Advanced Analytics and FMCG

A conversation with Dany Krivoshey

FMCG Specialist, Singapore

Dany Krivoshey, FMCG Specialist, talks about how advanced Data Analytics have created a culture of continuous improvement at one of the worlds leading FMCG companies.

T: Dany, can you tell us a little bit about the key drivers behind the organisations decision to invest in Data Analytics?

DK: Consumers within the FMCG market are characterised by the speed with which they make purchase decisions. This means that in order to maintain our market position, our business decision making capabilities need to be equally as fast - enabling us to not only respond to the rapidly changing market conditions but anticipate them.

We knew that our need for 'speed of information management, insight and decision making' could only be delivered through the advanced analytics capabilities offered by Alteryx and Tableau.

T: Given the highly dynamic nature of the business environment you operate within, what role do you see data analytics playing in your organisations success.

DK: We see data analytics as absolutely critical to our ability to deliver on our growth and profitability objectives. For us, success is largely determined by the speed with which we are able to anticipate and deliver on our customers needs while maintaining tight control over costs.

Speed is everything within the FMCG market so we really see advanced data analytics capability as a key enabler of fast, accurate decision-making.

T: How are you using the products to achieve that?

DK: In combination, Alteryx and Tableau provide us with cross-functional analytic capabilities that deliver accurate data to the business in real time and in a format that allows the business to make sound decisions quickly.

Tableau's highly advanced visualisation capability delivers insights within seconds of the event taking place, allowing the business to react in real time to take advantage of the changing market conditions, or course correct where we see issues arising.

T: Given the need for speed across the entire organisation, how critical are Alteryx and Tableau to enabling speed of decision making?

DK: We are using data analytics to answer business critical questions right across the organisation. There is not a line of business that does not rely on the power of advanced analytics to deliver the right information to the right people at a speed which allows us to turn our decision making processes into a real and sustainable form of competitive advantage.

The business case for data analytics is literally built on its ability to inject speed and accuracy in; process, information delivery, analysis and decision making - all of which roll up to creating an organisations unique point of leverage.

T: In terms of the deployments success, what do you feel were the most important factors that Tridant brought to the table?

DK: The partnership with Tridant has been game changing for us - within a matter of weeks they were able to implement solutions we could never have even dreamed of.

Their level of professionalism, knowledge and expertise within this field has been invaluable. They are exceptionally good at understanding

our unique pain points and addressing them with a tailored solution within a very short space of time.

Tridant were instrumental in ensuring that our internal resources were focused on the areas of most impact and that the products we selected were those that would support our long term success.

T: Which product features do you see as key to supporting that long term success?

DK: Because speed is such a critical competitive driver for us, we need solutions that are highly intuitive, and user friendly - meaning that they not only speak in the users language but give users complete self sufficiency when it comes to adjusting the reports to meet their rapidly changing needs.

Both Alteryx and Tableau deliver on those needs - they offer highly advanced capabilities that are designed with the business user (not IT) in mind. This means the user is in full control of they way they tap into the data and visualise it with the ability to make any necessary adjustments at a moments notice.

T: Quantifying ROI is often a difficult task - what are some of the benefits the business has seen as a result of the deployment?

DK: One of the key outcomes has been a significant uplift in decision-making empowerment. Users have access to data they trust in a format they can easily take action on from anywhere at any time, meaning that as a business we are able to focus our peoples time on high value activities while becoming increasingly more agile and responsive.

The speed with which we are able to extract and transform data into actionable insights has also had a significant impact on our ability to manage our costs both in terms of controlling them and mitigating them.

T: What key piece of advice would you give organisations when selecting a data analytics vendor?

DK: I believe that for any partnership to be successful it must be based on a shared set of core values.

For us, sustainability is key to all that we do and in that sense Tridant was the perfect match.

Tridant not only delivered a highly creative solution based on our particular market dynamics, they based that solution on a proven architecture enabled by products that have stood the test of time.

For us, this was very important as we believe that the true value of data analytics capability is its ability to create a culture of continuous business performance improvement that is essential to long-term success. ●