

# Accelerating decision-making in a complex organization with augmented analytics

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**Hazel Nicolson, Coca-Cola European Partners**  
**David Boon, Interrodata**





- ✓ We operate in a large and growing market
- ✓ We have scale with a market leading position
- ✓ We have a strong portfolio of products and packs
- ✓ We are jointly creating value with our customers
- ✓ We have great, talented and engaged people

Market Leadership

**BE CUSTOMERS'  
MOST VALUED  
PARTNER**



**BY DRIVING REVENUE  
& MARGIN GROWTH  
AHEAD OF  
COMPETITON**



**WITH SUSTAINABLE  
LEADERSHIP**



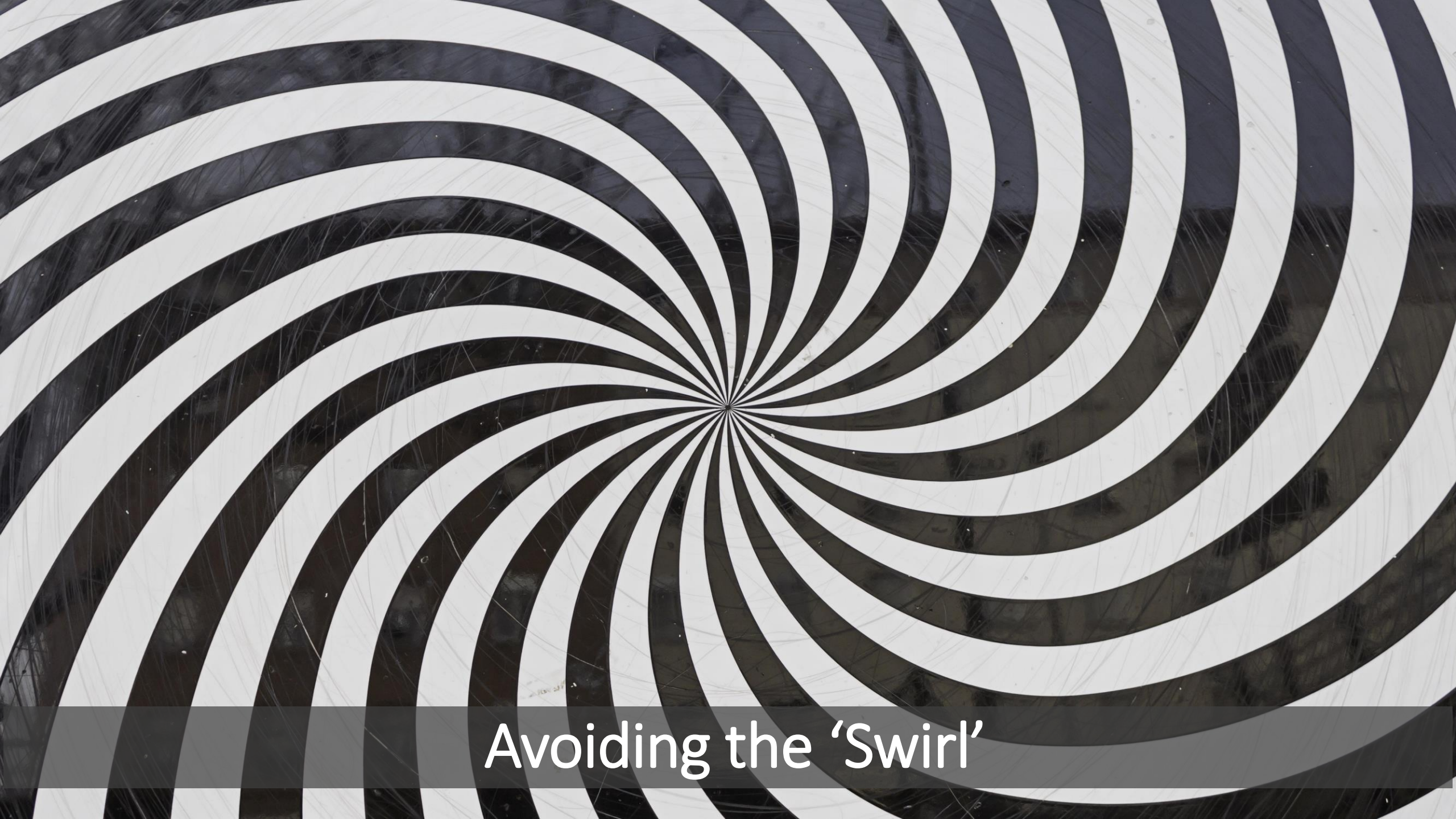
**SUPPORTED BY  
WORLD CLASS  
CUSTOMER SERVICE**



**Competitive Growth Expectations**



Complex Organisation



Avoiding the 'Swirl'



New Pressures

*Operating as a  
data service  
function*

*Building an  
insight-led  
organisation*



Insight Leadership Choice

Building the foundations to deliver better & faster insights to drive action

Empowering the business to deliver growth through stronger insight-led strategies & plans

Partnering the business with a holistic approach on where to play & how to win

Integrated Data Sources

Automated Reporting

Advanced Analytics

Self-Serve Mindset & Capabilities

# Our Response





New Approaches Needed!

