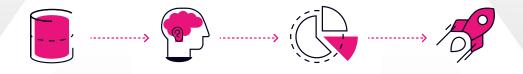


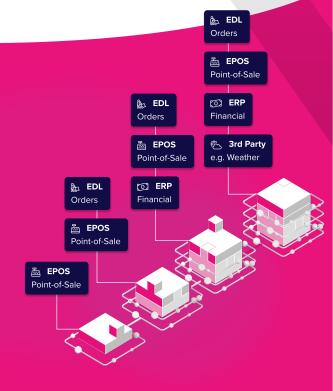
From Data to Knowledge to Insights to Actions in CPG



steps to get the most out of your data

Data Harmonization

The first step is to bring order to chaos. This means creating a unified data model that can ingest, harmonize, and process multiple data sources automatically. The goal is to transform raw data into usable signals, providing a single source of truth for the entire organization.





2 Knowledge Creation

Once data is harmonized, the next step is to extract meaningful knowledge. This involves automatic analysis and visualization of key performance indicators (KPIs) and trends. The key here is not just to present data, but to tell a story that business users can easily understand and act upon.

3 Insight Discovery

Knowledge becomes powerful when it leads to insights. This stage involves using advanced analytics and machine learning to uncover hidden patterns and anomalies in the data. The most impactful insights are those that are personalized to each user's role and priorities, and proactively presented when they're most relevant.

			Va Latest Change % Change Contributior	+€(+29	es 91,596 65,708 9.09% 65,708	
		Unit Sale			Ave	erage Price
	Latest Change % Change	+€4	5 ,246 49,728 0.04%		Latest Change % Change	€1.35 -€0.01 -0.73%
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Average Stores Selling			Average Rate of Sale (Units)		ale (Units)	
Latest	931		Latest	58		
Change	+172		Change	+3		
% Change	+22.71%		% Change	+5.9	98%	
Contribution	+€51,298		Contribution		6,568	



Action Recommendation

The ultimate goal of any data initiative should be to drive action. This final stage involves using AI and machine learning to recommend specific actions based on the insights uncovered. Whether it's optimizing pricing, adjusting promotional strategies, or identifying range gaps, the focus is on translating insights into tangible business outcomes.



by RecommenderX

Advise is our own ground-breaking automated data analytics solution for the Consumer Goods sector. Advise automatically extracts insights from data and is helping companies get the most from their data. Improving efficiencies and effectiveness with a data-driven edge over their competitors.