ADVANCED ANALYTICS TRANSFORMING CONSUMER PRODUCTS INDUSTRY

ADOPTION WILL GROW AS BUSINESS FUNCTIONS DEMAND MORE INSIGHT

Forecasting and Planning was selected by 91% of companies as the process expected to be the most impacted by advanced analytics and provide the most benefit on the flip side, only 40% of respondents expect to find value in the product innovation area.

60% of CP companies plan on using IoT data for sales and marketing

50% of CP companies are not using weather-related data at all

66% learning about consumers through social media data and 88% have a formal program for leveraging social media data

60% are considering using new or existing loyalty information to develop consumer insights

50% of companies over $10B, are using predictive or prescriptive analytics for trade management.

63% of respondents are still relying on survey data for consumer insights.

100% of companies planning on monetizing social media data in supply chain processes are over $10B in revenue

GPS and location tracking only accounts for 3% of consumer data, despite the hype

Traditional Business Intelligence used by over 50% of industry for Trade Marketing, Finance, and Supply Chain; Merchandising and Sales are both close behind at 47% and 42% respectively.