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MANAGING WITH ANALYTICS AT PROCTER & GAMBLE

INTRODUCTION

With the expansion of the role of analytics for business decisions and organizational management, companies continue to extend their use of analytics more intensely in the contemporary business world. P&G, the world's largest consumer products company, has taken analytics as a business enabler to sustain leadership and enable greater innovation. More specifically this case examines how the firm utilises analytics when making choices in many areas of operation and to enhance results.

DECISION MAKING

Analytics has become imbedded in the 'heart' of Procter & Gamble as a decision-making tool; it is used in activities such as marketing, supply chain, and product development. By using a large number of analytic tools, more data can be processed, which provides an accurate forecast, better resource allocation, and surely, the correct estimation of costs.

Through this integration of the efficiency and effectiveness of operation has improved in P&G.

CHALLENGES AND OPPORTUNITIES

As with any program, P&G has some issues to consider in the management and enhancement of its analytics systems. They include the problem of connecting the information received from various sources, the problem of data integrity, and the problem of refining the technological arsenal.

CONCLUSION

Thus, Procter &Gamble has successfully introduced analytics to strengthen company's image as a progressive organization that uses quantitative analysis in order to improve the efficiency of business processes. The case can be used to explain how contemporary organization values analytics and how the use of data analytics can help to reveal new opportunities for business growth.

RECOMMENDATION

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