

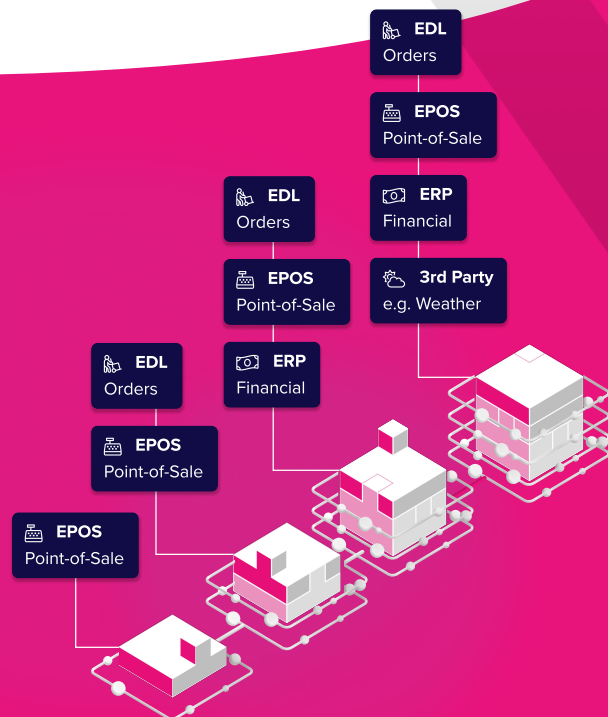
From **Data** to **Knowledge** to **Insights** to **Actions** in CPG



4 steps to get the most out of your data

1 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.



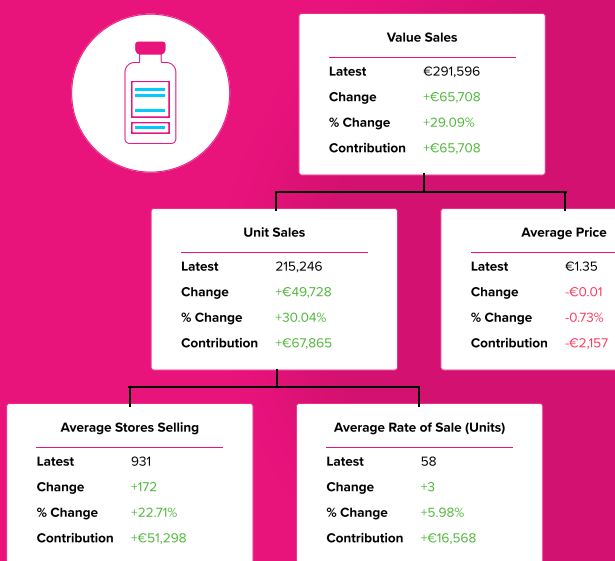
2 Knowledge Creation



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.



4 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.

