

# NEXT GENERATION GROWTH

## CONSUMER GOODS AND RETAIL PARTNERS

TERADATA CUSTOMER SNAPSHOT  
GLOBAL BEVERAGE



#1

Improved Rank  
to #1 in Sales



Improved  
Margin

>2%

Share  
Growth

INVESTMENT  
OPTIONS TO  
ACHIEVE NEXT  
GENERATION  
GROWTH

Assortments

Product Portfolio  
Transformation

Package Size/  
Configurations

Consumer  
Trial/  
Samples

Display Space/  
Equipment

Marketing  
Messaging,  
Brand  
Campaign/  
Coordination

Trade  
Promotions/  
Pricing

WE WORK WITH YOU TO:

Discover

Analyze

Predict

COGNITIVE LEARNING

Fast Load  
Many Data Types,  
Sources

Predictive  
Models

Pre-built  
Analytics,  
Visualizations

Best Practice  
Success—  
Customers,  
Channels, etc.

GROWTH STRATEGIES IDENTIFIED

ANALYTIC FRAMEWORK

NOT A POINT SOLUTION

DATA

OPEN SOURCE  
ANALYTICS

Sales Data

Scan Data

Market  
Economic  
Data

Consumer  
360° Data

Social  
Feedback  
Data

Market  
Basket

Affinity  
Analysis

nPath

Binning

C-Filter

## TAKE ACTION

LEVERAGE INSIGHT

In Segments, Market to  
Cross sell, Upsell, Replenish

REPLICATE SUCCESS

In Profiled Stores, Segments,  
Markets, Campaigns

PROFITABLE GROWTH  
FUELS SUCCESS

Pinpoint investments

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Success  
Multiplied

\$ Saved  
ROI ↑

Meet  
consumer  
needs

Incorporate  
multiple  
data types  
and sources

Leverage  
proven,  
predictive  
analytics

Decision  
confidence

Micro target  
growth  
investments



WATCH NEXT GENERATION  
GROWTH VIDEO:  
[Teradata.com/NextGenGrowth](http://Teradata.com/NextGenGrowth)

## HARNESS THE POWER OF ANALYTICS

CPG Industry  
Consulting Team

TERADATA  
CONSULTING