

# Actionable insights to increase FMCG profits

## 1. The Context

As the world quickly adapts to a new normal, the FMCG sector has boomed, giving rise to the necessity of new data & analytics platforms and technologies. Our clients, leaders in the FMCG market, trusted RUBIX.

- An Australian staple and large supplier of savoury goods to Australian marketplaces, Patties had need to revamp their business intelligence practices to provide fast, flexible information made more urgent amidst the uncertainty of COVID.
- Having little existing BI with poor user retention, change management and training was needed in order to encourage business stakeholders to work with newer technology
- RUBIX. led and managed a full redesign and deployment of business information reporting, aimed at increasing efficiency and enabling data-driven decisions.

## 2. Our Challenge

100% virtual RUBIX. team deployed during COVID to collaborate with stakeholders for an immediate uplift in analytics maturity.

- Over three months, worked closely with business stakeholders to identify key areas of underreporting and assessed which of those areas had the highest return on investment potential.
- Engaged in regular executive-level strategy sessions to facilitate agile response to the rapidly-changing needs of the business, providing guidance on where effort needed to be increased or reduced.
- Agilely developed, iterated upon and then deployed executive-facing reports and data sets. This involved close coordination with data SMEs to incorporate hidden business rules, review and action low-quality data, and develop logic for new metrics.
- Ran multiple training sessions to onboard users to the platform, followed by regular sessions to guide through difficult questions and facilitate change management away from obsolete Excel reports.

## 3. How we Triumphed

Utilising our Rapid Analytics Framework, we demonstrated the effectiveness and commercial value of this new insights capability, delivering end-to-end solutions allowing clients to move away from antiquated manual spreadsheets to embrace the power of real time sales, product and consumer data..

- Project success saw Patties with the highest world-wide retention of regular BI users, thanks to RUBIX's business-first approach & change management
- Platform users reported significantly easier access to business-critical information, such as procurement trends, sales & marketing interactions, and even recipe optimisation data.
- At the executive level, the BI implementation reduced board report development time from weeks to less than one day across sales, general ledger and procurement.

The highest world-wide retention of regular BI users, thanks to RUBIX's business-first approach

## FAST FACTS

115  
Customers

Over 350  
Data Projects Completed

18  
Languages Spoken

Over 1,125 years  
of combined data experience

9  
Years as RUBIX.

10  
Pinball Machines at RUBIX. HQ

3  
Kaggle Competitions Won

A whole lot of fun along the way!

# We live in a data economy where maximising the value of your dataset is critical to company success

At RUBIX. we are values based and data driven, putting the customer and our people at the core of everything we do.

We're a leading Australian pure play data consultancy, providing innovative custom end-to-end data solutions to enterprise and mid-market companies.

Our key offerings include data strategy, data governance, data preparation, business intelligence, machine learning and artificial intelligence. We've completed over 350 data projects and have been recognised as a leader in the field. We are the trusted data partner of some of Australia's largest brands.