

Coca-Cola Business Intelligence Strategy

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02.

Company Overview

Mission // Strategic Goals // Current Challenges

THE *Coca-Cola* COMPANY



Mission

"To refresh the world in mind, body, and spirit. To inspire moments of optimism and happiness through our brands and actions."

Strategic Goals



Total Beverage Company



Customer-centric company



Sustain profit growth

Current Challenges



**Meeting
customer
preferences**



**Reaching and
expanding to
valuable customer
groups**



**Different legal
and governance
requirements**





03.

**Current
State of BI**

Key Decisions // Opportunities // Challenges

Key Decisions



Marketing

Marketing funnels,
customer acquisition, and
retainment



Sales / Product

Current earnings and
losses (aggregated / per
product), operational costs



HR

Understand adjustments
needed to be made in
human capital



Manage Risks

Better understanding of current scenario

Understanding of what could happen and
what should be done

Less waste of valuable resources and
manpower



Significant Opportunities



Cost Reduction

Production and delivery
with visualizing
predictive maintenance



Market Sentiment

In line with strategic
goals and to beat
competition

Major Challenge I: Global Operation

Centralization VS Decentralization

BI practices
Data dictionary
Politics

Privacy Laws

Data access



Major Challenge II: Data Talent

Reskill VS Hire

Cost

Time

Understanding towards the
business





04.

Text Analytics

Text analytics



Evaluate products

Examine the performance of brands by analyzing unstructured data



Public relations management

Respond online mentions of Coca-Cola in a timely and effective manner.



Sentiment analysis

Analyze feedback on how people view Coca-Cola and approach more customers than conducting survey



Product development

Identify potential partners, such as retail stores that haven't sold Coca-Cola.



Customer segmentation

Create popular beverages based on regional customer preferences



Financial management

Identify potential competitors and respond in an early stage.



Think BOLD

Someone in there?



“Every drink is unique.”

Different ingredients in
different vending machine at
different region.

Bartender vending machine





05.
RECOMMENDATIONS



Recommendations



01.

Data Quality and Governance

Company-wide participation required.

02.

Self-service BI dashboard

Faster decision-making

03.

Improve retail channels

Effectively allocate resources based on regional needs.



Conclusion



Increase customer satisfaction



Explore new opportunities



Optimize the use of data

Thank you!

Questions?

Resources

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