



Executive summary:

When a global CPG manufacturer sought to align their goals and strategies around a single interpretation of performance and save time in the process, they turned to NielsenIQ. See how Business Intelligence and guided analytics technology helped the CPG manufacturer adjust their data approach in order to:

- Cut their time to insights in half
- Empower users to run consistent, guided analyses
- Align cross-functional teams around a shared data story

Success Story

How to make data-driven decisions, faster

With a guided approach to data and analytics



The client:

A leading global CPG manufacturer and category leader.

The challenges and objectives:

The data-minded leaders at the CPG manufacturer wanted to simplify the organization's approach to data and analytics across a key market. The commercial, marketing and CMI teams regularly used syndicated CPG data to inform their strategies and business decisions, but the overall data culture was fragmented. Each team analyzed the same data differently, and relied on its own large set of reports to see performance from different angles.

As a result, teams arrived at different versions of truth about product performance, and struggled to make business decisions based on a shared view of their data. What's more, these different variations of the truth were laborious to maintain — associates spent days out of every month maintaining an extensive library of reports across teams.



The solution:

The manufacturer knew they needed a more consistent, efficient way to analyze performance and share insights across teams. So they selected NielsenIQ to help streamline and automate their approach to working with data.

NielsenIQ's team of experts implemented and socialized NielsenIQ Essentials, a technology that empowers associates—from data-agnostics to experts—with always-on access to key KPIs and consistent, automated analytical frameworks, in a single digital platform.

Built-in education components supplemented with customer support from NielsenIQ's dedicated experts, led to a fast, sustainable adoption of the platform and features for more than 100 users.

The results:

With NielsenIQ Essentials, associates no longer needed to update and reference a library of reports just to understand what was happening with their category and why.

The manufacturer replaced 100+ labor-intensive legacy reports with less than 20 highly visual, automated reports arranged in a logical flow, and accessible via a single source.

This not only reduced the time spent updating and evaluating reports by 50% — associates were empowered with a clear, consistent analytical framework to evaluate and understand their performance from every angle, from macro trends at the category and channel level, to specific performance drivers and quantifiable opportunities.

A single version of truth, all with a few clicks of a button. The time saved will be reinvested by the teams in defining and implementing winning, data driven decisions.



To learn more about NielsenIQ Essentials, [contact us](#).