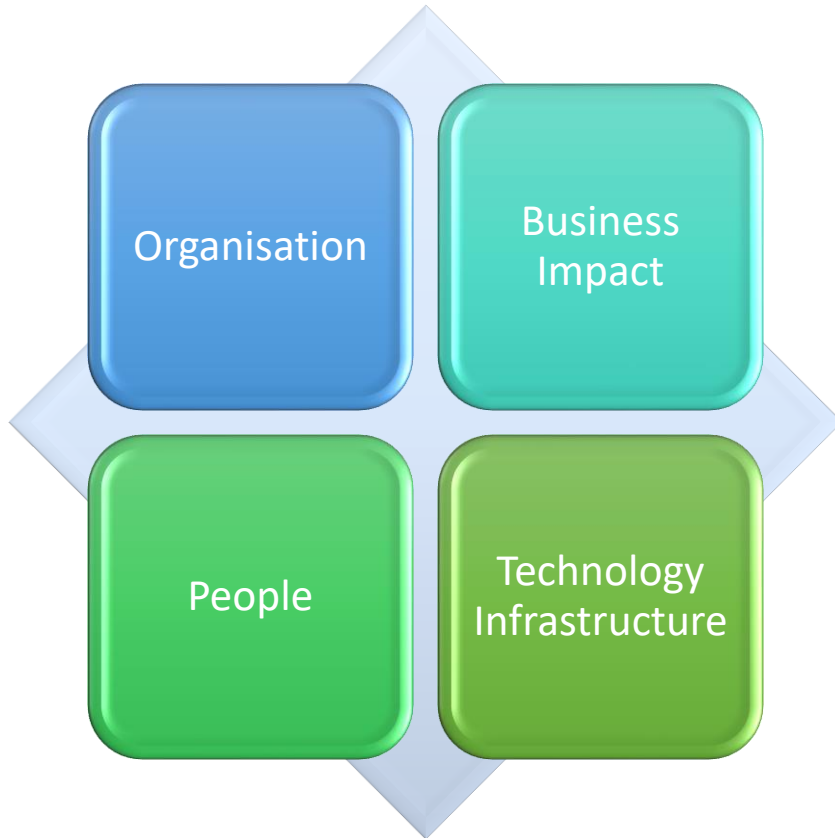
Process optimisation



Pre-emptive Maintenance



Forecasting & Modelling



Data as a Competitive Advantage

An organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage.

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JACK WELCH

Former CEO of General Electric