



*Training Course:
Fast Moving Consumer Goods Analytics
Framework*

*28 July - 8 August 2025
Vienna (Austria)*

Training Course: Fast Moving Consumer Goods Analytics Framework

Training Course code: PU234571 From: 28 July - 8 August 2025 Venue: Vienna (Austria) - Training Course Fees: 9100 € 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.

Objectives

Unfulfilled economic recovery for core consumer segments

- Health, wellness and responsibility as the new basis of brand loyalty
- Pervasive digitization of the path to purchase
- Proliferation of customization and personalization
- Continued resource shortages and commodity price volatility

Outline

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
- Digital Analytics
- Brand Analysis
- Marketing Mix ROI
- Pricing Strategy
- Trade Promotion Effectiveness

- 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

- Production Forecasting Optimization
- Production Efficiency
- Workforce Safety
- Asset Analytics
- Production Planning
- 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.

- Location Analytics
- Inventory Diagnostics
- Resource & Route Optimization
- Supply Chain Diagnostics
- Fulfillment Intelligence
- 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

- Workforce Analytics
- Sustainability Analytics
- Finance Analytics
- Business Process Analytics
- Program/portfolio analytics

The discussion of each part have case study

Registration form on the Training Course: Fast Moving Consumer Goods Analytics Framework

Training Course code: PU234571 From: 28 July - 8 August 2025 Venue: Vienna (Austria) - Training Course
Fees: 9100 € Euro

Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng):
Position:
Telephone / Mobile:
Personal E-Mail:
Official E-Mail:

Company Information

Company Name:
Address:
City / Country:

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
Position:
Telephone / Mobile:
Personal E-Mail:
Official E-Mail:

Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
- ☐ Please invoice my company

Easy Ways To Register

Telephone:
+201095004484 to
provisionally reserve your
place.

Fax your completed
registration
form to: +20233379764

E-mail to us :
info@gh4t.com
or training@gh4t.com

Complete & return the
booking form with cheque
to: Global Horizon
3 Oudai street, Aldouki,
Giza, Giza Governorate,
Egypt.