



Data-Driven Decision Making 2.0 through Data Fusion

Succeet21

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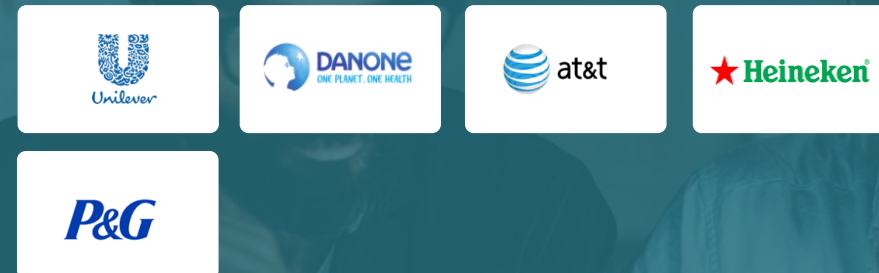
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We are experts in understanding & predicting customer decision behavior, helping companies perform better

Preferred supplier for



Partnering with



SKIM Presenters



Jessica Rainalter

Associate Director

Focus: Data Analytics, Innovation



Passion: Landscape photography in the mountains



Christiane Meyer

Senior Analyst

Focus: Communication Research, Digital Marketing



Passion: Growing chili to make hot sauce

SKIM Berlin



What will we talk about today?



Assessment

Companies' status quo on their journey to a holistic perspective and data linking



Approaches

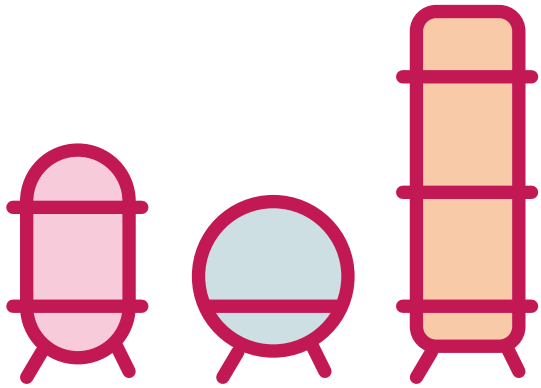
Triangulation and integration



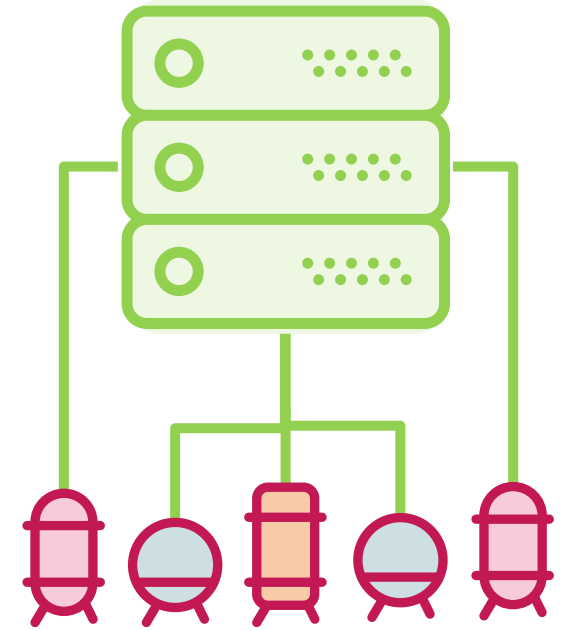
Application

Real-life examples of McDonalds and PepsiCo

From data silos to harmonization



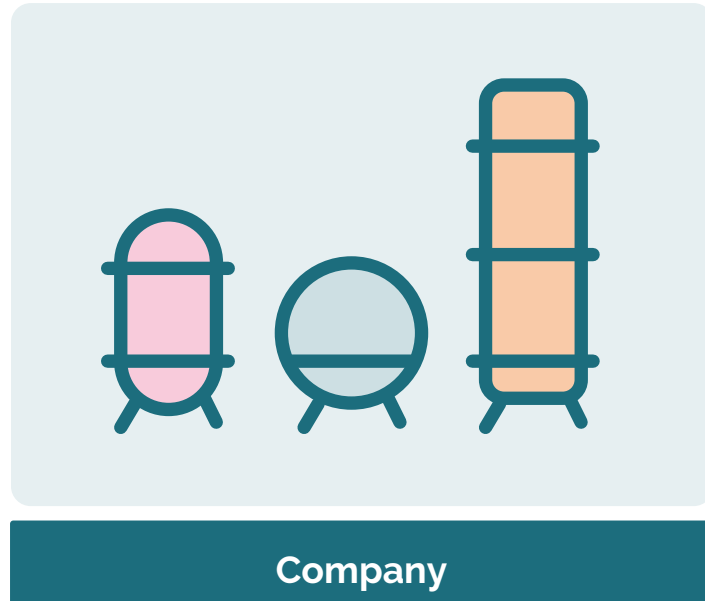
Your company?



