Understand your market and make data-driven decisions.

A Dell™ Analytics Services for the Consumer Packaged Goods (CPG) industry

The global economy has created a more complex business environment. As technology has brought the world closer together, it has also forced businesses to evolve more quickly and adopt the latest advances and methods to thrive in a global economy. This has resulted in a more complex value chain with multiple stakeholders — vendors, suppliers, channel partners and original equipment manufacturers, among others. Businesses are also dealing with rising costs, changing customer needs and technological advancements that make it increasingly more challenging to stay competitive.

Achieve better results with a scientific, data-driven strategy.

How can you make better decisions amid increasing complexity? By adding predictive analytics to your decision-making process. Analytics can help you gain insights by revealing valuable information hidden in data. By studying underlying trends, analytics help identify meaningful patterns. You can convert meaningful data into actionable insights and use your existing systems to build scientific decision-making capabilities.

Dell Analytics Services.

It is no wonder that more businesses are investing in analytics to improve their decision-making capabilities, revenues and margins in this increasingly competitive global economy. Dell has used predictive analytics to add value to our own business for the past seven years across major functions such as supply chain, pricing, marketing, product planning, online, services and customer support. We are now offering this expertise to help you grow your business and thrive.

Use underlying data trends to help identify meaningful patterns and make the changes you need to remain competitive.

Analytics can help you answer key questions more accurately.

- How can I reduce my procurement costs?
- What are the new features that customers are looking for?
- How can I optimize my marketing and communications spend?
- Which promotions are most profitable?
- How can I improve my market share?
- Who are the new customers I should target?
Examples of our success.

Customer segmentation: Drove targeted customer experiences based on profile definitions for specific segments – with each segment having specific product preferences. Resulted in better customer reviews for our products.

Pricing optimization: Provided actionable pricing intelligence in order to improve win/loss ratio and improve market share. Resulted in topline revenue improvement of about $2 million along with a margin impact of $0.4 M for the products applied.

Merchandise management: Identified optimal mix of product offerings for a retailer for the upcoming season based on competitive benchmarking. Resulted in 5 percent increase in market share with the applicable retailer of Dell products.

For more information about any of our service offerings, please visit dell.com/services or contact analytics_service@dell.com.

Dell Analytics Services for Consumer Packaged Goods industry at a glance.

Operations
- Inventory management
- Quality analytics
- Demand planning analytics
- Reverse supply chain analytics
- Logistics and distribution management
- Retail analytics

Product
- New product analytics
- Product assortment analysis
- Brand health performance monitoring
- Product strategy
- Product feasibility analytics

Marketing
- Marketing analytics
- Market basket analysis
- Customer relationship management analytics
- Loyalty analytics
- Customer segmentation
- Customer lifetime value analysis

Pricing
- Promotion and discount planning
- Price competitiveness analytics
- Optimal pricing strategy
- Sales and operations planning
- Research and development spend analytics

Sales
- Demand generation analytics
- Sales forecasting
- Demand sensing and shaping analytics
- Campaign tracking analytics

Online
- Web analytics
- Effectiveness of channel analytics
- Link placement
- Campaign tracking
- Advertisement analytics
- Social media analytics

The analytics advantage for CPG industry

Even the most seasoned CPG industry veteran is challenged by the number of disparate and critical factors that must be analyzed as part of a decision making process:
- Unpredictable and ever changing consumer preferences
- Multiple stakeholders in complex supply chain
- Global footprint
- Seasonal buying patterns

“At Dell we are using analytics to identify key performance metrics (new and old) at all levels and tie them together establishing a solid link between strategic financial planning and discrete individual contributor activities at the sales, marketing and customer levels.”

Sanjiv Baphna, Marketing Director, Dell

Dell Analytics Services can help you gain more customer intelligence, marketing savvy and operational insights to make data-driven decisions that help you succeed.