



*Training Course:  
Fast Moving Consumer Goods Analytics  
Framework*

*12 - 23 May 2025  
Lisbon*

## Training Course: Fast Moving Consumer Goods Analytics Framework

Training Course code: PU234571 From: 12 - 23 May 2025 Venue: Lisbon - 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

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