

CUSTOMER CASE

Dyne Business Services & Software

How Unilever successfully and sustainably organised its discount campaigns

Dynelytics' experts successfully demonstrated how data can be analysed with data mining techniques, such as decision trees. Unilever Foodsolutions Schweiz was so happy with the results of the pilot study that the company decided to buy the data mining software, SPSS Modeler, in order to use methods learned during the pilot project and to use the software in-house on a lasting basis.



160 million times a day, somebody somewhere in the world buys a Unilever product. With 400 brands, such as Lipton, Knorr, Magnum, Omo or Dove, no other company affects the daily lives of so many people in so many different ways. Unilever is also the industry leader in the Dow Jones Sustainability Index in the Food & Beverages section. For the twelfth time running, the company is the world's most sustainable company in its branch.

Pilot project to analyse sales figures

Unilever Foodsolutions Schweiz has a very good database of sales and related characteristics. To make even better use of this database, the Unilever business unit turned to Dynelytics, known at the time as SPSS Schweiz. After making an inventory and a data audit, the Dynelytics consultant suggested carrying out an analysis pilot project with the customer, in order to be able to reply to selected issues in an exemplary manner using data on individual sales and sales quantities from the CRM system and from global market

figures. The aim was also to determine whether data mining methods provided effective added value. Then, implemented discount campaigns and promotions for the wholesale business were analysed in order to make suggestions for improvements. One interesting point was, for example, the issue of what makes an action successful. This exciting project was carried out with Dumeini Battaglia, Senior Key Account Manager Trade, who represented the customer.

Dynelytics' data mining know-how

Dynelytics' experts successfully demonstrated how data can be analysed with data mining techniques, such as decision trees. It was clearly revealed that in certain product groups, such as seasoning products, discount campaigns had no effect on the decision to purchase, while for other products, such as salad dressings, they were very decisive. The amount of the reduction was one of the decisive factors. The region and the month of a campaign turned out to be important characteristics. Unilever Foodsolutions Schweiz was so happy with the results of the pilot study that the company decided to buy the data mining software, SPSS Modeler, in order to use methods learned during the pilot project and to use the software in-house on a lasting basis. Meanwhile, the Unilever business unit is planning other data mining methods, for example association rules, to analyse baskets and ascertain the so called "Next Best Product" ●

Long-standing data mining know-how by Dynelytics



MORE INFO

→ Data Mining

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