



*Training Course:  
Fast Moving Consumer Goods Analytics  
Framework*

*23 November - 4 December 2026  
Madrid (Spain)*

## Training Course: Fast Moving Consumer Goods Analytics Framework

Training Course code: PU234571 From: 23 November - 4 December 2026 Venue: Madrid (Spain) - Training Course Fees: 9450 € Euro

### Introduction

Effective use of analytical capabilities allows FMCG companies to navigate and benefit from the key trends impacting the industry. In the Marketing/Sales process of the FMCG value chain, analytics are essential for improving commercial performance and customer-centric strategies. This 10-day program focuses on leveraging FMCG analytics to enhance decision-making, optimize operations, and improve performance across various FMCG functions.

### Objectives

By the end of this program, participants will be able to:

- Address the unfulfilled economic recovery for core consumer segments.
- Utilize health, wellness, and responsibility as the foundation of brand loyalty.
- Navigate the pervasive digitization of the purchase path.
- Understand the proliferation of customization and personalization in FMCG.
- Manage continued resource shortages and commodity price volatility.

### Target Audience

This program is designed for:

- FMCG professionals in marketing, sales, manufacturing, and logistics.
- Supply chain, marketing, and data managers.
- Business and operations managers.
- Procurement managers.
- Executives and senior managers looking to leverage analytics for better decision-making.
- Anyone interested in FMCG analytics and improving organizational performance through data-driven insights.

### Course Outline

First Week:

Day 1: Introduction to FMCG Analytics Framework

- Overview of FMCG Analytics Framework
- Key analytic capabilities for better decisions across the FMCG value chain

#### Day 2: FMCG Analytics Framework - Marketing/Sales

- Marketing/Sales process analyses geared toward improving commercial performance and customer centricity
- **Topics Covered:**
  - Digital Analytics
  - Brand Analysis
  - Marketing Mix ROI
  - Pricing Strategy
  - Trade Promotion Effectiveness
  - Competitor Intelligence
- Case studies for each topic

#### Day 3: FMCG Analytics Framework - Manufacturing

- Focus on optimizing production processes, considering forecasting, planning, efficiency, and risk exposure
- **Topics Covered:**
  - Production Forecasting Optimization
  - Production Efficiency
  - Workforce Safety
  - Asset Analytics
  - Production Planning
  - Quality Analytics
- Case studies for each topic

#### Day 4: FMCG Analytics Framework - Manufacturing Continued

- Continuation of the Manufacturing analysis with a deeper dive into case studies and practical applications

#### Day 5: FMCG Analytics Framework - Manufacturing Wrap-up

- Final analysis and wrap-up of the Manufacturing processes with group discussions on best practices and insights

#### Second Week:

#### Day 6: FMCG Analytics Framework - Logistics

- Analysis focused on optimizing delivery, shipments, and warehousing performance
- **Topics Covered:**
  - Location Analytics
  - Inventory Diagnostics
  - Resource & Route Optimization
  - Supply Chain Diagnostics
  - Fulfillment Intelligence
  - Reverse Logistics
- Case studies for each topic

#### Day 7: FMCG Analytics Framework - Logistics Continued

- Continued exploration of logistics analytics with real-life examples and practical exercises

#### Day 8: FMCG Value Chain - Business Management & Support

- In the Support process, analyses focus on determining potential improvements in the organization
- **Topics Covered:**
  - Workforce Analytics
  - Sustainability Analytics
  - Finance Analytics
  - Business Process Analytics
  - Program/Portfolio Analytics
- Case studies for each topic

#### Day 9: FMCG Value Chain - Business Management & Support Continued

- Deeper dive into case studies and discussions about improving business management and organizational support

#### Day 10: Wrap-up and Final Discussions

- Review of key concepts and case studies from all segments of the FMCG value chain
- Final group discussion on applying analytics to real-world FMCG challenges
- Practical steps for implementing FMCG analytics in participants' organizations

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

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Course Fees: 9450 € Euro

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

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### Person Responsible for Training and Development

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