Accenture Perfect
CPG Analytics
End-to-end analytics services for fact-based business decisions and high-performing execution
Moving from insights to action at speed

Consumer Packaged Goods (CPG) companies need to effectively sense demand and quickly bring to bear new products through fast, effective innovation. Products need to reach the physical and digital shelves at the right time and place. Furthermore, today’s consumers are hungry for customized, connected, cross-channel experiences—and they expect you to deliver them.

Meeting these demands calls for drawing deeper insights from big data to make quicker, fact-based decisions. Descriptive and predictive analytics on supplier, product, shopper, consumer, customer, promotions and channel data can accelerate your journey from insight to action, and deliver benefits throughout the extended enterprise – integrating capabilities and relevant data.

We help CPG companies bridge the gap between analytics aspiration and analytics ability through Accenture Perfect CPG Analytics, a set of end-to-end services that is designed to equip clients with information to drive growth. Our analytics-as-a-service model gives you access to a broad range of talent on demand so you can quickly align resource needs with business priorities—all at a fraction of the cost of the traditional model.

Speed to insights
We’ll have the service up and running in 90 days and you can begin acting on Perfect CPG Analytics insights within one week of using the service.

Analytics advantages
Accenture Perfect CPG Analytics includes:
• Leading class data visualization
• Advanced functional analytics
• Performance management and reporting
• Data integration and management.

Your analytics answer

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Accenture Perfect CPG Analytics automates the analytics process for you—and you can rely on Accenture’s decades of CPG industry experience, proven analytics models and highly skilled analytics team members. This comprehensive portfolio of services simplifies each step in the data-driven decision-making process—from sourcing data to generating insight to identifying the right actions to deliver business value across processes.

For example:
• Achieve insights into your distributor sell out and inventory performance and improve the channel penetration and profitability.
• Improve decision making throughout the supply chain to reduce costs while increasing service levels.
• Get closer to the consumer by drawing deeper insights from “big data” and becoming more relevant based on those insights.
• Strengthen relationships with retailers who have come to expect a level of analytics sophistication from suppliers.
Accenture Perfect CPG Analytics

Capabilities built to deliver ongoing value for CPG

Our high-powered analytics engine automates and speeds the path to informed, decisive action. We capture the right raw data from your business as well as your suppliers, retailers, partners and consumers. Then we apply logic that is aligned with industry-leading practices and peer averages, and transform it into actionable information and prescribed next best actions. You can begin acting on these insights within one week of using the service.

Moreover, our subscription-based service is not just about taking action based on the current state, it can also be about plotting a future plan of attack through predictive modeling, segmentation and forecasting.

Our industry-specific, ready-to-use analytic capabilities that align with your business priorities include:

Analytics-driven outcomes include:
- Optimize distributor performance and sales.
- Increase the number of outlets supplied.
- Reduce out of stocks, improving supply chain visibility and replenishment planning.
- Reduce time and effort dedicated to data gathering and reporting.

Merchandising and Space Analytics

Analytics can inform in-store execution to ultimately impact sales and drive growth. Offering the optimal portfolio depends upon deep understanding of shopper needs and analyzing in-store activity. This optimization includes retiring products that don’t meet needs and developing products that address gaps as well as improving shelf placement and space allocation.

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Distributor Channel Insight

Analytics can provide the evidence to recalibrate your customer strategy. Distributor Channel Insight enables visibility and control for your distributor channel, triggering improvements on distributor management, market coverage, logistics spend and more.

Analytics-driven outcomes include:
- Improve the planning and efficiency of store visit activities.
- Highlight products pricing dispersion among areas, retailers and channels.
- Enable compliance analysis to track promotion execution progress.
- Gain a deep understanding of the in-store situation to quickly identify issues and corrective actions.

Retail Execution Insights

Having the right insights to drive efficient sales visits and activities, order generation and investments in point of sales assets is key to sales success. Analytics can help identify and enable consistent execution of the highest value in-store activities, and also promote efficient and reliable collection of retail performance data. Analytics, providing a list of the next best actions to improve the performance of sales representatives, can significantly impact the organizations overall execution quality.

Analytics-driven outcomes include:
- Improve visit progress against plans.
- Balance and maximize the sales rep activities.
- Monitor the commercial asset population investments.
- Improve sales generated by commercial assets.
What can analytics help you do better?

CPG firms are more focused on data management activities than on data visualization or predictive modeling (32 percent versus 8 percent and 9 percent, respectively).


Price and Promotion Analytics

With such large investments in trade promotion processes, it’s critical to make informed decisions that trigger appropriate actions and equip you to win in both emerging and developed markets. Analytics can help manufacturers become more sophisticated in managing pricing across the value chain. This would include shelf-based pricing, price to distributor and price to retailer as well as optimization of promotional spend—a massive expenditure for CPG companies.

Analytics-driven outcomes include:
- Balance the marketing and sales investment mix to increase sales.
- Enable visibility and control on trade spend investment.
- Minimize out of stocks.
- Improve sales and demand forecast accuracy.
- Improve forecast accuracy by 5-20 percent.
- Understand and quantify cannibalization and halo effects.
- Build knowledge of product group behaviors based on historical tendencies.
- Understand external causal factors and how they affect the product forecast.

