Training Course:
Fast Moving Consumer Goods Analytics Framewor

13 - 24 January 2025
Rome (Italy)

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Training Course code: PU234571 From: 13 - 24 January 2025 Venue: Rome (Italy) - Training Course Fees: 8400 ⬜ Euro

Introduction

Effective use of analytical capabilities will enable FMCG companies to cope with and even benefit from the key trends impacting FMCG. In the Marketing/Sales process of the FMCG value chain, analyses are geared towards improving commercial performance and customer-centricity.

Course Objectives of Fast Moving Consumer Goods Analytics Framewor

Key Trends impacting FMCG:

Using Analytics to stay ahead:-

1. Unfulfilled economic recovery for core consumer segments
2. Health, wellness and responsibility as the new basis of brand loyalty
3. Pervasive digitization of the path to purchase
4. Proliferation of customization and personalization
5. Continued resource shortages and commodity price volatility

Course Outline of Fast Moving Consumer Goods Analytics Framewor

FMCG Analytics Framework

Analytic capabilities for better decisions across the FMCG value chain

First week:

FMCG Analytics Framework -Marketing/Sales

In the Marketing/Sales process of the FMCG value chain, analyses are geared towards improving commercial performance and customer centricity

1. Digital Analytics
2. Brand Analysis
3. Marketing Mix ROI
4. Pricing Strategy
5. Trade Promotion Effectiveness
6. Competitor Intelligence

The discussion of each part have a case study

FMCG Analytics Framework -Manufacturing

In the Manufacturing process of the FMCG value chain, analyses are focused on optimizing production processes

taking in consideration forecasting, planning, efficiency and risk exposure

1. Production Forecasting Optimization
2. Production Efficiency
3. Workforce Safety
4. Asset Analytics
5. Production Planning
6. Quality Analytics

The discussion of each part have case study

Second week:

FMCG Analytics Framework -Logistics

In the Logistics process of the FMCG value chain, analyses are focused on optimizing delivery, shipments and warehousing performances.

1. Location Analytics
2. Inventory Diagnostics
3. Resource & Route Optimization
4. Supply Chain Diagnostics
5. Fulfillment Intelligence
6. Reverse Logistics

The discussion of each part have case study

FMCG Value Chain -Business Management & Support

In the Support process of the FMCG value chain analyses are focused on determining potential improvements in the organization

1. Workforce Analytics
2. Sustainability Analytics
3. Finance Analytics
4. Business Process Analytics
5. Program/portfolio analytics

The discussion of each part have case study

Registration form on the Training Course:
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