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Applying Data Science and Analytics at P&G


Introduction

This report seeks to find how data science and analytics has helped establish P&G as a key player in consumer goods industry. These technologies have revolutionised how P&G receive information about market tactics, consumers and overall business management. As it will be seen in this article, through the use of data science and analytics, P&G has been able to sustain its competitiveness.



Enhancing Consumer Insights


Of all the areas that data science is applied in at P&G, the improvement of consumer insights is one of the most notable. Using big data, P&G can obtain a large amount of qualitative and quantitative information from internal and external sources like the company sales, social network activity, and customer reviews. Top analytical tools help the company understand trends occurring in the market, consumer preferences, needs, and adjust their offers and marketing campaigns. This strategy enables P&G to be in a better position in meeting the changes in the market while also satisfying the customers' demand.





Driving Innovation


Technology innovation is one of P&G's key capabilities and data science is a key pillar of this. Through analyzing the feedback received from the consumers as well as the general information available in the market, P&G will be in a position to know when to launch new products into the market or to try improving on their existing products. The techniques of data science are used for the development of the new products, when can the possibilities of success, and an alteration of formulations according to the demands of the customers.





Conclusión

Using its actual experience of data science and analytics, P&G has shown how the use of these technologies could offer invaluable business impacts. Ranging from the improvement of the understanding of consumers to the optimisation of processes and the encouragement of new developments, data science is a vital component of P&G's strategic planning for the longterm sustained leadership in the consumer goods industry.



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