Forecast Optimization

Companies need to forecast sales in order to provide an accurate and cost-efficient service. The process of generating a forecast requires combining analytics with product and business knowledge, as well as a continuous focus on improving results and refining models to keep up as the business evolves. With advanced statistical tools and leading analytical capacities, you can approach each problem from the different angles required—from the customer perspective, product perspective, retail structure and complexity, and supply chain interdependencies.

Analytics-driven outcomes include:
- Increase on-shelf availability.
- Reduce inventory, working capital, carrying costs, asset utilization and cash flow by 10-30 percent.
- Improve workforce effectiveness and efficiency.
- Optimize service levels.
- Rebalance inventory between raw materials versus work in progress versus finished product.

Getting to ROI

While more than one-third of firms (35 percent) report some degree of satisfaction with analytics, only 22 percent state that they are “very” satisfied with the outcomes they have realized as a result of their analytics investment.


Accenture Perfect CPG Analytics is a differentiated solution:
- Deep industry and functional expertise
- Proven advanced analytics techniques
- Industry data standards and models
- Leading-class foundational platform and tools

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Deployment options

Analytics: A “must have” rather than a “nice to have” capability

High-performing CPG companies use analytics to inform 85 percent of their decisions.

The Perfect CPG Analytics service platform could be used to replace, enhance or fill gaps in your existing business intelligence and analytics solutions. For example, it can act as a foundation that your business can build on to access more advanced analytics capabilities, adding platform components to increase your analytics sophistication over time. We have also observed a notable improvement in the user experience and collaboration.

Options include:

- **End-to-end enterprise solution.** Migrate to a fully outsourced data and analytics platform.
- **Visualizations and consumption.** Use data visualizations to complete portal functionality.
- **Advanced functional analytics.** Deploy specific modules to address your unique functional needs, such as forecasting.
- **Reporting and visualization.** Leverage a mature data model, known KPIs, calculated metrics and visualization capabilities to deliver powerful performance.
- **Data integration and management.** Perfect CPG Analytics can coexist with the enterprise data warehouse or replace it, potentially starting as the external data integration engine.

Through a cloud-based subscription environment, we can deliver multiple levels of business intelligence and analytics as a service. The commercial terms are based on usage levels around key factors such as number of users, data volumes, number of reports, application complexity and performance requirements—all delivered at a lower total cost of ownership.

More hands on deck

On average, 25 percent of CPG analytical activities are performed with help from a vendor, and 12 to 15 percent are completely outsourced.

Why Accenture?

Analytics skills are in demand

Of CPG companies surveyed, 27 to 37 percent feel constraints in their ability to hire people with more advanced analytics skills, for example, 15 to 20 percent report some constraints in their ability to fill key roles, such as decision scientist.

Accenture offers a unique combination of people, process and technology to bring an unprecedented analytics edge to your business.

Top minds in analytics
Not only does Accenture bring industry and functional expertise, our highly skilled data analysts are people with the ability to use statistics, quantitative analysis and information-modeling techniques to fuel better business decisions.

Industry expertise infused across processes
Our deep CPG industry perspective has enabled Accenture to shape the most relevant KPIs, reporting templates, business logic and role-based use cases to help you to execute strategic, targeted actions. We can pull the right internal and external data, integrate data from your source system and use industry-specific data models to provide explicit guidance on issues and actions.

A powerhouse of technology
We have used our analytics design experience to develop an architecture that seamlessly integrates internal and external data, transforming them into high-quality information that can be easily integrated with your business landscape.

The Accenture Analytics Platform—a strategic initiative for Accenture, Avanade and Microsoft—underpins our analytics services. The Accenture Avanade Microsoft alliance offers the unique combination of market-leading technologies, industry knowledge, insight and delivery skills that help companies quickly develop and implement innovative business solutions. Furthermore, Accenture has acquired i4C Analytics, an advanced analytics software platform, and our suite includes related i4C Applications, a set of industry vertical “apps” focused on supporting business decision making. The team also integrated the highly talented i4C professionals. We have close ties with leading analytics companies and services including Microsoft’s Business Intelligence tools which enable users to get access to the right data, at the right time, to make more informed decisions.

Taking control of your business results through analytics

Many CPG companies are failing to place analytics at the heart of the decision making process, thereby limiting their ability to improve the consumer experience and hone their business advantage. For instance, although 62 percent of companies we surveyed believe that analytics supports faster and more effective decision making, only 25 percent habitually rely on analytics findings in their decision-making processes1.

Accenture helps you to get more out of your investment in analytics. We continually evolve the service by infusing new tools and technologies. These ongoing upgrades keep users at the cutting edge of analytics.

We deliver Accenture Perfect CPG Analytics as an individual service to drive business results, or we can couple it with other Accenture Route to Market services—a suite of integrated services that boost performance across sales, promotions and product delivery.


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About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 289,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world’s most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US$28.6 billion for the fiscal year ended Aug. 31, 2013. Its home page.

Shaping the Future of High Performance in Consumer Goods

Our Consumer Goods industry professionals around the world work with companies in the food, beverages, agribusiness, home and personal care, consumer health, fashion and luxury, and tobacco segments. With decades of experience working with the world’s most successful companies, we help clients manage scale and complexity, transform global operating models to effectively serve emerging and mature markets, and drive growth through evolving market conditions.

We provide services as well as individual consulting, technology and outsourcing projects in the areas of Sales and Marketing, Supply Chain, ERP Global Operations and Integrated Business Services.

To read our proprietary industry research and insights, visit www.accenture.com/ConsumerGoods.