

## NEW DATA GROWS GROWTH

### Situation

A seed supplier gave a newly created data set to an ad agency engaged to develop growth strategies. The data contained three years of multi-channel sales history they expected to give new insights about their customers and market sales performance. However, neither company had analysis expertise immediately available to deliver two main objectives:

1. Turn the raw data into growth-driving strategic insights
2. Create new approach to set and manage sales goals

### Insights

The database of sales to distributors and end-user customers could help the company understand purchase behaviors across channels and sales territories and provide new information to guide sales management and product development. Project priorities included:

- Assess the overall data quality
- Develop an approach to segment and quantify distributor behaviors
- Develop county-level market share analysis
- Design sales representative-friendly reporting capability

### Outcomes

After four months the company received a new sales planning and management tool to increase sales, better understand customers and improve data quality to support ongoing analysis.

- Sales opportunity analysis and customer behavior maps presented in Tableau supported flexible reporting and analysis
- Distributor partners were profiled for growth
- planning based on quantitative and qualitative analysis
- The data set was “cleansed” after significant inconsistencies were identified