No exchange
No harmonization
No one DWH
No dashboards

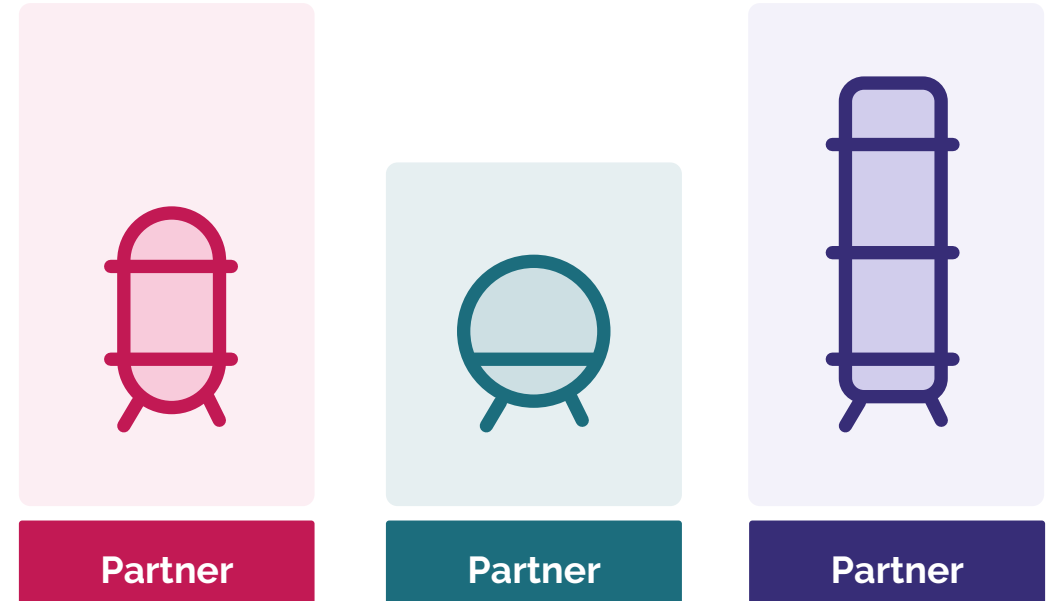
High analytics competence
Agility
Harmonization
Transparency

Silos do not only exist within organizations



Internal silos

Linking data, information and knowledge from different departments



Silos between insight partners

Maximizing the usage and impact of external partners' knowledge by linking those and/or their insights

Analytical approaches for data fusion (1)

For a more holistic picture



Triangulation

Conceptual integration



Linking insights
from different
angles



Ease of use and
accessibility



Analytical approaches for data fusion (2)


For a more accurate picture



Integration
Technical integration



Enrich research data with
real-world observations



Research, tracking,
panel data, etc.



Analytical approaches for data fusion

For a more holistic picture



Triangulation

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Linking insights
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Ease of use and
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Research, tracking,
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There is no standard way of combining information to solve the business questions.
Hence, the approach will almost always be tailor-made.

Data Triangulation at McDonalds



Aligning headquarter and franchises on new pricing strategy

The issue

Many different data sources considered separately, not holistically
+ Different audiences & agendas



The solution

- Clear business question
- Objectives workshop with all stakeholders
- Conjoint study



- Familiarization with information & insights from all sources
- Involvement of partners
- Triangulation with decision-makers (HQ & franchises)



The outcome

- Very efficient, holistic decision-making
- Aligned pricing strategy & better understanding
- Quick turnaround

Data Integration at PepsiCo



Building a more effective promo strategy



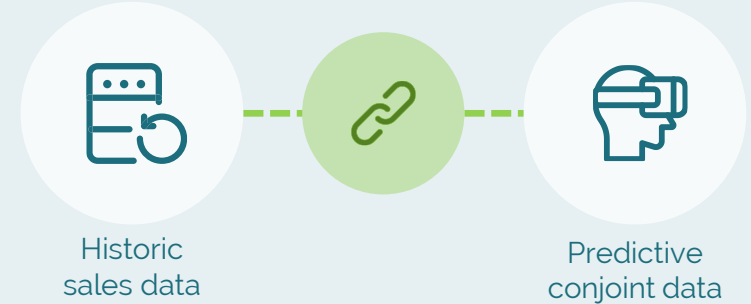
The issue

Promotions can have different short-term and long-term impacts



The solution

Looking at history and future through technical data fusion (sales data + predictive conjoint)



Learnings

- Short-term volume impact tends to be overestimated
 - Best promo type in the short term may be worst in the long term
- **Guidance on promotion strategies keeping both effects in mind!**

When to consider data fusion?



Important business question



Need for more accurate, holistic and/or agile decisions



Data and/or insights from different sources

→ SKIM can help assess the quality, suitability and potential of said data



Openness to new approaches among all stakeholders

How to start using data fusion?

! Together with partner



Define business question & align objectives



Involve all relevant stakeholders



Assess data availability & quality

Check data sources for technical feasibility
+ Define need for additional data sources, if any



Create research questions, hypotheses, project plan & timings

→ Share outcomes, insights and recommendations across the organization



Thank you for watching!
Visit our virtual booth at
Succreet21 for more info



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Download our paper on
skimgroup.com/holistic-decisions

