

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

DISRUPTIVE TECHNOLOGY

RESULTS MULTIPLIED

ANALYTIC FRAMEWORK

NOT A POINT SOLUTION

DATA

OPEN SOURCE ANALYTICS

Sales Data

Consumer 360° Data

Market Basket

nPath

Scan Data

Social Feedback Data

Affinity Analysis

Binning

Market Economic Data

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

DELIVER NEXT GENERATION GROWTH

Incorporate multiple data types and sources

Leverage proven, predictive analytics

Micro target growth investments

Decision confidence



WATCH NEXT GENERATION GROWTH VIDEO:
Teradata.com/NextGenGrowth

HARNESS THE POWER OF ANALYTICS

CPG Industry Consulting Team

TERADATA CONSULTING