**To empower more CCEP people...  
to take fast action...  
based on a common and holistic understanding of  
drivers of performance**

**Drive revenues**  
ahead of competition



**Refocus talent**  
on our biggest challenges



**Shared Vision**

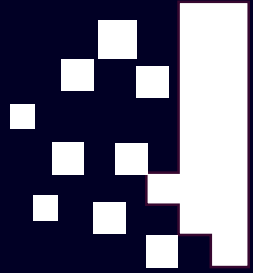
“

Hey, Interrodata:

How did Schweppes do  
over Christmas?

”

Simple or Complex?



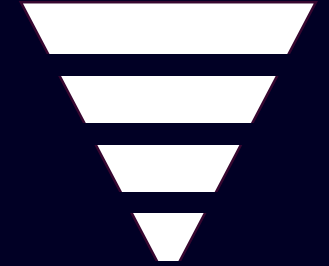
CONNECT



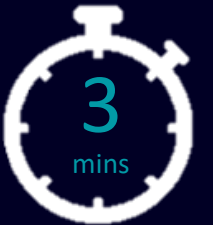
INTERROGATE



DEDUCE & INFER



COMMUNICATE



# EXECUTIVE SUMMARY

Executive Summary: Analysis of Schweppes Mixers value sales performance in Multiple Grocers in P4 w/e 28/12/19 vs P4 w/e 29/12/18



- Between P4 w/e 29/12/18 and P4 w/e 28/12/19, value sales of Schweppes Mixers grew by 2.5%. Growth in value sales was slightly behind growth in volume sales so a small reduction in price per litre is seen over the 2 periods.
- Schweppes Mixers grew share of Mixers value sales in Multiple Grocers (1.7pts to 29.1%). In the same period Fever Tree (-4.2pts to 45.6%) lost value sales share of Mixers.
- Tesco contributed most to Schweppes Mixers share growth in Multiple Grocers.

- Drivers**
- The biggest driver of growth was Off Shelf Presence, accounting for most of the growth
  - Distribution Change and New Listings (Past 12 Months) also had a positive effect on sales

In Multiple Grocers Schweppes Mixers value sales grew by 2.5% whilst Mixers declined by -3.6%.



Total value sales of Schweppes Mixers and Category Context in Multiple Grocers P4 w/e 28/12/18 - P4 w/e 28/12/19 (£)

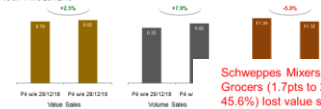


# PERFORMANCE

Between P4 w/e 29/12/18 and P4 w/e 28/12/19, value sales of Schweppes Mixers grew by 2.5%



Total Schweppes Mixers sales and pricing in Multiple Grocers in P4 w/e 29/12/18 & P4 w/e 28/12/19



Schweppes Mixers grew share of Mixers value sales in Multiple Grocers (1.7pts to 29.1%). In the same period Fever Tree (-4.2pts to 45.6%) lost value sales share of Mixers.



Major brand value shares in Multiple Grocers Mixers. (Only showing major brands with larger share changes)

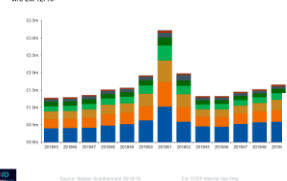


# CONTEXT & DRIVERS

Within Multiple Grocers, Total Tesco has contributed most to the overall growth of Schweppes Mixers sales in Past 4 Weeks.



Weekly value sales of Schweppes Mixers by account P4 w/e 28/12/19



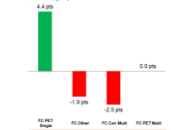
Within Schweppes Mixers, FC PET Single were the biggest contributors to overall growth, growing share by 4.4pts.



Schweppes Mixers value sales by Pack Type in Multiple Grocers (P4 w/e 28/12/19, %)



Change in Share (P4 w/e 28/12/19 vs P4 w/e 29/12/18, pts)



# GUIDANCE





## SENIOR LEADERSHIP

What + Why

Growth Opportunities



## COMMERCIAL & CATEGORY

Real-time Answers to Questions

Performance Stories with  
commentary



## INSIGHTS

Faster Identification of Drivers

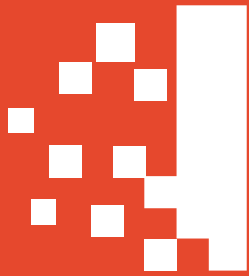
Focus Resource on Bigger  
Questions

# Addressing Stakeholder Needs

# Impact-Based Roadmap:

COVERING MORE...

DATA SETS



QUESTION TYPES



USERS & TYPOLOGIES



Delivering the Vision



Low Cost of Entry



Latent Demand



Focus for Impact



News & Momentum

This is the best thing I have seen from an insights team...ever!

Some kind of sorcery!

Simple promise delivered:  
5 seconds to sign up,  
5 minutes to wow!

Our Learning





Embrace Technology - Be a Pioneer!