ANSWERROCKET

Sustainable Competitive Advantage with Augmented Analytics

Through a combination of data science, natural language technology, and automation, the team democratized insights, answering some of the most challenging questions in the CPG industry.

ABOUT GLOBAL SNACKS MANUFACTURER

150 countries enjoy snacks from this Global Snacks Manufacturer, a worldwide industry leader. With billions in revenue, this manufacturer holds top spots in the global markets for biscuits, chocolate, candy and gum.

INDUSTRY
Consumer Packaged Goods

SOLUTION
Augmented Analytics Platform

> "
>
> **Through the use of data science, we're leveraging data to make decisions and predictions. We're leveraging AI and ML because we're able to address questions we were previously unable to answer.**
>
> VICE PRESIDENT OF MARKETING

The Journey to Competitive Advantage

The data science team needed to migrate insights from data experts to business users who were struggling to answer key questions. Through a combination of data science, natural language technology, and automation, the team democratized insights, answering some of the most challenging questions in the CPG industry.

Forecasting COVID Stimulus Demand

After the first stimulus checks in 2020, the data science team wanted to improve the precision of their demand forecasts to better predict the impact of additional checks in 2021. The team needed a way to evaluate different scenarios and adjust variables like stimulus check amounts and frequency to account for uncertainty.

Using AnswerRocket's Trend Skill, this Global Snacks Manufacturer was able to predict demand with a high degree of accuracy. Business users could apply this Skill across their categories— via simple natural language questions. With these insights in hand, teams are better equipped to meet fluctuating consumer demand and avoid out-of-stocks.

> "
>
> **Augmented Analytics means that I can ask easy questions and get sophisticated answers…[It's] building a skill that can be applied again in the future and providing a very natural way of engaging with it.**
>
> MIKE FINLEY, CHIEF DATA SCIENTIST, ANSWERROCKET

Sustainable Competitive Advantage with Augmented Analytics

INDUSTRY
Consumer Packaged Goods

SOLUTION
Augmented Analytics Platform

Holiday Pricing Recommendations

The data science team wanted to increase sell-through rates of products during perishable events. The upcoming holiday was the opportune challenge: how could they optimize pricing for these seasonal products with a short shelf life?

With AnswerRocket, the team received pricing recommendations in natural language for each product, prioritized by dollar impact. These recommendations evaluated every relevant factor, such as the type of account, competitor products, and more.

This same model can be applied to future holidays and perishable events.

> **Through AI, we're able to automate the production of those deep, timely insights. The user journey shifts from analyzing data to consuming content and using natural language search for follow-up questions. It's very proactive as opposed to reactive.**
>
> CHIEF DATA SCIENTIST, GLOBAL SNACKS MANUFACTURER