

#tool-case-study

Growth Explorer

Growth Explorer tool is designed to discover the “WHY” of changes in business outcomes



Need of a Growth Explorer

CPG companies rely heavily on dashboards for day-to-day reporting. When it comes to dashboards, they often get the answer to WHATs, but dashboards rarely provide the WHY. But the stakeholders need a tool that helps them understand the WHY and drive action plans in the marketplace.

Value of Growth Explorer

Growth Explorer Tool uses advanced algorithms and innovative visualizations to dig deeper and answer the Why. It offers both strategic and execution views to stakeholders at the same time.

Implementing the tool allows stakeholders to:



View the growth and decline hotspots as well as the underlying factors.



Knows which products are causing pain in which geography.



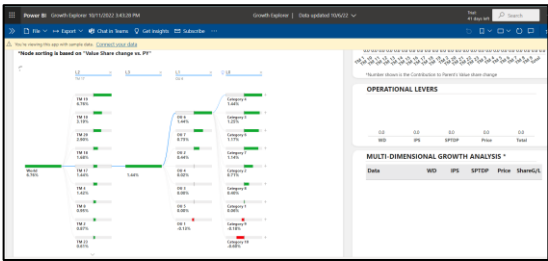
Establish which levers (e.g., pricing, distribution) should be addressed.



Growth Explorer Overview

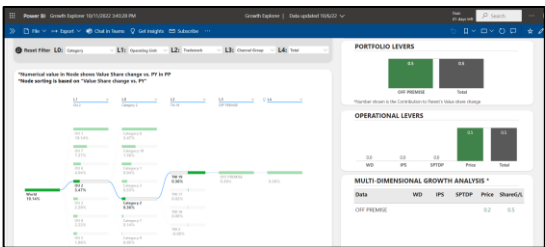
Decision Point designed a robust tool that allows users to evaluate multiple scenarios of promotions. The tool allows users to run different scenarios based on the promotion mechanics and measure the uplift and ROI.

The end-user can view the growth Decision Tree for Revenue, Value Share & Volume Share.



Growth Tree

The decision tree can be created at any level of the Product X Geography hierarchy. As an example, a category manager can begin with a global change in category revenue and move on to a specific brand, pack type or channel.



Growth Decomposition

Decomposing each node of the tree into its operational lever is possible. For instance, a share change can be broken down by price, distribution, SKU range, and velocity.



Growth Cluster

By using a single view, a category manager would be able to identify which product segments to target in which geography/channel.



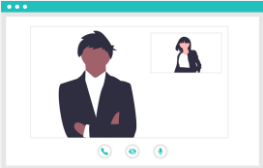
Impact

After implementing the tool, FMCG companies can achieve the following results:



01

High analytics ROI and saves ~90% man-hours in doing the deep dive.



02

Category leaders and operating units can devise effective execution plans



About Us



Decision Point delivers the future of data science. With more than a decade of experience and a truly global reach into data analytics and big data solutions, we are a team of data scientists, business consultants and tech savvy engineers who are passionate about extracting every ounce of value from data.

We are driven by our relentless urge to dig deeper in extracting actionable insights from data. We own our client's success by consistently creating value in their analytics journey. We've built a firm equipped to solve business problems using cutting edge A.I technologies.

We care for our clients' business as our own and help them make significant and lasting improvements to their performance by institutionalizing analytics in their decision-making process. We cross boundaries and churn the sum-total of siloed information assets to uncover breakthrough insights which our clients act on. We have served over 50+ clients, across North & South America, Europe, Africa, and Asia in the CPG, Retail, Electronics, and Healthcare sector.

