



# HOW M2E ADVISORY'S FACT PACKS TRANSFORMED MARKET ANALYSIS FOR A TOP BEVERAGE COMPANY

## AT A GLANCE

### Challenges

- Identifying the root cause of sales spike
- Analyzing key market-level sales performance

### Results

- Deeper insight of sales anomalies
- Restructured GTM strategy
- Holistic view of market dynamics

## OBJECTIVE

Identify the source of a significant sales spike for a leading beverage company. Create data offerings that correlate various data sources that show underlying factors related to said spike.

## RESULTS

### Speed to Decision < 4 Weeks

Within just four weeks, M2E Advisory identified the root cause behind the sales spike, empowering the top beverage company to redirect its Go-To-Market (GTM) strategy and marketing spend effectively.

## CHALLENGE

The leading beverage company encountered difficulties in analyzing market-level sales performance efficiently across diverse data sources. Due to this lack of streamlined approach, they grappled with understanding market dynamics and identifying the underlying cause of the sales spike. Furthermore, the hypothesis that store location significantly impacted sales posed challenges in correlating different data sources to validate this assumption.

## SOLUTION

M2E Advisory introduced Fact Packs, a robust analytical solution that combined internal client data (sales, Nielsen data, and store locations) with external market demographic data (population, household, income, and competitor locations). By integrating these diverse datasets, Fact Packs enabled the client to uncover nuanced insights into market performance, price elasticity, and sales trends.

### Holistic Data = Smarter Decisions

The implementation of Fact Packs revolutionized market analysis for the top beverage company, providing actionable insights and enabling agile decision-making. By leveraging a holistic view of market dynamics, the client could adapt its strategies in real-time, ensuring a competitive edge in the ever-evolving beverage industry landscape.