ANSWERROCKET

Fast Insights to Drive Innovation and Growth

This Leading Candy Company has created a culture of data-driven decision-making
that embraces AnswerRocket's increasingly-advanced analytics skills

ABOUT THE COMPANY

An industry leader in manufacturing and marketing candy products, the
company boasts over 100 years in business and millions in revenue.

INDUSTRY
Consumer Packaged
Goods

SOLUTION
Augmented
Analytics Platform

The Challenge

After years of manual work, the data and insights team knew there had to be a better way to harmonize and integrate their various data
sources. With such a fast-paced market, the team needed a more efficient process to get timely insights to the sales and marketing teams.

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> **AnswerRocket has allowed us to build an architectural hub to integrate data from a variety of sources. This
> system allows for ease of quick analysis of category, brand, and product data, as well as deep dives into the
> data to make informed decisions.**
>
> VICE PRESIDENT OF MARKETING

The Solution

AnswerRocket consolidates data sources and generates critical insights that enable better decision making— in minutes, rather than days
or weeks. With natural language querying and intuitive visualizations, business teams have identified opportunities that helped them gain
additional product distribution and drive innovation. Emboldened with AI that works across teams, this Leading Candy Company has created a
culture of data-driven decision-making that embraces AnswerRocket's increasingly-advanced analytics skills.

The Candy Company needed to answer questions like:

- How can we gain additional distribution of our products?
- How can we quickly capitalize on trends?
- How can we bring innovation to the market fast?

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> **We can self-serve in an easy-to-use natural language database that can answer questions in real time,
> predict trends, create presentations, and make data-driven decisions that weren't possible before
> AnswerRocket.**
>
> CONSUMER DATA ARCHITECT